2013 National Teach Ag Day Celebration

Thursday, September 26
“I definitely would not be the person I am today, pursuing a career in agriculture, without my agriculture teacher.”

-Steven A., California
Introduction

The National Teach Ag Campaign is an initiative of the National Council for Agricultural Education led by the National Association of Agricultural Educators sponsored by the CHS Foundation as a special project of the National FFA Foundation.

Coordinator's Comments

The National Teach Ag Campaign’s outreach efforts grew tremendously during 2012 thanks to the efforts of countless local and state agricultural education leaders. As I reflect on our accomplishments, I also recognize we have a lot of work yet to do. The National Teach Ag Campaign is ready for the challenges that lie ahead. We are committed to improving the existing initiatives while incorporating new programs that benefit current and future agriculture teachers. It is my greatest honor to spread the Teach Ag message on behalf of the National Teach Ag Campaign. With your help and support, we will create a quality supply of agriculture teachers that will grow programs and sustain agriculture education for years to come.

—Ellen C. Thompson

National Teach Ag Campaign

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National Teach Ag Campaign Overview

The National Teach Ag Campaign is currently in its fourth year. It has been enormously successful in developing and implementing agriculture teacher recruitment and retention programs. The National Teach Ag Campaign addresses these priorities by developing resources, programs and opportunities related to the agricultural education profession.

Rationale

- Critical shortage of agriculture teachers across the U.S.
- Agricultural education programs prepare students for careers in agriculture.
- New and existing agriculture programs close due to the lack of qualified agriculture teachers.
- Agriculture teachers are positive role models in their communities.

Causes of the agriculture teacher shortage

- New and expanding programs.
- Attrition of current agriculture teachers.
- Current generation of teachers wanting to move up the career ladder.
- Negative attitude by media and policymakers toward education and teachers.
- Every state has its own licensure system, making it difficult to be certified outside the state where the degree was obtained.
- Certification process is costly and cumbersome.
- Geographically-bound job seekers unwilling to relocate.
- High number of retirements in the profession.

Impacts of the agriculture teacher shortage

- Programs go unfilled.
- Alternatively-certified or non-certified teachers are hired to fill positions.
- Unqualified teachers fail to fully implement the three components of agricultural education effectively.
- School districts close programs if they can’t find qualified teachers.
- New programs are reluctant to open because school districts fear they will not be able to find quality and qualified applicants.
- Communities get discouraged if they can not fill positions they helped create.
- Fewer future agriculture employees due to lack of program growth and diversity.

Objectives

- Increase the number of new agriculture teachers and programs.
- Decrease the number of agriculture teachers who leave the profession prematurely.
- Provide resources for local, state and regional agricultural education leaders to implement recruitment and retention initiatives.
- Develop and grow agriculture industry and agricultural education relationships.
- Increase agriculture teacher diversity.
- Promote the vital role that agriculture teachers and programs play in the community.
- Provide career opportunities in agriculture for rural and urban communities.

An abundant supply of agriculture employees depends upon quality school-based agriculture programs and those programs need qualified agriculture teachers.

Affiliations/Partners

- Agriculture Future of America
- American Association of Agriculture Educators
- Collegiate FFA
- Minorities in Agriculture, Natural Resources and Related Sciences
- National Association of Agricultural Educators
- National Association of Supervisors of Agricultural Education
- National Council for Agricultural Education
- National FFA Alumni
- National FFA Foundation
- National FFA Organization
2012 Impact Data

