
2016 NATIONAL TEACH AG CAMPAIGN ANNUAL REPORT

Make a difference...TEACH AG!

2017-2018 Agricultural Education Calendar
www.naae.org/teachag
The STAR program continues to expand both in size and scope. Twenty-five states participated in the program in 2016, an increase of seven over 2015. The STAR program exists to assist states in developing sustainable and effective recruitment and retention plans based on historical data, real-time trends, and individual state needs. STAR activities included Teach Ag workshops, state-based websites, internship programs, student-teacher scholarships, state program tours, teacher professional development support, ambassador programs, teacher recognition, campus ag ed events, mentoring programs and parent-based programs, to name a few.

State Level STAR Sponsor
(Kansas and Missouri)

“The STAR Program has had a dramatic effect on the teacher recruitment process in the state of Oregon. Because of the STAR Program, we have a consistent message to prospective teachers concerning agricultural education. The deliberate message is being delivered by all related organizations involved in high school-based agricultural education. The STAR Program gives us the grounding to stay on the same page. Several university students pursuing agricultural education as a career cite the activities and events of the STAR Program as the reason they are going to be future agriculture teachers.”

- Mr. Reynold Gardner, Ed. Specialist, Agriculture & Natural Resource Systems, Oregon

The program is expected to grow to 30 states in 2017, with each state receiving at least $8,000 in financial support to implement timely and evidence-based strategies designed for maximum impact. The STAR program state retention rate remains at 100% for the third year in a row.

March 2017

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ACTE - National Policy Seminar
Arlington, VA

National PAS Conference
St. Charles, MO

National Ag Day

www.naae.org/teachag
### 2016 Agriculture Teacher Supply and Demand Overview

#### NAAE Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Salary</th>
<th>Extended Contract Days</th>
<th>New Positions</th>
<th>New Programs</th>
<th>Retirements</th>
<th>Left Teaching</th>
<th>Alt. Certified/Non-Licensed Hires</th>
<th>Programs Closed/Positions Lost</th>
<th>Unfilled Full-Time Positions</th>
<th>Unfilled Part-Time Positions</th>
<th>AGRICULTURAL EDUCATION GRADUATES TEACHING</th>
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<td>Region 1</td>
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<td>$39,000</td>
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<td>$43,403</td>
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<td>Region 5</td>
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<td>1,164/141</td>
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<td><strong>1,140/1,693</strong></td>
<td><strong>11,217/340.5</strong></td>
<td><strong>2,264/24</strong></td>
<td><strong>12/18.5</strong></td>
<td><strong>705.5/623</strong></td>
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- **769.5 Open Agricultural Education Teaching Positions in 2016**
  - 201 new positions (program growth & expansion)
  - 492 left school-based agricultural education for other opportunities
  - 201 agriculture teachers retired
  - 28 agriculture teachers moved to teach ag in another state
  - 175 new positions added
  - Approximately 98.5 programs closed due to low enrollment, budgets, lack of teacher or combination

- **76.5 Net Gain of Agriculture Teachers**
  - 325 positions filled with an alternatively certified or non-licensed teacher
  - 66 full-time positions went unfilled

*not all states reported

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**April 2017**

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- **Teach Ag Ambassador Applications due**
- **CASE Lead Teacher Orientation**
  - Minneapolis, MN
- **NAAE Region 1 Conference**
  - Sheridan, WY

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**www.naae.org/teachag**

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2016 National Teach Ag Campaign Advisory Board

- **Mr. Gerald Barlowe**
  North Carolina State Agricultural Education Leader
  Raleigh, NC

- **Dr. Marshall Baker**
  Oklahoma State University
  Stillwater, OK

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  Waupun, WI

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  United States Department of Education
  Alexandria, VA

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  Agriculture Future of America
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  Moscow, ID

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  Mississippi State University
  Starkville, MS

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  The Pennsylvania State University
  University Park, PA

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  Big Spring High School
  Newville, PA

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  Michigan State University
  East Lansing, MI

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  National FFA Foundation
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  Des Moines, IA

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  University Park, PA

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  Missouri Department of Education
  Van Buren, MO

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  Arkansas State University
  Jonesboro, AR

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  Cornell University, NYS Agricultural Education
  Cortland, NY

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  National FFA Organization
  Dover, DE

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  National FFA Organization
  Indianapolis, IN

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  Oregon FFA Association
  Corvallis, OR

