# 2018 National Teach Ag Campaign

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 by the CHS Foundation, Corteva, BASF, Herman and Bobbie Wilson, and Growth Energy as a special project of the National FFA Foundation.

## Partners

- **CHS Foundation**
  - $2 million since 2011
  - chsinc.com
  - @CHSTalentScout

- **Corteva**
  - Agriculture Division of DowDuPont
  - $250,000 since 2014
  - corteva.com
  - @corteva

- **BASF**
  - $96,000 since 2017
  - agriculture.basf.com
  - @BASFProducts

- **Herman & Bobbie Wilson**
  - $100,000 since 2018
  - Houston, Texas

- **Growth Energy**
  - $250,000 since 2014
  - growthenergy.com
  - @growthenergy

## Funding Support

### Management & Leadership

- 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

### Strategic Partners

- National Council for Agricultural Education
- 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.

### 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.

### Future Agriscience Teacher Symposia

The Future Agriscience Teacher Symposia are professional development opportunities for pre-service agriculture teachers held in conjunction with NAAE convention and National Teach Ag Day.

### 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.

## Teach Ag Website

- Future Teacher Page
- Parent Resources
- Nominate a Future Teacher
- Lesson Plans, Activities, and Videos
- State Certification Requirements

## Printed Resources

- Supply and Demand Profiles
- Tagged to Teach Ag Kits
- Customized STAR Materials
- Promotional Handouts

## Digital Communication

- Professional Development Webinars
- New Teacher News
- Tagged to Teach Ag Times
- Social Media: #TeachAg
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 conversion rate of agricultural education graduates is at an all-time high of 75%.

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.

462 positions were filled with an alternatively certified or non-licensed teacher. + 21 programs closed due to a lack of a qualified agriculture teacher. + 74 agriculture teacher positions went unfilled. × 77 average number of students per program. *based on current FFA membership = 48,800 students impacted by the shortage of agriculture teachers.

2017 National supply and demand highlights

8471 agricultural education programs
12690 agriculture teachers
510 teachers left the classroom to explore other opportunities (4%)
158 agriculture teachers retired
356 alternatively-licensed hires
106 non-licensed hires
189 new agricultural education programs
155 net gain of new positions
740 licensed completers
556 licensed completers are teaching agriculture (75%)
3142 agricultural education undergraduate enrollment