NATIONAL TEACH AG DAY
SEPTEMBER 17-19, 2019
#TAGGED19 @TEACH_AG
NATIONAL TEACH AG CAMPAIGN

PARTNERS

American Association of Agricultural Educators
Association for Career and Technical Education
Association of Public and Land-Grant Universities
National Association of Agricultural Educators
National Association of Supervisors Agricultural Education
National Farm Ranch Business Management Education Association
National FFA Alumni and Supporters
National FFA Foundation
National FFA Organization
National Postsecondary Agricultural Student Organization
National Young Farmers Educational Association

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.

INITIATIVES

National Teach Ag Day
National Teach Ag Day is a day to encourage others to teach school based agriculture and recognize the important role that agriculture teachers play in our schools and communities.

Future Agriscience Teacher Symposia
The Future Agriscience Teacher Symposia are professional development opportunities for pre-service agriculture teachers held in conjunction with various events across the country.

State Teach Ag Results Program
The STAR program is designed to assist states in creating sustainable and effective recruitment and retention plans based on historical data and real-time trends.

National Teach Ag Ambassadors
Pre-service teachers are selected to represent the campaign throughout the year as ambassadors, promoting the profession and encouraging others to teach agriculture.
It is my great pleasure to welcome you to the Research Triangle Park (RTP) area for the 9th National Teach Ag Day celebration. This year’s National Teach Ag Day celebration coincides with the 10th anniversary of the National Teach Ag Campaign. It was this time 10 years ago the campaign was just getting started, the teach ag iconic handprint was being developed, plans for the first Teach Ag Day celebration were starting and the Teach Ag website was about to launch. Here we are in North Carolina to not only celebrate 10 years of agriculture teacher recruitment and retention accomplishment but another memorable National Teach Ag Day. The concept of a National Teach Ag Day, a day dedicated to tagging others to teach ag and raising up current teachers was the foundational idea that the National Teach Ag Campaign was built upon. As we celebrate together here in RTP it is comforting to know Teach Ag Day events of all kinds are taking place across the country. A big thanks to those who are making our time in North Carolina possible: especially the efforts of BASF team members Amy Baldwin, Jennifer Overholt, Chuck Benson, Carrie Gray, Shay Matthews and the IT Team led by Christian Magerhans and Zach Whaley. I have no doubt this year’s live webcast celebration will be one to remember.

You are going to love the energy, enthusiasm and optimism you will encounter throughout your time with us. Agriculture teachers are the heart of the agricultural education program. Their dedication and guidance positively impact countless students every single day. If you have not already done so, consider the people in your life who have a passion for making a difference, enjoy working with young people and love agriculture to think about becoming an agriculture teacher. You may be the spark that sets their agricultural education career journey on fire.

The National Teach Ag Campaign would not be possible without the support of our outstanding partner sponsors. The CHS Foundation, Corteva Agriscience, Growth Energy and BASF have collectively committed, through the National FFA Foundation, more than $3.5 million to teacher recruitment and retention since 2011. Our sponsor partners know investing in a quality and diverse supply of agriculture teachers will ensure the future talent pipeline in agriculture, create knowledgeable consumers and cultivate community leaders, problem solvers, entrepreneurs and agriculturalists.

National Teach Ag Day is a component of the National Teach Ag Campaign. It is designed 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. The National Teach Ag Campaign is an initiative of the National Council for Agricultural Education, led by the National Association of Agricultural Educators and funded as a special project of the National FFA Foundation.

Please make the most of your time with us. If you are new to agricultural education use this program as a guide to understanding what makes us unique. Better yet, ask a lot of questions and meet new friends. I am delighted you are with us.

Onward, upward and ever forward! *

Sincerely,

[Signature]

Ellen Thompson
Project Director, National Teach Ag Campaign
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## Staff Contacts

Please contact any of the following individuals if you have questions or concerns.

**Ellen Thompson**  
Project Director  
605.350.3842

**Andrea Fristoe**  
Program Manager  
859.312.0250

**Johanna Rey**  
Teach Ag Intern  
813.507.7984
National Council for Agricultural Education Members
2019 Host Site

Thank you to BASF, for serving as the 2019 National Teach Ag Day host site.