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  Utah State University
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  Kansas FFA Foundation
  Manhattan, KS

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  Shawnee District 84
  Wolf Lake, IL

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  National FFA Organization
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  Fillmore Central High School
  Geneva, NE

- **Ms. Christine White**
  National FFA Organization
  Indianapolis, IN

- **Ms. Anne Willard**
  Nevada Department of Education
  Carson City, NV

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### May 2017

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**Note:**
- **CASE Institute: APH - Elkhart Area Career Center - May 30 – June 9, 2017**
- **CASE Institute: NRE - Pontiac High School, IL - May 30 – June 9, 2017**

www.naaje.org/teachag
**Testimonials: How has the National Teach Ag Campaign made a difference?**

**Miranda Kane**  
Penn State University  

"The FAST symposium allowed me to see the views of future teachers. This allowed me to think in different ways to better reach my future students."  
- 2016 FAST Participant

**Kristen Fristoe**  
Morehead State University  

"The FAST program was very beneficial to my future career. It was a great opportunity to network with people from around the nation who care about agriculture and care about children. This is a fantastic symposium for ag education students and a great place to learn teaching techniques and resources for first year teachers. I highly recommend this opportunity to anyone who loves agriculture and cares about the future of our nation."  
- 2016 FAST Participant

**Tara Wolfenbarger**  
University of Kentucky  

"The FAST program was able to open our minds to new teaching methods and allowed us to get to know several other people who are on the same journey. This was my first experience at a conference and it was a great and informative experience. I am so thankful that I was given the opportunity to talk with teachers from all over and see what they are doing in their classrooms."  
- 2016 FAST Participant

**Mattison Sullivan**  
University of Nebraska-Lincoln  

"If you want to engage with the best professionals in the industry and absorb more knowledge than one can handle in a week's time, apply for the FAST symposium. It's a wonderful environment that will ultimately translate to improving student lives."  
- 2016 FAST Participant

**Andrew Miles**  
Oregon State University  

"The National Teach Ag Campaign has opened many doors for me. As an ambassador, I have been able to make connections with so many current and future agriculture teachers. I have learned that there are so many opportunities available to ag teachers beyond the walls of the classroom and the borders of my community and state. I can't wait to see where ag education takes me in the future."  
- 2016 FAST Participant

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**June 2017**

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**NAAE Region 2 Conference - Oklahoma City, OK**  
**NAAE Region 3 Conference - Warrensburg, MO**  
**FAST Symposium in Sacramento, CA**  
**NAAE Region 5 Conference - Tupelo, MS**  
**NAAE Region 4 Conference - Portsmouth, NH**  
**NAAE Region 4 Conference - Lafayette, IN**
New Resources & Tools

Visit the Teach Ag resources and promotional items page at www.naae.org/teachag/tools.cfm

WHAT’S NOT TO LOVE?


www.naae.org/teachag

TAGGED TO TEACH AG

Congratulations! YOU’VE BEEN
TAGGED TO TEACH AG

TEACH AGRICULTURE IN OKLAHOMA

Every day, a difference and a need
Inspire the next generation of engineers, leaders, researchers and agriculturalists. Teach for pay, purpose and even glory
Call upon your colleagues across the nation. Make a positive difference in the lives of students.

WHY I TEACH AGRICULTURE

Every day is different and fun!

Make a positive difference in the lives of students.

Inspirational and motivational quotes for the teacher who wants to make a difference.

AG MENTOR COLLABORATE PASSION.

Better society.

YOUNG LEADERS.

National Teach Ag Day

CASE Institute: ASA - University of Kentucky - July 9 - 19, 2017
CASE Institute: AFNR - University of Nevada, Reno - July 9 - 19, 2017
CASE Institute: ESI - Rutgers University held at Allentown High School, NJ - July 23 - August 3, 2017

September 21, 2017

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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CASE Institute: AFNR - University of Nevada, Reno - July 9 - 16, 2017
CASE Institute: ASA - University of Kentucky - July 9 - 19, 2017
CASE Institute: ASP - Bims High School, WA - July 9 - 15, 2017

CASE Institute: AFNR - Western Carolina University - July 10, 2017
CASE Institute: ASP - Arkansas Tech University - July 10 - 21, 2017