- 925 Twitter followers / 1,079 tweets
- 2,269 Facebook likes
- 7,908 A Day in the Life blog views / 48 posts / 165 avg. views per post
- 11,323 visits to the Teach Ag website / 28,784 page views
- 13,471 Teach Ag Communities of Practice views / 81 total posts / avg. 166 views per post
- New Teacher News e-newsletter: 722 subscribers with an average open rate of 13%
- Teach Ag Times e-newsletter: 1,997 subscribers with an average open rate of 11%
- $3,900 in Teach Ag grants distributed in 22 states, impacting 149 future agriculture teachers, 638 current agriculture teachers, 2,330 high school students and 85 elementary students
- 350 people attended Teach Ag workshops hosted by the National Teach Ag Campaign
- 12 Teach Ag Ambassadors selected from 11 states (serving during the 2012–2013 academic year)
- 19 Teach Ag Advisory Board members from 18 states
- 11,800 National Teach Ag Day posters distributed
- 77 “Where will you be tagged to Teach Ag?” Tumblr submissions
- 3,947 registered users in the Teach Ag database

Number of states directly impacted by a National Teach Ag Campaign initiative

42
Is your state currently facing a shortage of secondary certified agriculture teachers?

Our state generally has a placement rate that ranges from 40 to 50 percent annually, so we have more openings than qualified candidates.  
— Illinois

Yes, we are hiring alternatively certified teachers every year.  
— Georgia

Yes; this is only going to get worse as the current ag teaching population reaches retirement age.  
— Kentucky

Yes, because new positions are being created and not enough certified individuals to fill them. Also, due to lack of retention methods.  
— Florida

Yes, because of retirements, new program additions, expanding programs.  
— California

Yes, retirements and current teachers leaving the profession.  
— Oklahoma

Yes, this year for the first time.  
— New York

Based on the 2012-2013 Academic Year

$39,226 average starting salary
35 average number of extended contract days
117 new ag programs opened
16.5 additional positions were added
14 average years of teaching experience
7737 agriculture programs
742 agriculture teachers will retire in the next three years
22 ag programs closed because they couldn’t find an ag teacher
146 programs are operating with a teacher not licensed to teach agriculture
473 of last year’s 679 ag ed graduates are teaching

Approximately 3,216 students are currently enrolled in an ag ed degree program across the country.

States in red experienced a shortage of agriculture teachers during the 2012-2013 academic year.
National Teach Ag Campaign Initiatives

Teach Ag Website
www.naae.org/teachag

The Teach Ag website is the central command center for all Teach Ag news, updates, information, lesson plans and resources related to becoming an agriculture teacher. Highlights of the website include monthly Teach Ag campaign updates, Teach Ag workshop resources, A Day in the Life Blogger bios, Teach Ag resources and lessons, Ag Ed Degree College Finder, License Certification information by state and job openings by state.

Teach Ag Lessons & Resources
www.naae.org/teachag/teachag_lessons.php

More than 50 lessons and activities are available on the Teach Ag website for teachers, state staff, alumni and stakeholders to use for celebrating and promoting the agricultural education profession. The lessons are laid out in an easy-to-use format with objectives, outcomes and material lists included.

Teach Ag Campaign Sign-ups

Students and current educators who are interested in either becoming an agriculture teacher or helping promote the profession of agricultural education are encouraged to sign up for the Teach Ag Campaign. The Teach Ag website has an online form to sign up for the campaign as well as the opportunity to sign up at the various events where the National Teach Ag Campaign is represented. There are currently more than 3,000 Teach Ag campaign members, all of whom receive monthly communications from the Teach Ag Campaign. Additionally, with the students’ permission, their information is shared with selected university programs that offer an agricultural education degree.

Teach Ag Times Monthly Campaign Member Update
www.naae.org/teachag/update.php

People who sign up for the Teach Ag Campaign either online or at a Teach Ag booth receive a monthly e-newsletter related to the career of agricultural education or becoming an agricultural educator. The themes are designed primarily for high school students considering a career as an ag teacher, and include topics like job shadowing, maximizing your campus visit and applying for scholarships.

National Teach Ag Campaign Data Collection
http://communities.naae.org/message/17709

During 2012, with help from the National FFA Organization, the American Association of Agricultural Educators and state agricultural education staff, the National Teach Ag Campaign was able to collect and analyze comprehensive agriculture teacher supply and demand data. The data was compiled nationally and by region and is available in electronic format for anyone to use.

