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RED BRANDS
2017 IMPACT AND VISIBILITY OVERVIEW

NEW TEACHER NEWS
By choice, not by chance

TEACH AG TIMES

5,236 Tagged to Teach Ag recipients
16% open rate
1,083 recipient increase

TEACH AG NEWS

2,149 New Teacher News recipients
26% open rate
245 recipient increase

11,198 Facebook followers
1,492 increase in followers
427,465 total reach
27,745 total engagement
1,061 total posts

8,933 Twitter followers
847 new posts
1,338 increase in followers
1,368,123 impressions
2,636 link clicks
10,341 retweets

2,592 Instagram followers
961 increase in followers
56 total posts
6,712 total likes
72,126 reach

471 Snapchat friends
132 increase in friends

165 people were nominated to be agriculture teachers through the Teach Ag website

439 Tagged to Teach Ag Kits distributed to future agriculture teachers

16% open rate
1,083 recipient increase

721 students attended a National Teach Ag Campaign facilitated workshop

92 preservice ag ed majors received 70 hours of professional development training

36 Teach Ag Advisory Board members from 30 states

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1,368,123 impressions
2,636 link clicks
10,341 retweets

5,236 Tagged to Teach Ag recipients
16% open rate
1,083 recipient increase

177,552 individuals
48 states were directly impacted by a National Teach Ag Campaign program.

$228,000 in STAR Grants

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1,812 New Teach Ag Campaign Sign-Ups

90,360 Website Views

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177,552 individuals
48 states were directly impacted by a National Teach Ag Campaign program.
The STAR Program is in full swing with 30 states participating in the program in 2017, an increase of five over 2016. The STAR program is designed 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, ag ed major internship programs, student teacher scholarships, state program tours for current and future teachers, teacher professional development support, ambassador programs, teacher recognition, campus ag ed events, mentoring programs, and parent based programs just to name a few.

STAR STATE IMPACT

- 80,121 Stakeholders
- 562 Teacher Educators
- 7,777 Agriculture Teachers
- 4,498 Post-Secondary Students
- 77,471 High School Students

There are 36 states enrolled in the 2018 STAR program. STAR states receive grant support to implement timely and evidence-based strategies designed for maximum impact and replication. STAR program participation remained at 100% for the fourth year in a row.

THE STATES PARTICIPATING IN THE PROGRAM RECEIVED $228,000 IN GRANT SUPPORT.

NATIONAL TEACH AG DAY

- 48 states joined the livestream
- 75 live attendees from 30 states and 14 institutions
- 28,668 webcast views on Facebook and Livestream combined
- 11 Teach Ag Day video submissions with 13,457 views
  Winners: Washington State University and Iowa FFA
- 1,548,075 Social Media impressions

8th annual National Teach Ag Day was hosted by Chicago High School for Agricultural Sciences

48 states joined the livestream
TEACH AG AMBASSADORS

The Teach Ag Ambassador Program crosses over academic years and therefore a total of 26 ambassadors engaged with the National Teach Ag Campaign in 2017. The 12 current Teach Ag Ambassadors are a critical outreach tool for the National Teach Ag Campaign. In addition to the more than 1,000 current and future agriculture teachers the ambassadors interacted with at National FFA Convention, they also engaged in 13 hours of training and professional development.

FUTURE AGRISCIENCE TEACHER SYMPOSIUM (FAST)

The Future Agriscience Teacher Symposium is a professional development experience for preservice agriculture teachers. The National Teach Ag Campaign coordinated two FAST Symposiams impacting 80 agricultural education majors and delivering more than 60 hours of professional development, networking and inclusivity training.

FAST Session One – held in conjunction with National Teach Ag Day in Chicago, IL
FAST Session Two – held in conjunction with NAAE Convention in Nashville, TN

“The FAST Symposium was an incredible experience to work with ag teachers from across the nation. I really enjoyed getting to know other FAST attendees and I liked the regional meetings where I could meet people I will probably work with in the future. I enjoyed seeing all the awesome things teachers are doing in their programs and loved networking with sponsors.”
- 2017 FAST Participant

“The FAST Program is a great way for pre-service teachers to network with peers and seasoned teachers. FAST participants also get the wonderful opportunity to attend professional development workshops that they can use to better their teaching during student teaching or in their classroom.”
- Logan Heiby, Ohio State University
Agriculture teacher supply and demand highlights

- The demand for agriculture teachers continues due to program growth, expansion, retirements and openings.
- School districts value the agricultural education model of rigorous STEM based classroom and laboratory instruction, experiential learning and leadership development.
- The retention rate of agriculture teachers is historically high at nearly 96%.
- Individuals majoring in agricultural education is increasing even as other education content areas are experiencing decreases.
- The majority of new agricultural education majors are Caucasian female.
- School districts are hiring an unprecedented number of alternatively certified and non-licensed teachers to fill open positions due to demand.

2017 National Supply and Demand Data*

<table>
<thead>
<tr>
<th>Category</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural education programs</td>
<td>8,471</td>
</tr>
<tr>
<td>Agriculture teachers</td>
<td>12,690</td>
</tr>
<tr>
<td>Teachers left the classroom to explore other opportunities</td>
<td>510 (4%)</td>
</tr>
<tr>
<td>Agriculture teachers retired</td>
<td>158</td>
</tr>
<tr>
<td>Alternatively licensed hires</td>
<td>356</td>
</tr>
<tr>
<td>Non-licensed hires</td>
<td>106</td>
</tr>
<tr>
<td>New agricultural education programs</td>
<td>189</td>
</tr>
<tr>
<td>Net gain of new positions</td>
<td>144</td>
</tr>
<tr>
<td>Licensed completers</td>
<td>740</td>
</tr>
<tr>
<td>Licensed completers are teaching agriculture</td>
<td>556 (75%)</td>
</tr>
<tr>
<td>Agricultural education undergraduate enrollment</td>
<td>3,142</td>
</tr>
</tbody>
</table>

WHAT’S NOT TO LOVE?

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Create a sustainable planet. Be a catalyst.
Collaborate to solve world hunger challenges.
Inspire young minds. Better society.
Make an impact in your community, state and world.
Make a difference. Reach the unreachable.
Find your passion.

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TEACH AGRICULTURE IN MINNESOTA

Teach Agriculture in Minnesota

University of Minnesota
www.mnaged.org
www.mn.gov/maelc
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Illinois Teach Ag

Teachag.net

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CHICAGO HIGH SCHOOL CLIPS

Agricultural Sciences

Teachag.org

www.naae.org/teachag
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: To ensure an abundant supply of high quality and diverse agriculture teachers who will cultivate 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 and sponsored by the CHS Foundation, DuPont Pioneer, BASF and Growth Energy as a special project of the National FFA Foundation.

2018 Dates to Remember
April 13 Teach Ag Ambassador Applications due
May 1 Teach Ag Advisory Board meeting
July 9 Future Agriscience Teacher Symposium Applications due
August 28 Teach Ag Advisory Board meeting
September 18-20 Future Agriscience Teacher Symposium in Des Moines, IA
September 20 NATIONAL TEACH AG DAY
October 21-26 Teach Ag Ambassador Training and Teach Ag Booth at National FFA Convention
November 16 STAR Program Reports due
November 26-December 1 NAAE Convention/Future Agriscience Teacher Symposium in San Antonio, TX
December 3 2019 STAR Participation Forms due