CASE Institute: AFNR - Western Carolina University - July 10, 2017
CASE Institute: AFNR - University of Nebraska-Lincoln - July 10, 2017
CASE Institute: AFNR - University of Nebraska-Lincoln - July 10, 2017
CASE Institute: AFNR - Oregon State University held at Baker Technical Institute - July 17 - 22, 2017
CASE Institute: AFNR - Oregon State University - July 17, 2017

CASE Institute: AFNR - University of Alaska-Fairbanks - July 24 - August 3, 2017
CASE Institute: ESI - Rutgers University held at Allentown High School, NJ - July 23, 2017

CASE Institute: AFNR - Washington State University - July 24 - August 3, 2017

National Agriscience Teacher Ambassador Academy - Arkansas, IA

Perform energy audits on all school buildings and develop an energy conservation plan.

CASE Institute: AFNR - University of Alaska-Fairbanks - July 24 - August 3, 2017
CASE Institute: AFNR - University of Alaska-Fairbanks - July 24 - August 3, 2017

www.naae.org/teachag
2016 Impact and Visibility Overview

57,530 people in 43 states were directly impacted by a National Teach Ag Campaign program.

- 1304 New Teacher Newsletter recipients 25% open rate 29% recipient increase
- 4,153 Tagged to Teach Ag e-newsletter recipients 15% open rate
- 32 high school seniors from 17 states signed letters of intent to Teach Ag!
- 3519 A Day in the Life Blog Views 10 posts
- 8,142 Communities of Practice Views 35 new posts
- 10120 Website Views 13% increase
- 1952 New Teach Ag Campaign Sign-Ups

- 7,530 people in 7,449 Followers 4,357 tweets 1147 new posts 26% increase in followers
- 69 preservice ag ed majors received 75 hours of professional development training
- 168 people were nominated to be agriculture teachers through the Teach Ag website
- 40 attendees from 24 states participated in a Teach Ag hosted webinar
- 36 Teach Ag Advisory Board members from 26 states

Teach Ag Kit
- Tshirt
- Luggage Tag
- Button
- Lapel Pin
- Lanyard
- Pen
- Personalized Card
- Fun Packaging

Tagged to Teach Ag Kit purchased!

Tagged to Teach Ag Kits purchased!

Change lives. Make a difference. Inspire the future. @TeachAg

Tagged to Teach Ag Kit

Agriculture teachers are superheroes both in and outside of the classroom. Happy National Superhero Day! #TeachAg MyAgEd

“Passion is the difference between having a job or having a career.” Anonymous #TeachAg #MyAgEd

Agriculture careers are in high demand. @AgCareers HR Roundtable Kansas City, MO

August 2017

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www.naae.org/teachag
Thank you to our wonderful host, Growth Energy and POET located in Sioux Falls, SD.

1,452 Remote site views
14,520 Total Views

126,767 social media impressions

9,398 webpage visits on September 22nd

11 Collegiate Contest Videos
20,285 total views
Winner:
Washington State University

50 states joined the live webcast

49 live attendees
25 states represented
13 post-secondary institutions
25 agricultural education majors participated in 17 hours of professional development

#TAGGED16

9,999 webpage visits on September 22nd

11 Collegiate Contest Videos
20,285 total views
Winner:
Washington State University

50 states joined the live webcast

49 live attendees
25 states represented
13 post-secondary institutions
25 agricultural education majors participated in 17 hours of professional development

www.naae.org/teachag
2016 Teach Ag Ambassadors
Jacklyn Bennett - Washington State University
Matthew Bernia - University of Wisconsin-River Falls
Joshua Calhoun - Purdue University
Tyler D’Angelo - University of Florida
Cody Dawson - Oklahoma State University
Kristen Fristoe - Morehead State University
Tiffany Harper - University of Kentucky
Jordan Johns - University of Illinois
Anna Mink - Clemson University
Mattison Sullivan - University of Nebraska-Lincoln
Josh Toft - Montana State University
Tara Wolfenbarger - University of Kentucky

More than 2,000 interactions with current and future agriculture teachers at National FFA Convention

12 AMBASSADORS

13 hours of customized training

6 PRESENTATIONS

impacted 236 individuals

www.naae.org/teachag

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<th>October 2017</th>
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NASAE Conference
Indianapolis, IN

Teach Ag Ambassador Training and Tours
Indianapolis, IN

National FFA Convention
Indianapolis, IN
Meet the National Teach Ag Campaign Interns: Tabitha Hudspeth & Alan Green

Tabitha Hudspeth
Arkansas State University
Sophomore in Agricultural Education
Fun Fact: I’ve shown five different species of livestock.
Hobbies: Golf, raising livestock, playing with my dog
Mentors: Doug Ward, Brian Easton, and Dr. Kevin Humphrey
Favorite Quote: “Give a man a fish and feed him for a day, teach a man to fish and feed him for a lifetime.”

