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.
MISSION

To raise AWARENESS of the need to RECRUIT and RETAIN high quality and diverse AGRICULTURE TEACHERS, ENCOURAGE others to consider a career teaching agriculture, and CELEBRATE the POSITIVE CONTRIBUTIONS that agriculture teachers make in their schools and communities.

GOAL

To ENSURE an ABUNDANT SUPPLY of HIGH QUALITY and DIVERSE agriculture teachers who will INSPIRE the next generation of LEADERS, PROBLEM SOLVERS, and AGRICULTURALISTS.
Introduction

As the professional organization for agriculture teachers in the United States, the National Association of Agricultural Educators believes in the mission and efforts of the National Teach Ag Campaign to recruit and retain quality, effective agricultural educators. There is no industry more essential to our nation’s future than agriculture. It is imperative that we do our part to ensure agriculture teachers have the tools and resources they need in order to educate today’s youth about the importance of agriculture, in order to develop consumers who possess the proper knowledge about our food and fiber supply. It is the job of the agriculture teacher to make sure that Americans know the truth about the agriculture industry. Since its inception in 2009, the National Teach Ag Campaign has heightened awareness of the need for agriculture teachers. Along with this success, the campaign has also spent many hours collecting data to help find a solution to the increasing teacher shortage. With the use of this data, we are able to develop smart and sustainable strategies toward ensuring that we one day will have an abundant supply of highly-qualified, innovative agricultural educators. I look forward to another year of growth and accomplishments from the National Teach Ag Campaign and will continue to support their efforts to find solutions to our national shortage of agriculture teachers.

Dr. Wm. Jay Jackman
Executive Director
National Association of Agricultural Educators

The National Council for Agricultural Education is once again proud to be a partner in the National Teach Ag Campaign. The Council and its member organizations feel strongly enough about the critical shortage of school based agricultural educators that the organization identified teacher recruitment and retention as one of the top 5 priorities facing agricultural education during the 2012-2015 strategic planning process. The National Teach Ag Campaign has been an outstanding partner in bringing life to this issue through its many marketing efforts and state level programs. Most importantly, the campaign gives our current core of teachers many reasons to feel good about what they do and proud of themselves for making the choice to teach. The campaign is also helping the profession better understand the root causes of this issue and associated trends through its support of research and data collection such as the National Ag Ed Supply and Demand Study. Over the past few years the Teach Ag Campaign has been the most visible and sustained effort associated with this critical issue. Without the campaign’s ability to attract resources and bring together a diverse set of stakeholders in pursuit of common purpose and leverage that support to yield action in innovative ways, we would have very little to show, as a profession, what we have done to secure our own future. 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 is an initiative of the National Council for Agricultural Education led by the National Association of Agricultural Educators sponsored by the CHS Foundation, DuPont Pioneer, and Growth Energy as a special project of the National FFA Foundation.
Teach Ag Advisory Board Members

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

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Recruitment and Retention Goal Leader
National Council for Agricultural Education
Fredericksburg, VA

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Education and Marketing Specialist
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Program and Communications Assistant
National Association of Agricultural Educators
Lexington, KY

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Superintendent of Education
Demopolis City Schools
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Tarkio, MO

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Deltona High School
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Dr. Bill Kellogg,
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California Polytechnic State University
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Agriculture Teacher  
Joliet High School  
Joliet, MT

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State Supervisor Agriculture, Food, & Natural Resources  
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National FFA Alumni Representative  
National FFA Alumni  
Oregon City, OR

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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 Project Director  
National Association of Agricultural Educators  
Brookings, SD

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

Ms. Kerry Wefald  
Executive Director  
Kansas FFA Foundation  
Manhattan, KS
2014 Supply and Demand Data

APPROXIMATELY 514 NEW AGRICULTURAL EDUCATION GRADUATES LOOKING FOR TEACHING POSITIONS IN 2014*

992 OPEN AGRICULTURAL EDUCATION TEACHING POSITIONS IN 2014*
- 253 New positions (program growth & expansion)
- 739 Agriculture teachers left the profession
- 10,874 school-based agriculture teachers nationwide

