NATIONAL
TEACH AG
CAMPAIGN
2013 Annual Report
INVESTING IN THE FUTURE OF RURAL AMERICA

At CHS, we’re committed to creating a strong future—and strong future leaders—for rural America and giving back to our communities with our time, talent and resources. To learn more about how CHS is helping cultivate the future today, visit chsinc.com/stewardship.
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Agriculture teachers directly influence the future of agriculture in the United States and the world by opening young minds to the opportunities, possibilities and excitement that a career in agriculture holds. Agriculture teachers are the key that shows many of our best and brightest that agriculture holds potential for them. That is why the work of the National Teach Ag Campaign is so very important.

As the professional organization for agriculture teachers in the U.S., it is natural that the National Association of Agricultural Educators plays a role in leading and supporting the National Teach Ag Campaign’s effort to recruit students to become agriculture teachers, retain the agriculture teachers we currently have, and ensure that all those who call themselves agricultural educators are highly qualified to take up that important work.

There is no industry more essential to our nation’s future than agriculture, and no single career more essential to the future of agriculture than agricultural education. I believe that the groundwork laid by the National Teach Ag Campaign will set us up for success as we face the challenges we all know the next fifty years will bring.

I am proud of the strides made by the National Teach Ag Campaign since its inception in 2009. Campaign efforts have not only heightened awareness of the need for agriculture teachers but the data collected by the campaign is allowing us to define that need in a way that is actionable. It is that data that is allowing us to make smart, sustainable steps toward ensuring that we have a growing supply of qualified, innovative agricultural educators today and well into the future.

As great as the accomplishments showcased in the pages of this report are, I am already looking forward to the next evolution of the Campaign – more individualized attention to specific states’ needs along with targeted actions that will make a real difference. I also look forward to the day when the work of the National Teach Ag Campaign is done, and we no longer have to explain why agricultural education is so very critical – it will be a given. Until then, we will continue to work alongside our many partners to grow the effort.

Wm. Jay Jackman
Executive Director
National Association of Agricultural Educators
The National Council for Agricultural Education is proud to be a partner in the National Teach Ag Campaign. The Council felt strongly enough about the critical shortage of school based agricultural educators that it identified teacher recruitment and retention as one of the top five priorities facing our organization during the 2012-2015 strategic planning process. The National Teach Ag Campaign does an outstanding job bridging the gap across all stakeholders of school based agricultural education and brings hope that we will be able to reverse the trends evident in recruitment and retention over the past decade.

The Campaign draws widespread attention to the need for agricultural educators and the consequences our education and social systems face if we are unable to meet the needs of a growing agricultural career sector. This is proven by the ability of the campaign to draw financial support from business and industry as well as individuals who believe in the mission of agricultural education. The campaign’s activities change how youth in agricultural education perceive the profession and entice more of them to consider teaching agriculture as a desirable career path. Now the campaign turns attention and resources toward state level campaigns and action which will broaden the program’s reach and allow stakeholders to deal with recruitment and retention barriers as they relate to them specifically. The National Teach Ag Campaign also recently expanded its impact by providing support that will lead to research that helps the profession better understand the depth and breadth of the challenge we face as well as track the progress of everyone’s efforts.

The importance of this campaign and similar efforts cannot be underestimated in terms of importance. The future success or failure of every organization that The Council represents and the entire school based agricultural education community is directly tied to our ability to recruit and retain quality educators at every level.

Mike Honeycutt
Managing Director
National Council for Agricultural Education
The National Teach Ag Campaign raises awareness of the need to recruit and retain agriculture teachers, encourages others to consider a career teaching agriculture and celebrates the positive contributions that agriculture teachers make in their schools and communities.
National Teach Ag Campaign Contact Information

Jay Jackman  
NAAE Executive Director  
jjackman.naae@uky.edu  
(859) 257-2224

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Communications and Marketing Director  
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(859) 257-2224

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Program and Communications Assistant  
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(859) 257-2224

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Lexington, KY 40546-0215  
www.naae.org/teachag  
800.509.0204