Teach Ag Workshop Resources
www.naae.org/teachag/tag-workshops.php

One important aspect of the National Teach Ag Campaign is providing resources to states for further outreach. Teach Ag workshops offer a unique opportunity to spread the Teach Ag message to students who are unaware of the opportunities for a career in ag education. The Teach Ag Workshop Best Practices portion of the Teach Ag website has numerous resources related to hosting and delivering a Teach Ag workshop. In addition, the National Teach Ag Campaign coordinator presents several national and state workshops throughout the year.

New Teacher News
www.naae.org/teachag/newteachernews.php

This monthly e-newsletter is meant to serve as a consistent connection between NAAE and agricultural teachers in their first and second year. Each issue features tips, advice, benefits of NAAE membership, a NAAE board member feature, and information on a theme topic. While the intended audience of the newsletter is those teachers who are early in their career, all experience levels can benefit from the newsletter.
The blog series highlights the daily lives of agriculture teachers across the U.S. who share the joys and challenges of being an ag teacher through a blog on NAAE’s Communities of Practice. Each blogger has a different background and perspective. While the original intent of the bloggers was to provide insight into the life of an ag teacher for those considering a career in ag education, the blog series has also been a favorite of current ag teachers as they enjoy reading the stories and relating to the experiences.

The 2012-2013 bloggers are:
- Wes Crawford, Sutherlin High School, Oregon
- Matt Eddy, Southeast Polk High School, Iowa
- Jessie Hartle, Page High School, Tennessee
- Tiffany Morey, Essex County Vocational Technical School, New Jersey
- Patrick Wellert, Chino Valley High School, Arizona

“What we do as agriculture teachers is life-changing. We are charged with sending career-ready students into the world with the enthusiasm they had their freshman year coupled with the wisdom of a senior. We don’t just prepare students for the real world, but arm them with tools and the mindset to be excited for it. Yet the small things matter, too. Talking with the students and hearing about their weekend plans each Friday, then getting an update each Monday. Knowing what animals students have and their names, and asking about them. Understanding the personalities of each of your unique students, and ensuring they all feel welcome and included. We cannot control what happens to a student once they walk out of our classroom, but we can make sure they are safe, loved and cared for when they are in the four walls of a classroom, shop, greenhouse, or barn.”

—Excerpt from blogger
Jessie Hartle, Page High School, Tennessee
National Teach Ag Campaign Initiatives continued

National Teach Ag Day Events
www.naae.org/teachag/teachagday.php

National Teach Ag Day is a National celebration during which agriculture programs, teachers, alumni groups, FFA chapters and colleges take part in events to promote the agricultural education profession. The visibility of the Teach Ag message during the week of Teach Ag Day was tremendous. The next National Teach Ag Day will take place on September 26, 2013.

Teach Ag Day Virtual Celebration

2012 marked the first year that a national celebration took place in one location. The National Teach Ag Campaign celebrated at the Buena Park High School agriculture department on Thursday, March 15 with various agricultural education stakeholders discussing the path to becoming an agriculture teacher and the positive impact that agriculture teachers have on their schools and communities. The event was streamed live online through the Teach Ag website.

Teach Ag Day Collegiate Contest
www.naae.org/teachag/collegiatecontest.php

As a means of including the next generation of agriculture teachers in the Teach Ag Day celebration, the Teach Ag Campaign hosts an annual Teach Ag Day Collegiate Contest in which all college and university organizations may participate. The contest is designed to encourage post-secondary agricultural education institutions to celebrate National Teach Ag Day and spread the word about the need for more agriculture teachers.

Teach Ag Grants
www.naae.org/teachag/grants.php

The National Teach Ag grants are designed to help agriculture teachers and stakeholders conduct Teach Ag-related events. All NAAE members are encouraged and eligible to apply for the grants. The grant amounts vary depending on the request and require a summary wrap-up with pictures. On average, the National Teach Ag Campaign receives twenty grant applications a year, with a majority of the grants being funded.