411 AGRICULTURE TEACHER DEFICIT*
- 96 Positions went unfilled
- 183 Programs filled with alternatively certified teacher
- Approximately 67 programs closed due to low enrollment/budgets

**BASED ON 2012 DATA (47 STATES REPORTING)
*BASED ON 2014 NATIONAL SUPPLY AND DEMAND

www.naae.org/teachag

*www.bit.ly/1NKlFTw
In May a newly redesigned site went live. The Teach Ag website continues to be the epicenter for all things Teach Ag: find a college, look up certification requirements, search for a job, access resources, download data profiles, print lesson plans, play games, read the latest news, links to e-newsletters and more.

72,724 website views
National Teach Ag Day 2014

The live webcast was held in the auditorium at CHS Headquarters in Inver Grove Heights, Minnesota.

48 states joined the webcast
906 webcast views
*average audience size 5 people = 4530 viewers
3,763 unique page views
462,741 Twitter accounts reached with #tagged14

Minnesota hosted the 5th annual National Teach Ag Day celebration.

98 live attendees
13 states
5 institutions

The CHS Foundation made a major gift announcement of $1.5 million over three years to the National FFA Foundation to support agricultural education initiatives, including the National Teach Ag Campaign.
Numerous current and future agriculture teachers, stakeholders and supporters shared perspectives and answered questions submitted through social media.

**Photo Contest**

Congratulations to the University of Idaho for winning the Collegiate Photo Contest!

14 universities submitted photos

42 current teachers and 27 future teachers also submitted pictures that were part of the live webcast.
State Teach Ag Results (STAR) Program

The STAR program officially launched in April as a way to directly support state recruitment and retention initiatives. Throughout the summer and fall, the states convened their teams, created sustainable and effective strategies, developed a timeline and budget and began implementation. The eleven initial states will continue their work in 2015 as the next group of states begin the process in early 2015.

Program Requirements:
- Convene a team consisting of the following individuals at a minimum:
  - State Ag Ed Director
  - Agriculture Teachers Association Board Member
  - Agricultural Education Major
  - FFA Alumni Representative
  - Ag Ed Degree Institution Faculty
  - State Foundation Director
- Commit to working with the National Teach Ag Campaign for at least 2 years
- Complete an initial state assessment and online survey
- Host a face-to-face meeting with team members and the National Teach Ag Campaign
- Collect and share data
- Provide a representative to serve on the 2015-2016 Teach Ag Advisory Board
- Host three remote progress meetings a year

Program Benefits:
- Strengths, Threats, Assessment and Recommendations Summary
- Access to National Teach Ag Campaign grant funding
- Teach Ag Ambassador priority spot
- Streamlined funding opportunities
- Sponsor visibility and recognition reports
- In-kind graphic and design services

National STAR Sponsors

CHS
CHS Foundation

Thank You to each of our sponsors who have helped make the STAR program a great success in its first year!

State Level STAR Sponsor (Kansas and Missouri)

2014 Annual Report  www.naae.org/teachag
STAR Grant Impact
Recruitment and Retention Coordinator positions
Summer intern programs
State Teach Ag Ambassador programs
Ag Ed major travel seminars
Teach Ag workshops
National Teach Ag Ambassador Program

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. These students showcase agricultural education at the National FFA Convention Career Show and throughout the year at the state level, by working with various schools and organizations to conduct Teach Ag workshops.

More than 10,000 hours of ambassador training and experiential learning per ambassador

12+

More than 175+ total hours ambassadors spent interacting with potential future agriculture teachers

10,000 miles traveled to attend National FFA Convention

175+
The National Teach Ag Campaign provides training and mentoring opportunities for the ambassadors. In 2014, the ambassadors worked alongside DuPont National Agriscience Teacher Ambassadors during professional development workshops at National FFA Convention. Several ambassadors met with Lucy Johnson, United States Department of Education Secretary for Rural Outreach to discuss agricultural education. The ambassadors also helped facilitate two Teach Ag workshops, where they were directly engaged with high school students interested in teaching agriculture. As part of their experience, the ambassadors also toured the Seneca High School agriculture program in Louisville, KY and held a Q&A session with the Smaller Learning Communities Coordinator, Teresa Ohlmann.