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 and CSX as a special project of the National FFA Foundation.
Teach Ag Advisory Board Members

Dr. Steve Brown
National FFA Advisor
National FFA
Alexandria, VA

Dr. Larry Case
Recruitment and Retention Goal Leader
National Council for Agricultural Education Representative
Fredericksburg, VA

Ms. Ashley Collins
Education and Marketing Specialist
AgCareers.com
Fitzgerald, GA

Dr. Daniel D. Foster
Assistant Professor, Student Teacher Coordinator
Penn State University
University Park, PA

Mrs. Andrea Fristoe
Program and Communications Assistant
National Association of Agricultural Educators
Lexington, KY

Mr. Al Griffin
Superintendent of Education
Demopolis City Schools
Demopolis, AL

Ms. Tori Hamilton
2012-2013 National Teach Ag Campaign Intern
University of Kentucky
Lexington, KY

Mr. Dean Hicks
Agricultural Education Instructor
Tarkio High School
Tarkio, MO

Ms. Ali Higgs
National Teach Ag Campaign Intern
University of Kentucky
Lexington, KY

Ms. Farrah Johnson
Agricultural Educator
Deltona High School
Deltona, FL
Teach Ag Advisory Board Members

Dr. Bill Kellogg,  
Professor and Head Agricultural Education and Communication Department  
California Polytechnic State University  
San Luis Obispo, CA

Mr. Chad Massar  
Agriculture Teacher  
Joliet High School  
Joliet, MT

Ms. Amy McAllister  
State Supervisor Agriculture, Food, & Natural Resources  
Division of Career and Adult Education  
Tallahassee, FL

Ms. Shauna McReynolds  
National FFA Alumni Representative  
National FFA  
Oregon City, OR

Mr. Ben Meyer  
National FFA Organization Representative  
National FFA Organization  
Boise, ID

Dr. Amy Smith  
Assistant Professor in Agricultural Education  
University of Minnesota  
St. Paul, MN

Dr. Kristin Stair  
Assistant Professor of Agricultural and Extension Education  
New Mexico State University  
Las Cruces, NM

Ms. Ellen Thompson  
National Teach Ag Campaign Coordinator  
National Association of Agricultural Educators  
Lexington, KY

Mr. Kurt VanDeWalle  
Agriculture Teacher  
Fillmore Central High School  
Geneva, NE

Ms. Kerry Wefald,  
Executive Director  
Kansas FFA Foundation  
Manhattan, KS
Teach Ag Website

Teach Ag Day archived livestream

Regional supply/demand profiles

Workshop resources and guides

Interactive games

Sign up for Teach Ag newsletters

Promotional materials

Lesson plans

Inspirational videos

FAQ’s

Schools offering ag ed degrees

Job openings by state

Latest news and happenings

Grow Your Own Ag Teacher toolkit

www.naaee.org/teachag
2013 Supply and Demand Data

Legend:

- Ag Ed programs unfilled
- New Ag Ed programs
- Ag Ed programs that expanded
- Projected new Ag Ed programs in 2014
- Number of Teachers that Left the Profession in 2013

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*based on 44 states reporting Fall 2013

2013 Annual Report
www.naae.org/teachag
Raising Awareness of the Need to Recruit

Data Collection and Distribution

Working cooperatively with the National FFA Organization, the American Association of Agricultural Educators, and the National Association of Supervisors of Agricultural Education, the National Teach Ag Campaign was able to collect timely data and create useful displays of the compiled analysis.

- 6 Regional Supply and Demand Profiles
- Nationwide Profile

Tagged to Teach Ag

There is currently a critical shortage of agriculture teachers across the U.S. The National Teach Ag Campaign is working to address this shortage by developing resources, programs, and opportunities related to the agriculture education profession. The National Teach Ag Campaign is an initiative of the National Association of Agricultural Educators and the National Association of Supervisors of Agricultural Education and the campaign is a special project of the National FFA Foundation and is funded by the Civil Foundation, DuPont Pioneer, and Growth Energy.