Alan Green
Michigan State University
Senior in Agricultural Education
Minor in Educational Studies
Fun Fact: I was named after Alan Jackson and I wear fun socks every day.
Hobbies: cooking, photography, woodworking
Mentors: Ms. Jessica Couch (my ag teacher), Dr. Randy Showerman, and Ms. Ellen Thompson
Favorite Quote: “You can do, you can do it, if you put your mind to it.”
- Ms. Rademacher, my fourth grade teacher

We appreciate your contributions to the National Teach Ag Campaign!

November 2017

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www.naae.org/teachag
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.

DuPont Pioneer is proud to support education programs that help ensure the successful agriculture of tomorrow.

DuPont, the DuPont Oval Logo and associated trademarks of DuPont. ®, ™, SM Trademarks and service marks of Pioneer. © 2015 PHII. 15-1571

www.pioneer.com

December 2017

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NAAE Convention
Nashville, TN
Check out our web resources

- Sign Up for Teach Ag Newsletters
- Supply and Demand Data
- Inspirational Videos
- Find an Ag Ed Degree Institution
- Interactive Games
- Teach Ag Day Activities
- Latest News and Happenings
- Job Openings by State
- Testimonials
- Branding Center Webpage
- Parent Resource Webpage
- Promising Practice Webinars

January 2018

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Communicating the Teach Ag Message

Have you JOINED the campaign?
Visit our website and share the Teach Ag message!

We love our “A Day in the Life of an Ag Teacher” bloggers!

A Day in the Life of an Ag Teacher Blog
3,519 blog views / 10 posts

Have you JOINED the campaign?
Visit our website and share the Teach Ag message!

Connect with the National Teach Ag Campaign over social media!
@teach_ag #teachag

NEW TEACHER NEWS

Promoting Practices

- Have you heard of M. Thomas Pynchon?
- Lean Six Sigma Training
- Nutritional Ecology

Teeny Acceptable...

1. No student has ever asked me if I was a vegetarian.
2. I try to teach them facts. I've never had anyone ask me what 'real' farmers do on their farms.
3. I believe in my students. I don't feel majorly embarrassed when they share my professional life experiences.
4. I've been known to take a break to work on my own research when I'm feeling overwhelmed.
5. No lessons in 'Edutainment' unless I'm teaching it as a separate lesson.

My Corner of the World

Wes Crawford
Sutherlin High School
5 years
Sutherlin, OR

Matt Eddy
Southeast Polk High School
12 years
Pleasant Hill, IA

Jessie Hartle
Page High School
4 years
Franklin, TN

Tiffany Morey
Essex County Vocational Technical Schools
3 years
West Caldwell, NJ

We love our "A Day in the Life of an Ag Teacher" bloggers!

February 2018

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<td>Happy National FFA Week</td>
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<td>CASE Scholarship Deadline</td>
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CASE Scholarship Deadline ( Pending Funding Received )

Wes Crawford
Sutherlin High School
5 years
Sutherlin, OR

Matt Eddy
Southeast Polk High School
12 years
Pleasant Hill, IA

Jessie Hartle
Page High School
4 years
Franklin, TN

Tiffany Morey
Essex County Vocational Technical Schools
3 years
West Caldwell, NJ
EVERY GENERATION NEEDS ITS LEADERS.

As a farmer-owned cooperative, we help lead the agricultural industry by promoting the most innovative, responsible farming practices available today. And we want to make sure that the next generation of leaders is well trained for tomorrow. That’s why we proudly support youth leadership programs like FFA. It’s also why we’ve invested in scholarships and countless land-grant university initiatives across the country. At CHS, we know every generation needs its leaders. And every potential leader needs a little help becoming one.

Visit chsinc.com/stewardship to learn more about our ongoing commitment to leadership.

Contact Us

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(859) 257-2224

Ms. Ellen Thompson  
National Teach Ag Campaign  
Project Director  
ethompson.naae@uky.edu  
(605) 350-3842

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 our schools and communities.

GOAL

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

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.