At the 2014 National FFA Convention, each ambassador developed his or her own cohort of current and future agriculture teachers. The ambassadors correspond with their groups via their own hashtag and through bi-monthly emails, in which they discuss the importance of teaching agriculture. Each member of the cohort group received an owl for their participation and interest in the National Teach Ag Campaign. 1205 current and future agriculture teachers engaged with the ambassadors at the Teach Ag booth during the National FFA Convention.

2014 Teach Ag Ambassadors
Logan Dale — Mississippi State University
Taylor Fredrick — University of Missouri
Christopher Hartley — North Carolina A&T State University
Gerald Hosler — Oregon State University
Nathan McMullen — South Dakota State University
Olivia Murphy-Sweet — The Pennsylvania State University
Toni Rasmussen — University of Nebraska - Lincoln
Emily Reed — Northwest Missouri State University
Andrew Steiner — South Dakota State University
Matthew Summerlot — Purdue University
Riane Towery — Oregon State University
Katelyn Vincent — Kansas State University

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Communicating the Teach Ag Message

A Day in the Life of an Ag Teacher Blog
9418 blog views/ 21 posts

“If you’re like me, you’ll end the experience on a nerdy note and use a stopwatch to add up all the time that your students or their jackets were on TV.”
-Jessie Hartle Lumpkins, McGavock High School, TN

“As Ag teachers, some of our most important reflective time needs to be put into teaching. Honing our craft.”
-Matt Eddy, Southeast Polk High School, IA

“Learning that pumpkins are a fruit and technically derived from flowers blew my eighth graders’ minds.”
-Tiffany Morey, South Hunterdon Regional High School, NJ

“So in the past two and a half weeks being an ag teacher has taken me through six time zones.”
-Wes Crawford, Sutherlin High School, OR

E-Newsletters

NEW TEACHER NEWS
937 Recipients (18% open rate)

TEACH AG TIMES
3701 recipients (14% open rate)

Social Media
3783 Twitter followers/2337 total tweets
4024 Facebook likes

@maddness26 After this day of school I’m now thinking about being an AG teacher. My AG teacher is an inspirational human. #tagged14 #BotnoAG14

@BlueRidgeMtnGal Had a student who had not expressed interest tell me today that she was thinking of teaching Ag! #tagged14 success!

@taylorfredrick2: The best part about being a future Ag teacher is that I WILL have a job when I graduate! #exciting #teachag #aged

@faithpatrick: Going to see my new classroom & facilities today made everything so realistic! Even more ready to start my career #teachag

AG Careers.com
96 positions posted/ 31,025 views

Communities of Practice
43 National Teach Ag Campaign Community Posts
14594 National Teach Ag Campaign Community post views
Students, teachers, and other professionals involved in agricultural education have the opportunity to sign up and be a part of the National Teach Ag Campaign throughout the year at www.naae.org/teachag.

### 2014 NATIONAL TEACH AG CAMPAIGN SIGN-UPS

<table>
<thead>
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<th>Category</th>
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<tr>
<td>College Other</td>
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</tbody>
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**1,727 New Campaign Sign-Ups**

- **1,074** students (representing **45** states)
- **612** teachers (representing **36** states)
- **41** other (representing **21** states)