The National Teach Ag Campaign is designed to raise awareness of the need for more agriculture teachers, retain current agriculture teachers and encourage others to become agriculture teachers while celebrating the positive contributions agriculture teachers make in their schools and communities.

Tag an Agriculture Teacher Today

Agriculture teachers bring academic rigor, relevance and relationships to the classroom through hands-on learning, the FFA student organization and experiential learning projects. Teaching agriculture is a unique, rewarding career that plays a vital role in inspiring young people to develop an interest in agriculture and develop an interest in and interest in becoming agricultural leaders.

Promote Teach Ag Ideas
- Play one of the Teach Ag games in class
- Put up a Teach Ag booth on campus
- Encourage students to create a resume and teach it online
- Writing thank you letters to ag teachers
-轩en on your ag teacher recognition campaign to policy makers
- Share positive stories about ag teachers
- Participate in the National Teach Ag campaign

Teach Ag Resources @ www.naee.org/teachag
- Lesson Plans
- Teacher Resources
- Teach Ag Lesson
- Promotional Materials
- Social media templates
- Sign up for the National Teach Ag Campaign
- Social media
- Agriculture Teacher of the Year

Encourage Someone to Teach Ag
- Teaching agriculture is a rewarding and fun career choice.
- Women in agriculture teachers are not the same day today.
- Being an agriculture teacher allows you to learn something new about agriculture every day.
- As an agriculture teacher you will have the opportunity to travel in the state, county and beyond.
- Agriculture teachers are community leaders and role models.
- We need people who have a passion for agriculture and a passion for working with young people to become agriculture teachers.
- Agriculture teachers help students develop the skills necessary to become leaders and contributing members of society.
- Agriculture teachers work with new and emerging agriculture, food, and natural resource technologies.
- Agriculture teachers develop lasting relationships with colleagues across the country.

Why we need agriculture teachers
- There is a national demand for agriculture teachers.
- Students leaving high school will have science, math, technology and leadership skills.
- Agriculture teachers are in high demand in the agriculture and natural resource industries.
- A strong agricultural workforce is crucial for the economic success of our nation.
- Student growth and future are positively impacted by the dedication and quality teaching of agriculture teachers.
- Agriculture teachers help students develop the skills necessary to become leaders and contributing members of society.

TEACH AG

It's MORE than just a career... it's a way of life.

Best Job. Ever. (ask me about it)
AND Retain Agriculture Teachers

Resources
- Grow Your Own Ag Teacher Tool Kit
- New Teacher News e-newsletter
- Teach Ag flyer
- Posting open teaching positions on Communities of Practice and AgCareers.com
- National Teach Ag Campaign Communities of Practice page
- Update blogs
- Announcements
- Press release postings

Join the National Teach Ag Campaign
- I am a student
- I am a teacher
- I am neither — but interested

Nominate A Future Agriculture Teacher

NEW TEACHER NEWS
By choice, not by chance

2013 Annual Report
www.naae.org/teachag
A collaborative effort between the National Teach Ag Campaign, National Ag Day, Agriculture Future of America and the National FFA Organization that paired current agricultural education majors with seasoned agriculture teachers as mentors to provide urban middle school students the opportunity to learn about the science behind agriculture.

**Ag Ed Majors**

*Mariah Huff-Purdue University*

*Kaleigh Summers-University of Missouri*

*Liz Harfst-University of Illinois at Urbana-Champaign*

*Steven Brocksus-Iowa State University*

*Miranda Kane-The Pennsylvania State University*

*Shelby Faulkner-The Ohio State University*

**Mentor Teachers**

*Aaron Geiman-North Carroll High School, MD*

*Parker Bane-Pontiac High School, IL*

*Krista Pontius-Greenwood High School, PA*
“Working with the future teachers allows me to see teaching through a whole new lens,” said Parker Bane, agriculture teacher at Pontiac High School, IL. “It is very rewarding to watch these future agriculture teachers plan, prepare and present the lessons they have worked so hard on. This is a great program that I wish I could have been a part of during my undergraduate training.”
Encouraging Others to Teach Agriculture

National Teach Ag Day was held on September 26 at North Carolina Agricultural and Technical College.