Will Schumaker, Meridian High School agriculture teacher, shares his ag ed story during the 2012 Idaho State FFA convention Teach Ag workshop. The workshop was funded through a Teach Ag grant.
National Teach Ag Campaign Initiatives

Teach Ag Day Media Relations
An extensive media plan is created and enacted leading up to National Teach Ag Day. The media plan specifically targets agriculture- and education-related outlets as well as social media. News release templates and sample letters to the editor are also provided on the Teach Ag website so local planners may spread the word on their own. National Teach Ag Campaign sponsors are highlighted in each release. Here's a snapshot of 2012 National Teach Ag Day media mentions:

National Teach Ag Campaign CoP Community
http://communities.naae.org/community/mpa/teachag
The National Teach Ag Campaign has its own community where updates and information about the Teach Ag Campaign is shared. Given that the NAAE Communities of Practice site has such a large volume of traffic, it offers a great opportunity to share Teach Ag information and resources with ag teachers instantly while providing a holding place so the information is available long after it is posted.

National Teach Ag Campaign Social Media
www.facebook.com/pages/Teach-Ag/32013454335  https://twitter.com/#!/Teach_Ag
The National Teach Ag Campaign uses a variety of social media platforms to promote the profession of agricultural education while encouraging students to consider a career as an ag teacher. Both the Teach Ag Facebook page and Teach Ag Twitter account are updated nearly every day.

National Teach Ag Campaign Ambassadors
The National Teach Ag Campaign Ambassadors represent the National Teach Ag Campaign at various events, run the interactive booth at the National FFA Convention, and provide insight into the needs of undergraduate agricultural education majors. This is the second year that ambassadors have applied and been selected. Additionally, the ambassadors are equipped with lessons and resources to spread the Teach Ag message in other arenas. The 2012–2013 Ambassadors are:

- Bradley Coleman, Louisiana State Univ. A&M
- Sara Colombe, South Dakota State University
- Katie Frenzen, University of Nebraska–Lincoln
- Jillian Gordon, Penn State University
- Victoria Hamilton, University of Kentucky
- Emilie Kuhn, Purdue University
- Doreen Lorentz, University of Minnesota
- Bethany Markway, Missouri State University
- Heather Pray, Penn State University
- Aly Reynolds, Utah State University
- Brandon Sours, New Mexico State University
- Nyssa Thigpen, Mississippi State University

www.naae.org/teachag
NAAE Convention Networking Reception and Mystery Speaker

The networking reception and mystery speaker is the kick-off event for the annual National Association of Agricultural Educators convention. The reception is a great way to network and mingle with other agriculture teachers, sponsors, affiliates and stakeholders in a relaxed and friendly environment. The increased networking provides attendees with the opportunity to connect and build relationships that will last far beyond the convention.

Teach Ag Advisory Board

The Teach Ag Advisory Board started in September 2011. This volunteer board provides feedback on state and regional agriculture teacher recruitment and retention trends. The group meets every other month via conference call and discusses a wide range of issues, from recruiting students in other majors to developing useful tools. The current Teach Ag Advisory Board is made up of 19 members. The members represent all six NAAE regions and various ag ed affiliate organizations:

- Dr. Steve Brown  USDE AFNR Supervisor
- Ashley Collins  GA AgCareers.com
- Ken Couture  CT Agriculture Teacher
- Dr. Daniel D. Foster  Penn State University
- Al Griffen  AL Demopolis School Superintendent
- Victoria Hamilton  Univ. of Kentucky Ag Ed Major
- Dean Hicks  MO Agriculture Teacher
- Dr. Bill Kellogg  Cal Poly State University
- Brandy Krapf  University of Illinois
- Chad Massar  MT Agriculture Teacher
- Amy McAllister  FL State Supervisor
- Shauna McReynolds  National FFA Alumni
- Dr. Amy Smith  South Dakota State University
- Dr. Kristin Stair  New Mexico State University
- Ellen Thompson  National Teach Ag Campaign Coor.
- Kurt VanDeWalle  NE Agriculture Teacher
- Dr. Dexter Wakefield  National FFA Org.
- Kerry Wefald  Kansas FFA Foundation

Monthly Teach Ag Campaign Update

The National Teach Ag Campaign believes in transparency, so it distributes a monthly update to all stakeholders. The update contains an overview of all Teach Ag involvement during the previous month as well as impact numbers and upcoming calendar items. The update provides a snapshot with links to more detailed information.