Have **YOU** been **TAGGED**?
Spreading the Teach Ag Message

Oregon STAR Meeting
Corvallis, OR

California STAR Meeting
Sacramento, CA

Nebraska STAR Meeting
Lincoln, NE

Kansas STAR Meeting
Manhattan, KS

Missouri STAR Meeting
Columbia, MO

Illinois STAR Meeting
Springfield, IL

Minnesota STAR Meeting
St. Paul, MN

Mississippi STAR Meeting
Jackson, MS

Indiana STAR Meeting
Indianapolis, IN

Nebraska STAR Meeting
Lincoln, NE

New York STAR Meeting
Croghan, NY

North Carolina STAR Meeting
Raleigh, NC

California STAR Meeting
Sacramento, CA

Oregon STAR Meeting
Corvallis, OR

MINORITIES IN AGRICULTURE
NATURAL RESOURCES AND RELATED SCIENCES

ALUMNI

2014 Annual Report www.naae.org/teachag
The Teach Ag website has a multitude of resources readily available for those interested in information about the campaign, agriculture teacher shortage, and specific regional and state agricultural education information. Want to learn more? Visit www.naae.org/teachag to check out all of the Teach Ag resources and promotional items.

Resource Development and Distribution

STAR states receive in-kind design and consultation services from the National Teach Ag Campaign as a part of their involvement in the program. These promotional materials and resources are yet another way to help increase recruitment and retention efforts at the state level. For more information about the STAR program and resources available, please visit www.naae.org/teachag/starstates.cfm.
This year the National Teach Ag Campaign recognized three individuals and one group as Teach Ag Champions. They were recognized for going above and beyond to raise awareness of the need to recruit and retain quality and diverse agriculture teachers, encourage others to teach agriculture and celebrate the positive contributions that agriculture teachers make in their schools and communities. This year’s recipients were honored on November 20th during the NAAE Convention in Nashville, Tennessee.

2014 Teach Ag Champions

Ms. Ashley Collins, Education/Marketing Manager, AgCareers.com
Mr. Ben Meyer, Local Program Success Specialist - Western Region, National FFA Organization
Minnesota Teach Ag Day Planning Committee
Ms. Maggie Stith, Senior Regional Director, National FFA Foundation

Past Teach Ag Champion Recipients

Mr. Matthew B. Eddy
Dr. Daniel Foster
Kansas Team Ag Ed
Dr. Robin McLean

Nebraska Team Ag Ed
Mr. William Nelson
North Carolina A&T University
Oregon Team Ag Ed
Impact and Visibility

Impact and Visibility Overview
3783 Twitter Followers/2337 total tweets
4024 Facebook Likes
9418 A Day in the Life blog views/ 21 posts
14594 National Teach Ag Campaign Community post views/ 43 new posts
72724 Teach Ag website page views
937 New Teacher News Recipients (18% open rate)
3701 Tagged to Teach Ag Times e-newsletter recipients (14% open rate)

New Campaign Sign-Ups
- 1074 students representing 45 states
- 612 teachers representing 36 states
- 42 stakeholders representing 21 states
46 states were directly impacted by a National Teach Ag Campaign program in 2014
$12000 in grants awarded

New Teach Ag Campaign Sign-Ups

Teach Ag Impact

Twitter Followers 3783
Facebook Likes 4024
A Day in the Life Blog Views 9418
Communities of Practice Views 14594
Website Views (average per month) 6062
New Teacher News Recipients 937
Teach Ag Times Recipients 3701

States Directly Impacted by the National Teach Ag Campaign in 2014
It’s simple, really.

379,215 AMERICAN JOBS.

Nearly $53 billion in economic output. $10.3 billion in tax revenue. All from a fuel that reduces our dependence on foreign oil, creates jobs that can’t be outsourced, cuts our carbon emissions and saves consumers money at the pump:

AMERICAN ETHANOL.

Passed by a bipartisan vote in Congress and signed into law by President George W. Bush, the Renewable Fuel Standard ensures that consumers have access to environmentally friendly, homegrown American ethanol.

It’s making a difference for America.

TELL YOUR ELECTED OFFICIALS TO SUPPORT THE RENEWABLE FUEL STANDARD.
National Teach Ag Campaign
300 Garrigus Building
Lexington, KY 40546

National Teach Ag Day
September 24, 2015