#taglive13
1202 tweets
615 contributors
299,180 accounts reached
1,174,773 impressions
National Teach Ag Day 2013

73 Attendees
11 States

California
Florida
Georgia
Indiana
Kentucky
North Carolina
Oregon
South Carolina
South Dakota
Texas
Virginia

Livestream from North Carolina A&T University
(2300 virtual participants at approximately 450 sites from all 50 states)

Diversity and Inclusion Dialogue
(23 attendees/10 states)

Future Teacher Symposium
(43 attendees/3 Universities)

43 future agriculture teachers
3 Teacher Prep Institutions
Clemson University
Mt. Olive College
North Carolina A&T University

#teachag
883 tweets
493 contributors
260,408 accounts reached
579,989 impressions
Encouraging Others to Teach Agriculture

Each year, the National Teach Ag Campaign selects the nation’s most outstanding agricultural education majors to represent the profession as National Teach Ag Ambassadors at the National FFA Convention Career Show and throughout the year at the state level.
The National Teach Ag Ambassador program is for individuals who are passionate about agricultural education and want to share their story. Teach Ag ambassadors use their enthusiasm to encourage others to consider a career teaching agriculture. With more than 700 agriculture teachers expected to retire in the next three years and new programs opening every year, there is a real demand for agriculture teachers. The Teach Ag Ambassador program allows future agriculture teachers the opportunity to share their passion for agriculture, build their professional network, and develop valuable communication and leadership skills.

2013 Teach Ag Ambassadors

- Whitney Barnes
  - University of Wisconsin - River Falls
- Sara Colombe
  - South Dakota State University
- Kessa Firkus
  - University of Wisconsin - River Falls
- Jillian Gordon
  - Penn State University
- Brianna Harmon
  - University of Illinois
- Ali Higgs
  - University of Kentucky
- Lacie Jacobs
  - Kansas State University
- Stacey Kunde
  - University of Wisconsin - River Falls
- Melissa Nordboe
  - University of Nebraska - Lincoln
- Kinzie Selke
  - Kansas State University
- Meagan Slates
  - Penn State University
- Brittany Ware
  - University of Florida

The National Teach Ag Campaign provides training and mentoring opportunities for the ambassadors. In 2013, the ambassadors taught students at Henry County Middle School in Kentucky.
A Day in the Life of an Ag Teacher Blog

http://www.naae.org/teachag/bloggers.cfm

Celebrating the Positive Contributions that Agriculture

A Day in the Life of An Ag Teacher highlights the daily lives of four agriculture teachers across the U.S. who share the joys and challenges of their career 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.

10,404 blog views
50 posts with an average of 208 views per blog
“The National Teach Ag Campaign influences me every day on how I reach out to my students, connect with them, and encourage them. Without the amazing support of other teachers and the experience the Teach Ag Campaign has given me, I would not be the same teacher I am today! Each and every day, I strive to provide my students with the best hands-on learning experiences possible. I tell my students to reach for their dreams, and also encourage them to consider being an agriculture teacher. I hope that because of the impact I have in their lives, they will want to follow the path I chose and help do the same for future generations.”

-Bethany Markway, Lebanon Technology and Career Center, Missouri
The National Teach Ag Campaign saw an abundance of growth during 2013. This growth would not have been possible without numerous organizations, states, and individuals who took it upon themselves to be the voice of Teach Ag at their state and local levels. As an expression of gratitude for such hard work and dedication to the campaign, Teach Ag recognized four organizations as the 2013 Teach Ag Champions at the NAAE convention in Las Vegas:

- Kansas Team Ag Ed
- Nebraska Team Ag Ed
- North Carolina A&T University
- Oregon Team Ag Ed