@BASFAgProducts
@BASF
#BelongatBASF
National Teach Ag Campaign Sponsors

CHS Foundation

Corteva Agriscience

growth energy™
America’s Ethanol Supporters

BASF
We create chemistry
Event Information

Transportation:

From the Airport to the Hotel:
5.6 miles, approximately 8 minutes

From the Airport to BASF:
8.9 miles, approximately 12 minutes

From the Hotel to BASF:
2.9 miles, approximately 6 minutes

From the Hotel to Durham Bulls Athletic Park:
8.6 miles, approximately 12 minutes

From the Airport to Durham Bulls Athletic Park:
14.4 miles, approximately 18 minutes
Noise: 
Please keep in mind that thousands of people will join the live webcast from across the country. To maintain the integrity of the webcast, remember to turn off your cell phone and keep conversations to a minimum, or step into the hallway.

Attire: 
Professional dress or smart cocktail.

Hotel Information: 
Marriott at Research Triangle Park
4700 Guardian Drive
Durham, NC 27703
919.941.6200

Social Media: 
We encourage you to use various social media platforms during the festivities to share your experiences. The official Teach Ag Day hashtag is #tagged19. You will find Teach Ag on Twitter and Instagram @teach_ag, and on Facebook too! Photos will be posted to the Teach Ag social media accounts and available after the event on DropBox. You may also text questions during the live webcast to (605) 350-3842.
Schedule at a Glance
(All times are listed in Eastern Daylight Savings Time: EDT)

Tuesday, September 17th
3:00-6:00pm  Future Agriscience Teacher (FAST) Symposium
            Marriott Research Triangle Park – Edison A Room
            4700 Guardian Drive
            Durham, North Carolina 27703

6:30-8:30pm  FAST Symposium Welcome Dinner
            The Pit
            321 W Geer St.
            Durham, North Carolina 27701

Wednesday, September 18th
8:00am-5:00pm  FAST Symposium
                Marriott Research Triangle Park – Edison A Room
                4700 Guardian Drive
                Durham, North Carolina 27703

6:30-8:30pm  Ten Years of Teach Ag Celebration Dinner (hosted by BASF)
              Durham Bulls Athletic Park
              409 Blackwell St.
              Durham, North Carolina 27701

Thursday, September 19th
7:30-8:30am Buffet breakfast for all attendees at Marriott Franklin Room
(All activities take place at BASF)
               BASF
               2 TW Alexander
               Research Triangle Park, North Carolina 27709

8:30-10:30am  FAST Symposium
10:45-11:00am  BASF Safety Video
11:00-11:45am  BASF Live from RTP Educational Sessions
11:45am-1:00pm Facebook Live from the Teach Ag Green Carpet
11:45am-12:45pm Boxed Lunch
1:00-2:00pm  National Teach Ag Day Live webcast celebration
2:00-2:45pm  Ag Teacher Q&A Town Hall
2:45-2:55pm  Large Group Photo
3:00-4:00pm  BASF Tour Experience (no heels, closed toed shoes required)
National Teach Ag Day Live Celebration Schedule
Thursday, September 19th
*Approximate and subject to small changes

National Teach Ag Day Live Celebration Schedule
Thursday, September 19
1:00-2:00pm Webcast
*Please silence your phones and keep conversations to a minimum. Clapping
and other positive emotions are encouraged.

Welcome and Greetings
Ms. Ellen Thompson, National Teach Ag Campaign

BASF Welcome
Mr. Paul Rea, BASF

Agriculture Teacher Spotlights
Mr. Keonté Edmonds, Wake County School District in North Carolina
Ms. Allison Meadows, Sherwood High School in Oregon
Mr. Eric Tilleman, Cascade High School in Montana

