National Teach Ag Campaign
2014 Year in Review

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 agricultur- alists.

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 created their teams, met, created sustainable and effective strategies, developed a timeline and budget, and began implementation. The eleven initial states of CA, KS, IL, IN, MN, MS, MO, NE, NC, NY and OR will continue their work in 2015 as the next group of states; AZ, ID, IA, LA, PA and SD begin the process in early 2015.

National Teach Ag Day
The 5th annual event was celebrated on Thursday, September 25. The 2-hour live webcast was held in Minnesota at the CHS Inc. headquarters. The webcast featured panelists, speakers, pre-recorded video, future teacher spotlights, and social media highlights.

- 906 sites joined the live webcast
- 462,741 twitter accounts reached with #tagged14
- 27 future teachers, 42 current teachers and 17 university programs representing 22 states were featured during the webcast.

Teach Ag Workshops and Presentations
The Teach Ag Campaign was directly involved in several events this year that allowed the message to resonate with new and existing audiences. As a result, 722 high school and college students, current teachers, alumni, state staff and stakeholders were directly engaged with the Teach Ag Campaign.
Teach Ag Ambassadors
The newly redesigned ambassador program continues to grow and attract the best and brightest future agriculture teachers. This year, the ambassadors used their skills to encourage others to teach ag in their home states, toured a local urban agriculture program in Louisville, and created mentoring cohorts with hundreds of high school students and agriculture teachers, all while spreading the Teach Ag message. 1205 current and future agriculture teachers engaged with the ambassadors at the Teach Ag booth during the National FFA Convention.

Teach Ag Impact

Sponsor Support
The National Teach Ag Campaign exists because of our outstanding sponsor support.

- CHS Foundation-Signed 3 year funding commitment 2015, 2016, 2017
  - partner since 2011
- DuPont Pioneer
  - new partner in 2014
  - new partner in 2014
- Red Brand-STAR program support for Kansas and Missouri

These commitments total nearly $1.2 million in support over four years.