The 2013 Champions displayed tremendous dedication and commitment to spreading the Teach Ag message and worked hard to ensure a quality supply of agriculture teachers across the country. Their efforts included Teach Ag luncheons for prospective students, social media campaigns, hosting the 2013 National Teach Ag Day, Teach Ag booths at state conventions and early career-mentoring programs. Individuals from the Champion groups served as Teach Ag Ambassadors, A Day in the Life of an Ag Teacher bloggers, and representatives on the National Teach Ag Campaign Advisory board.
From left to right: Ellen Thompson, Kurt Dillon (Kansas Team Ag Ed representative), Stephanie Mann, Sarah Whiting, Mark Bloss (Nebraska Team Ag Ed representatives), Greg Thompson (Oregon Team Ag Ed representative), and Johnnie Westbrook (North Carolina A&T representative).

Past National Teach Ag Campaign Champions

Matthew B. Eddy  
Agriculture Teacher at Southeast Polk High School  
Pleasant Hill, IA

Dr. Daniel Foster  
Assistant Professor at The Penn State University  
State College, PA

Dr. Robin McLean  
Agriculture Teacher at Northern Burlington County Middle School  
Columbus, NJ

William Nelson  
President, CHS Foundation  
Inver Grove Heights, MN
US Impact Data

40 states with direct involvement in Teach Ag

1415 Campaign sign-ups during National FFA Convention

6 Regional supply/demand data profiles and a comprehensive nationwide profile completed

32,208 visits to the Teach Ag website/82,123 page views

3959 individuals impacted

2175 Twitter followers/3181 Facebook likes/198 Instagram followers

1942 Teach Ag Times recipients/764 New Teacher News recipients

1202 tweets on National Teach Ag Day from 615 contributors reaching 299,000 accounts

19,547 Teach Ag community views/68 total posts
**US Impact Data**

**Teach Ag Impact at the State Level**

- **$4750** in grants distributed in **10** states
  - 325 high school students
  - 76 agricultural education preservice teachers
  - 23 stakeholders
  - 44 agriculture teachers
  - 55 teacher educators
  - 12 community members

- **32,208** visits to the Teach Ag website
- **82,123** page views

- **19** Teach Ag Advisory Board members in **18** states

- **12,280** A Day in the Life Blog views
- **51** total posts

- **8,874** archived views of National FFA Convention 2nd General Session (Teach Ag highlighted for 6.5 minutes)

- **559** attendees participated in a workshop facilitated by the National Teach Ag Campaign
Teach Ag Out and About

The Agriculture Future of America National Leaders Conference is designed for college ag ed students pursuing careers in agriculture to gain relevant career skill development and explore internship opportunities. Kansas City, MO (400 attendees).
- Teach Ag Booth
- 34 new Teach Ag sign-ups
- Track One Resume Facilitator
- 8 agricultural education undergraduates

The American Association of Agricultural Educators National Conference is a professional development and business organization event for post secondary agricultural education faculty. Columbus, OH (400 attendees)
- Teacher Educator Special Interest Group (SIG) presentation (35 attendees).

The Latinos in Agriculture Leaders Conference targets high school and college students who are pursuing agriculture related careers. The National Teach Ag Campaign was selected as one of the breakout keynote topics. During the keynote 2 agriculture teachers, 1 future agriculture teacher and 1 teacher educator shared advice and answered questions. San Antonio, TX (150 attendees).

The Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) National Conference is an opportunity to bring people together with various interests and compete in career building events while networking and gaining valuable professional experience. Sacramento, CA (300 attendees)
- Resume Critique Power Hour volunteer
- Teach Ag booth
- 35 new Campaign sign ups

The National Association of Agricultural Educators National Conference is the annual meeting for agriculture teacher leaders and supporters. The conference is held in conjunction with ACTE Career-Tech Vision 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. Las Vegas, NV (600 attendees).
- Networking Reception/Mystery Speaker
  - Buddy Deimler, Utah State Agricultural Education Supervisor-Mystery Speaker
  - 220 attendees
- 4 Groups recognized as Teach Ag Champions
  - Kansas Team Ag Ed
  - Nebraska Team Ag Ed
  - North Carolina A&T University
  - Oregon Team Ag Ed
- 2 Teach Ag Workshops
  - 45 attendees
  - Best Practices for Retaining Current Agriculture Teachers -- 29 attendees
  - Take Teach Ag Back to Your State -- 12 attendees
National Ag Ed Summit brings people from all areas of agricultural education together for 2 days to discuss a topic facing the profession. The 2013 Summit focus was recruiting and retaining teachers for school based agricultural education. Indianapolis, IN (150 live attendees/remote attendees as well).