Grow Your Own Tool Kit
http://communities.naae.org/community/mpa/teachag/grow-your-own-ag-teacher-resources-

This campaign was created as a tool for community leaders, alumni and advisory board members to access as a resource to identify, nurture, support and retain quality agriculture teachers. All the materials are available through the Teach Ag website or by going directly to the NAAE Communities of Practice Grow Your Own Sub-community.

National Teach Ag Campaign Intern

The National Teach Ag Campaign hired University of Kentucky senior agricultural education major Victoria Hamilton to serve as an intern during the 2012-2013 academic year. Victoria was directly involved in the creation of promotional materials, message distribution and day-to-day operations. Additionally, Victoria attended the National Association of Agricultural Educators conference.

Promotional Materials
www.naae.org/teachag/tag-promo.php

A variety of Teach Ag promotional materials are available by free download or for purchase through the Teach Ag website. The promotional materials are meant to help state and local programs spread the Teach Ag message. There are a variety of materials including but not limited to brochures, posters, logos, t-shirts, Teach Ag video, ringtones, graphics and much more.

AgCareers.com
www.agcareers.com

The National Teach Ag Campaign and AgCareers.com are working collaboratively to make sure open agriculture teaching positions are posted across the country. This partnership allows the National Teach Ag Campaign to post an unlimited number of teaching positions at no charge.
Teach Ag Campaign Trade Shows & Events

The Teach Ag Campaign coordinates a representative at various events to spread the Teach Ag message. The events are designed to be interactive while bringing awareness to the size and scope of agricultural education as a great career choice.

Teach Ag in DC
www.naae.org/teachag/resources/2012/2012%20TAgDay-DC.pdf

National Ag Day is a day to recognize and celebrate the abundance provided by agriculture. Every year, producers, agricultural associations, corporations, universities, government agencies and countless others across America join together to recognize the contributions of agriculture. The Agriculture Council of America coordinates a Teach Ag in DC event. Given the important connection between agriculture and agriculture teachers, this is a natural fit. Undergraduate agricultural education majors are paired with a mentor agriculture teacher to create an agriculture literacy lesson that will be taught to students in Washington DC schools on National Ag Day. The materials and process created for this event will be distributed and promoted for other states to use in their communities and cities. This event achieves multiple goals: an opportunity for future teachers to prepare and present an agriculture lesson, a mentoring and networking component for current teachers and ag literacy.

WASHINGTON, DC (400 ATTENDEES)

- 6 future agriculture teachers
  - Jodi Boe North Dakota State University
  - April Johnson South Dakota State University
  - Josh Johnson South Dakota State University
  - Jenna Moser Penn State University
  - Bethany Markway Missouri State University
  - Nina Miller Virginia Tech University
- 3 Mentor Teachers
  - Aaron Geiman North Caroll High School, Md.
  - Matthew Eddy Southeast Polk High School, Iowa
  - Robin McLean Northern Burlington Middle School, N.J.
- 75 Washington DC middle school students
- 400 National Teach Ag Day posters distributed

Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) Conference

The Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) National Conference is an opportunity to bring together people with various interests and compete in career building events while networking and gaining valuable professional experience. The National Teach Ag Campaign worked in collaboration with the National FFA Diversity and Inclusion Coordinator to honor and recognize three MANRRS members at the MANRRS conference for their outstanding contribution to the agricultural education profession.

