



Student activity guide

How do you arrange to meet someone you don't know?

Activity

Tools

1

The International Cow of Mystery will have to be a real team effort so make sure everyone fully understands the mission.
Assign specific roles to each member of your group (e.g. Leader, ICT guru, Operations Manager). Think carefully about each person's strengths.
This step focuses on finding a dairy farmer and organising to interview them.
You will need to consider how to find the dairy farmer, how the interview will be done and what logistics need to be organised for this.

2

Set up a table or spreadsheet in a Google Doc that will become your group's record of the mission. This will be where you store minutes, notes, contact details, actions and decisions.
Organise a section for each different type of entry (e.g. contact details, a note from a phone call or a note about action taken on a task).
Set up an Evernote account to archive any photos, reply emails, tweets and other anecdotes throughout each step.
Make sure everyone remembers to use the Google Doc and Evernote account because you will need them as a record of your learning at the end of the mission.

3

Set up two Tree Maps in your Google Doc.
Use Finding a Farmer and Organising an Interview with a farmer as the main titles.
Decide on your 'need to knows' for this step. These should focus on how to find a farmer and how to organise an interview with them. What do you need to know to achieve this?
For example, "We need to know who to contact to help us find a farmer." "We need to know the phone etiquette for making a call to someone we don't know." Choose the right Tree Map and record the 'need to know' as the subtitles.
Turn your 'need to knows' into questions. These can be recorded as the steps under the subtitles on the Tree Maps.

4

Turn your questions into tasks and allocate them to each person.
Use Wunderlist to record the task, who's responsible and a deadline.
Work through your tasks until you have answers to all your questions.
This should mean a farmer has been found. If not you need to review what information you are missing and repeat the 'need to know' process. Remember to ask your teacher for help if you get stuck.
Record all the details of the tasks in the correct section of your Google Doc. Save any reply emails or photos you have taken to document your progress in Evernote.

5

Decide the best way to make contact with your farmer.
Introduce yourself clearly (name and school) and explain the reason you are getting in touch.
Compose an email or a telephone script to use. This will ensure you don't miss any important details or questions. Have a plan in place incase there is an opportunity to leave a voice message.
Finalise a time, date and method for the interview.



SUCCESS CRITERIA

You can check you have completed the task successfully by:

- Finding a farmer who is willing to be interviewed
- Contacting the farmer and agreeing on a time, method and date for the interview
- Selecting 'need to knows' that show relevance towards completing the first step