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. Green Bay, WI (150 attendees).

- Teach Ag Workshop
  - 80 attendees

The National FFA Convention is the pinnacle event for secondary and post-secondary FFA members. The attendees compete in career development events, premiere leadership experiences and personal growth activities. Louisville, KY (65,000 attendees)

- Teach Ag Booth
  - More than 1000 booth participants
  - 1300 new Teach Ag Campaign sign-ups
- 2 Teach Ag Workshops
  - 295 attendees
- Pre-session interview on RFD-TV
- Remarks at Alumni Business Meeting
  - 300 attendees
- Remarks at National Association of State Supervisors of Agricultural Education meeting
  - 80 attendees
- Expert testimony for delegate topic Agricultural Education
  - 100 attendees

State Association of Agricultural Educators Conferences are held throughout the country at the different times of the year so that agriculture teachers can meet to discuss organization business and participate in professional development. In 2013 the National Teach Ag Campaign was the keynote speaker at three state conferences.

- Indiana-100 participants
- Alabama-300 participants
- New Jersey-45 participants
### 2013 Teach Ag Campaign Donors

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<td>Daryl Behel</td>
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<td>Terry Rieckman</td>
<td>Erica &amp; Paul K. Whitmore</td>
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Honorariums

Mark Cavell
Camille Paulsen

“To a pioneer, hero and role model. To a dedicated agriculture teacher and champion. To my mother, Billye B. Foster.”
Daniel Foster

Fred Springer, Washington
Mr. Springer made, and continues to make a difference to me and Ag Ed. Mr. Springer challenged me as a student and continues to be a mentor and overall friend to me. He continues to be a huge support and light in my life, as well as my family.
Enica Whitmore

David Cox, Arizona
Jim H. Armbruster

“You always showed how much you cared!”
Michael Harrington

David Miller, Maryland

“Thank you for showing me the opportunities in FFA and making sure I took advantage of them. If it wasn’t for these opportunities, especially going to National Convention in KC my freshmen year of college, I wouldn’t have become an ag teacher. I truly enjoy the career I have chosen and I thank you for that.”
Kurt VanDeWalle

Troy Buck, Arkansas
“For his 50+ years of service.”
James H. Cannon

Kevin Wetovich, Nebraska

“Thank you for being an awesome teacher and great mentor”
Anonymous

Michael J. Holt, North Carolina
“For being an awesome teacher and great mentor”
Anonymous

James Bailey, California

“One of the best high school ag teachers of all time! Thank you for all you have done for high school youth during your tenure as an Ag teacher; and beyond.”
William Kellogg

Luke Beam, North Carolina
Anonymous

Wynn and Kathy Mayfield, Oregon

“You are two of the most dedicated, hard working, inspiring ag teachers I know. And as a teaching team - unstoppable!”
Shauna L. McReynolds

Dennis Martin, North Carolina
Anonymous

Honor an Ag Teacher
Give today
Contact the National FFA Foundation
6080 FFA Drive Indianapolis, IN 46268
317.823.4361
ffa.org/donate

2013 Annual Report
www.naae.org/teachag
National Teach Ag Day 2014

Save the Date

National Teach Ag Day Celebration
September 25, 2014
CHS Headquarters
Inver Grove Heights, MN

Find us on:  

#teachag  #tagged14

NATIONAL TEACH AG DAY
September 25, 2014
CHS Headquarters, Minneapolis, MN
NAAE Mystery Speaker and Networking Reception Sponsor.

Thank you to these companies for their In-Kind support.

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