ATLANTA, GA (800 ATTENDEES)

- Teach Ag Booth
- 3 Outstanding Contribution to the Profession teachers honored
  - Dr. Antoine Alston North Carolina A&T
  - Dr. Alvin Larke, Jr. Texas A&M University
  - Dr. Dexter Wakefield Western Illinois University
NAAE Region 1 Conference
The NAAE Region 1 Conference is a regional conference representing 9 western states. Attendees participate in professional development, organizational business and agriculture tours. The National Teach Ag Campaign was able to participate in Region 1 meetings, network with attendees and present a two-hour Teach Ag workshop.

**Bellingham, WA (90 Attendees)**
- 14 attendees at the Teach Ag Workshop

American Association of Agricultural Educators (AAAE) Conference
http://communities.naae.org/thread/4725
The American Association of Agricultural Educators (AAAE) National Conference is a professional development and business organization event for professors in agricultural education. During the conference, the National Teach Ag Campaign was able to connect with countless teacher educators. This connection fosters increased communication and collaboration.

**Asheville, NC (400 Attendees)**
- Teacher Educator Special Interest Group (SIG) presentation 33 attendees
- AAAE Resolution supporting the National Teach Ag Campaign

American School Counselors Association National Conference
The American School Counselors Association National Conference is a professional development and organizational business meeting for school based counselors. School counselors are a critical audience for the National Teach Ag Campaign given their direct influence on secondary student career options. The National Teach Ag Campaign met with dozens of attendees one-on-one.

**Minneapolis, MN (1500 Attendees)**
- In-demand careers presentation 23 attendees
- Teach Ag Booth in conjunction with National FFA Organization booth

National FFA Alumni Development Conference
http://communities.naae.org/community/mpa/teachag/blog/2012/07/17/adctagcsuccess
The National FFA Alumni Development Conference brings agricultural education supporters together to discuss ways to support, sustain and grow agricultural education and FFA opportunities for students. Attendees are typically community supporters, parents, agriculture teachers and business leaders. The National Teach Ag Campaign values the role of the FFA Alumni members in addressing the agriculture teacher shortage. There were multiple opportunities throughout the conference to discuss agriculture teacher recruitment and retention. Moving forward, the National Teach Ag Campaign will continue to partner with the National FFA Alumni.

**Bozeman, MT (150 Attendees)**
- Teach Ag Workshop 45 attendees

Vocational Agriculture Teachers Association of Texas Conference
http://communities.naae.org/community/mpa/teachag/blog/2012/08/08/teach-ag-texas-style
The Vocational Agriculture Teachers Association of Texas Conference is the state-level meeting for Texas agriculture teachers. The teachers participate in association business, professional development, vendor relations and agriculture tours. There are more than 1,500 agriculture teachers in Texas. The National Teach Ag Campaign was able to visit with agriculture teachers and ag ed state staff about the recruitment and retention challenges and successes in Texas.

**Amarillo, TX (1,500 Attendees)**
- Teach Ag Workshop
- Teach Ag booth with NAAE
National FFA Convention
http://communities.naae.org/community/mpa/teachag/blog/2012/10/31/teach-ag-ffaconv12

The National FFA Convention is the pinnacle event for secondary and post-secondary FFA members. The attendees compete in career development events, leadership experiences and personal growth activities. The National Teach Ag Campaign has a huge presence during the annual National FFA Convention. The Teach Ag booth at the Career Show is one of the most popular. The booth is staffed by Teach Ag Ambassadors who work diligently to engage FFA members throughout the three days. In addition to the interactive booth, the Teach Ag message is shared with the Alumni delegates and the Alpha Tau Alpha attendees. The Teach Ag Campaign facilitates various Teach Ag career success workshops that use current agriculture teachers and undergraduate students. The 2012 National FFA Convention Teach Ag theme was “Where Will You be TAGGED?”. The theme featured a way for anyone to take pictures and upload them in places where they will be tagged. During the convention, students had the opportunity to take part in a scavenger hunt that included participation from Teach Ag sponsors, stakeholders and organizational members.

