Utilizing State Teach Ag Ambassadors

Pam Rowland, Missouri STAR Coordinator
Purpose of State Ambassadors

- To promote Ag Ed to high school students and their peers.

- To be the younger, more relatable face of Ag Education

- To further develop their own skills to help them to be successful teachers

- Secondary: To recruit for their University
Criteria to become an Ambassador

- Ag Ed major (sophomore or above preferred)
- 2 representatives from each University that offers an Ag Ed degree
- Selected by the Ag Ed professor(s) at their University
- One male and one female preferred but not required
- Motivated, passionate about Ag Ed, good communication skills, committed
- Must sign Ambassador agreement
What we have learned from year 1 (and will work to improve):

- More thorough training needed
- Communication issues
- Differences in skill levels and commitment of Ambassadors
- Important for me as the coordinator to schedule statewide events for them
Expenses/Budget

- Expenses year 1: $3437.73
  Includes: stipends, travel, meals, lodging, shirts, business cards.

- Budget year 2: $5300.
  Increased mileage rate to 35 cents/mile.
We have been very satisfied with the Ambassador program and feel that it will make a difference in our recruiting efforts!
Questions???

Pam Rowland
Teacher Recruitment and Retention Coordinator, Missouri Ag Education

Email: scss@bmrw.net
Phone: 573-714-4546