Future Agriscience Teacher Symposium Q&A Panel
Moderated by Mr. Jason Kemp
Mary Barcellos, Oregon State University
Ivey Brewer, North Carolina State University
Haley Bueing, University of Mount Olive
Zachary Callaghan, Kansas State University
Amie Carter, South Dakota State University
Ally Edwards, North Carolina State University
Morgan Frank, University of Wisconsin, River Falls
Shelby Hartzell, Arkansas Tech University
Janelle Hueners, University of Minnesota
Cheyenne Hunter, North Carolina State University
Macy Jernigan, University of Mount Olive
Cassidy Jernigan, University of Mount Olive
Cheyenne Johnson, University of Tennessee
Morgan Jolley, University of Mount Olive
Joelle Jones, Wilmington College
Gabbie Lessard, Appalachian State University
Anna Mertson, North Carolina State University
Mary Kate Morgan, North Carolina State University
Eric Moser, Michigan State University
MaQuelah Schueler, South Dakota State University
Dahlia Sutliff, Abraham Baldwin Agricultural College
Regan Tell, North Carolina A&T University
Avery Tucker, North Carolina A&T University
Courtney Wiedenmann, Oklahoma State University
Detailed Schedule Continued

Teach Ag Champion Recognition
Agriculture Future of America
Cultivating Change Foundation
National FFA Organization
National MANRRS Organization

Partner Panel
Moderated by Dr. Travis Park
Ms. Nanci Lilja, CHS Foundation
Ms. Ronda Hamm, Corteva Agriscience
Mr. Kelly Manning, Growth Energy
Ms. Carrie Gray, BASF

Agriculture Teacher Impact Speaker
Agriculture teachers make a difference! – Ms. Brittany Lloyd, BASF

Agriculture Organization Leaders
Ms. Ashley Collins, Agriculture Future of America
Mr. Marcus Hollan, Cultivating Change Foundation
Dr. Jay Jackman, National Association of Agricultural Educators
Mr. Mark Poeschl, National FFA Organization
Ms. Ebony Webber, National MANRRS Organization

2020 National Teach Ag Day Host Site Announcement

Ag Teacher Town Hall Q&A

Questions from the audience and social media encouraged
Moderated by Alissa Smith
Mr. Keonté Edmonds
Mr. Jason Kemp
Ms. Allison Meadows
Mr. Eric Tilleman
Ms. Rachel Sauvola

Live shout-outs, video and photo submissions and social media highlights embedded throughout live webcast.
What is Agricultural Education?
Agricultural education teaches students about agriculture, food and natural resources. Through these subjects, agricultural educators teach students a wide variety of skills, including science, math, communications, leadership, management and technology.

*Agricultural education is delivered through three interconnected components:*
- Classroom or laboratory instruction
- Experiential learning — learning experiences that usually take place outside of the classroom, supervised by the agriculture instructor
- Leadership education — delivered through student organizations such as the National FFA Organization, the National Young Farmer Education Association, National Postsecondary Agricultural Student Organization and others

*Some of the potential jobs for someone graduating with a degree in agricultural education could be:*
- High School Agriscience Teacher
- Ag Literacy Coordinator
- Agricultural Education Professor
- Farm Business Management Instructor
- 2-year Technical College Agriculture Instructor
- Adult Agricultural Education Instructor
- Young Farmer Instructor

Today, over one million students participate in formal agricultural education instructional states and three U.S. territories.
Common Agricultural Education Terms

NAAE — National Association of Agricultural Educators. The professional association in the United States for agricultural educators. NAAE provides its more than 8,000 members with professional networking and development opportunities, professional liability coverage, and extensive awards and recognition programs.

FFA — The National FFA Organization (formerly Future Farmers of America) is a student leadership organization that makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. Current FFA membership is at an all time high with more than 650,000 members.

SAE — Supervised Agricultural Experience. Students taking agriculture classes develop their own SAE, in cooperation with their agriculture teacher, to develop entrepreneurship, record keeping, and employment skills.

CDE — Career Development Events help students develop the abilities to think critically, communicate clearly, and perform effectively in a competitive job market. There are more than 30 CDE areas in which students can engage, including Agronomy, Extemporaneous Public Speaking, Dairy Cattle Evaluation, Forestry, Parliamentary Procedure, Veterinary Science and Job Interview.

Ag Ed — Short for agricultural education. Used frequently by those directly involved in agricultural education.