INDIANAPOLIS (54,000 ATTENDEES)

- **Teach Ag Booth**
  - Over 1000 booth participants
  - 330 new Teach Ag Campaign sign-ups
- **Two Teach Ag Workshops**
  - 200 attendees
  - 6 current teacher panelists
- **Teach Ag in Indy**
  - 12 Teach Ag Ambassadors
  - 6 mentor agriculture teachers
  - 6 Indianapolis middle school students
  - More than 600 minutes of agriculture instruction in 6 classrooms
- **FFA Delegates**
  - Distributed 400 National Teach Ag Day posters
  - Greeting and remarks from the National Teach Ag Campaign to 400 delegates
- **Other**
  - Expert testimony on the creation of a National Ag Ed CDE. 50-60 delegates
  - **National Association of Supervisors of Agricultural Education Meeting**
    - Greeting and remarks from the National Teach Ag Campaign to 75 attendees
  - **National FFA Alumni**
    - Distributed 300 National Teach Ag Day posters
    - Alumni booth was a stop for the Teach Ag booth scavenger hunt
  - **Rhea and Kaiser Focus Groups**
    - 24 interviews conducted
    - 8 teacher educators
    - 9 current agriculture teachers
    - 7 future agriculture teachers (ag ed majors)

Agriculture Future of America (AFA) National Leaders Conference

The Agriculture Future of America (AFA) National Leaders Conference is designed for college-aged students pursuing careers in agriculture to gain relevant career skill development and explore internship opportunities. In addition to attending the conference, the National Teach Ag Campaign also participated in a day-long dialogue on Human Capital facilitated by AFA and the Farm Foundation.

KANSAS CITY, MO (400 ATTENDEES)

- **Teach Ag Booth**
  - 38 new Teach Ag sign-ups
  - Track One Resume Facilitator
  - 10 future agriculture teachers participated
Teach Ag Campaign Trade Shows & Events continued

Collegiate FFA Ambassadors Winter Training Seminar

The Collegiate FFA Ambassadors Winter Training Seminar is one component of a year-long collegiate ambassador program. The collegiate ambassadors are tasked with developing agriculture presentations that they present in their respective states. Given the reach of this audience the National Teach Ag Campaign shared key facts and figures about the current agriculture teacher shortage. The collegiate ambassadors were given resource materials and data sheets to share with others.

JACKSONVILLE, FL

- 19 ambassadors/16 states
- 30-minute Teach Ag presentation

National Association of Agricultural Educators (NAAE) National Convention

http://communities.naae.org/community/mpa/teachag/blog/2012/12/03/teach-ag-naae12

The National Association of Agricultural Educators (NAAE) National Convention is the annual meeting for agriculture teacher leaders and supporters. The conference is held in conjunction with the ACTE CareerVision Summit that draws career and tech educators from across the country. The agriculture teachers acquire timely professional development, discuss educational issues and recognize regional award winners.

ATLANTA (450 ATTENDEES)

- Networking Reception/Mystery Speaker
  - GA Commissioner of Agriculture Gary Black-Mystery Speaker
  - 220 attendees
- 4 Teach Ag Champions Recognized
  - William Nelson, CHS Foundation-MN
  - Matthew Eddy, Southeast Polk High School-IA
  - Robin McLean, Northern Burlington County Middle School-NJ
  - Dr. Daniel Foster, Penn State University-PA

- 2 Teach Ag Workshops
  - Retaining Early Career Agriculture Teachers
    - 30 attendees/17 states
  - 8 expert presenters from 6 states
  - Best Practices Recruiting Future Agriculture Teachers
    - 28 attendees/17 states
Thank you to Anderson Bean Boot Company and Double J Saddlery for donating their time, resources and skill to create a pair of custom made cowboy boots and boot bag for the grand prize winner at the Teach Ag booth during this year’s National FFA Convention. Anderson Bean also created a display pair of boots (pictured) that tour the United States with the National Teach Ag campaign.

Find Teach Ag on:

For sponsorship information contact:
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wwwffaorg/donate
3173026060

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