STEM — Science, Technology, Engineering and Math

CASE — Curriculum for Agricultural Science Education. A comprehensive professional development, curriculum and assessment tool for agricultural educators to use in their classroom. CASE curriculum is aligned with STEM concepts and national education standards.

National FFA Foundation — Secures resources to help FFA members and education-related organizations associated with the National Council for Agricultural Education grow and succeed.

National Council for Agricultural Education — “The Council” serves as a common meeting ground for agricultural education and is comprised of organizations and entities representing students, teachers, teacher educators, state leaders, alumni, industry, and government. The Council promotes success for students and teachers who participate in the formal agricultural education instructional programs offered in grades seven through adult throughout the 50 states and three U.S. territories.
National Teach Ag Day is a day to celebrate school-based agricultural education and to encourage agricultural education advocates to share with others the great career opportunities in agricultural education.

National Teach Ag Campaign Initiatives

National Teach Ag Day -- Third Thursday in September
National Teach Ag Day is a day to celebrate school-based agricultural education and to encourage agricultural education advocates to share with others the great career opportunities in agricultural education.

National Teach Ag Ambassadors
Each year, the National Teach Ag Campaign selects 12 outstanding preservice agriculture teachers to represent us at the National FFA Convention, and throughout the year as ambassadors, promoting the profession and encouraging others to Teach Ag!

Future Agriscience Teacher (FAST) Symposium
The Future Agriscience Teacher (FAST) Symposium is a professional development opportunity for preservice agricultural education majors held in conjunction with the National Association of Agricultural Educators annual convention and National Teach Ag Day.

State Teach Ag Results (STAR) Program
The STAR program is designed to assist states in creating sustainable and effective recruitment and retention plans based on historical data and real-time trends.

National Teach Ag Website
WWW.NAAE.ORG/TEACHAG
- Future Teacher Page
- Parent Page
- Promising Practices
- Advisory Board
- Branding Center
- Nominate a Future Agriculture Teacher
- National Teach Ag Campaign Sign-up
- Lesson Plans, Games, Activities & Videos
- State Teach Ag Sites, Job Openings, & Certification Requirements

Electronic Communications
- Monthly & Annual Reports
- Webinars
- A Day in the Life of an Ag Teacher Blog
- New Teacher News
- Teach Ag Times
- News Releases

Resource Development
- Supply & Demand Profiles
- Promotional Flyers, Brochures, Handouts & Posters
- Signing Day Kit
- Tagged to Teach Ag Kits
- Customized STAR Materials

Make a Difference. Inspire. Motivate. Be a Role Model. Find Your Passion. Teach Ag!

2019 National Teach Ag Champions

#tagged19
“Being an agriculture teacher can be one of the most long term rewarding careers...it gives you a lifetime of reward, seeing students, past and present, make a difference in the agriculture industry and their local communities.”
- Jason Dieckhoff, Cass Career Center, Harrisonville, MO

Why Teach Agriculture?
Every day is different and fun. One day you might be in a classroom or laboratory, the next visiting students in the field, preparing teams for a FFA Career Development Event, or leading a community service activity. The work is meaningful, challenging, rewarding and ensures the next generation of leaders, problem solvers, entrepreneurs and agriculturalists.

Teach by doing - not just telling,
Share their passion for agriculture,
Create lessons that are hands-on,
Reach students of all abilities and interests through diverse curriculum options and engaging delivery methods,
Work with new and emerging agriculture, food and natural resource technology,
Travel in-state, nationally and even internationally,
Make a positive difference in the lives of students,
Develop lasting relationships with colleagues across the country.
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 are increasing (1%) even as other education content areas are experiencing decreases.

The conversion rate of agricultural education graduates is at an all-time high of 75%.

The majority of new agricultural education majors are Caucasian (90%) and female (71%).

School districts are hiring an unprecedented number of alternatively certified and non-licensed teachers to fill open positions due to demand.
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.
SAVE THE DATE!
2020 NATIONAL TEACH AG DAY
THURSDAY, SEPTEMBER 17TH

NAAE.ORG/TEACHAG