BEST.

CAREER.

EVER.

NATIONAL TEACH AG DAY
SEPTEMBER 18-20, 2018
#TAGGED18 @TEACH_AG
**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.

---

**PARTNERS**

- American Association of Agricultural Educators
- National Teach Ag Campaign
- National Teach Ag Day
- National Teach Ag Ambassadors
- State Teach Ag Results Program
- National Teach Ag Campaign Fund
- National FFA Foundation
- National FFA Alumni and Supporters
- National Postsecondary Agricultural Student Organization
- National Young Farmers Educational Association
- National Association of Agricultural Educators
- National Association of Supervisors Agricultural Education
- Association of Public and Land-Grant Universities
- Association for Career and Technical Education
- Growth Energy
- Herman & Louise Wilson
- CHS Foundation
- Corteva
- BASF
- CHS Talent Scout
- CHStalentScout
- growthenergy.com
- agriculture.basf.com
- @CHSTalentScout
- @BASFAgProducts
- @corteva
- @growthenergy
- $2 million since 2011
- $96,000 since 2017
- $250,000 since 2014
- $100,000 since 2018
- $250,000 since 2014
- $96,000 since 2017
- $250,000 since 2014
- $250,000 since 2014
- $96,000 since 2017
- $100,000 since 2018
- $250,000 since 2014
- $2 million since 2011
- Houston, Texas
- Digital Communication
- Funding Support

---

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

**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 Des Moines area for the 8th National Teach Ag Day live celebration. This special event blends all the best things about teaching agriculture together: community, collegiality and impact. As we celebrate together, 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 Iowa possible: the Corteva Agriscience team, Mr. Matt Eddy and the entire Iowa Team Ag Ed delegation. I have no doubt, Midwest hospitality will be on full display while we are here.

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 impacts 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 starts 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 Agriculture Division of DowDuPont, Herman and Bobbie Wilson, BASF and Growth Energy have collectively committed, through the National FFA Foundation, more than $2.7 million to teacher recruitment and retention since 2011. Our sponsor partners know investing in agriculture teachers will impact students, communities and agriculture for years to come.

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! *\O/ *

Sincerely,

Ellen Thompson
Project Director, National Teach Ag Campaign
Table of Contents

National Council for Agricultural Education Members ........................................ 3
2018 Host Site ........................................................................................................... 4
National Teach Ag Campaign Sponsors ................................................................. 5
Event Information .................................................................................................... 6-7
Schedule at a Glance ............................................................................................... 8
Detailed Schedule .................................................................................................... 9-10
What is Agricultural Education? ............................................................................ 11
What is the National Teach Ag Campaign? ............................................................. 12
Why Teach Agriculture? ......................................................................................... 13
Common Agricultural Education Terms ................................................................. 14
Agriculture Teacher Supply & Demand Overview ................................................. 15

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

Victoria Hamilton
Marketing Assistant
707.490.2671

Elizabeth Knight
Teach Ag Intern
800.704.9804
2018 Host Site

Thank you to Corteva Agriscience Agriculture Division of Dow DuPont, for serving as the 2018 National Teach Ag Day host site.

Find them on Social Media!
@CortevaUS
@Corteva
National Teach Ag Campaign Sponsors

CHS®

CORTEVA™
agriculture

Agriculture Division of DowDuPont

Herman & Bobbie Wilson

BASF
We create chemistry

growth energy™
America's Ethanol Supporters
Event Information

Transportation:

From the Airport to the Hotel:
14.4 miles, approximately 18 minutes
1. Get on IA-5 N in Greenfield from Fleur Drive.
2. Continue on IA-5 N.
3. Take I-35 N to University Avenue in West Des Moines.
4. Take exit 72C from I-35 N.
5. Continue on University Avenue.
6. Drive to 50th Street.

From the Hotel to Corteva Agriscience Agriculture Division of Dow DuPont:
8.4 miles, approximately 13 minutes
2. Follow I-35 N/I-80 E to NW 86th Street in Urbandale.
3. Take exit 129 from I-35 N/I-80 E.
4. Follow NW 86th Street and NW 62nd Avenue to North Drive in Johnston.

From the Airport to Corteva Agriscience Agriculture Division of Dow DuPont:
22.3 miles, approximately 28 minutes
1. Get on IA-5 N in Greenfield from Fleur Drive.
2. Follow IA-5 N and I-35 N to NW 86th Street in Urbandale.
3. Take exit 129 from I-35 N.
4. Follow NW 86th Street and NW 62nd Avenue to North Drive in Johnston.
**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 is appropriate for all Teach Ag Day events.

**Hotel Information:**
Sheraton West Des Moines
1800 50th Street
West Des Moines, IA 50266

**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 #tagged18. 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 Central Daylight Savings Time: CDT)

**Tuesday, September 18th**
3:00-5:00pm  Future Agriscience Teacher (FAST) Symposium  
Sheraton West Des Moines - Webster Room  
1800 50th Street  
West Des Moines, IA 50266

6:30-8:00pm  FAST Symposium Welcome Reception  
WobblyBoots Roadhouse  
1301 NW 114th St.  
Clive, IA 50325

**Wednesday, September 19th**
8:00am-5:00pm  FAST Symposium  
Sheraton West Des Moines - Webster Room  
1800 50th Street  
West Des Moines, IA 50266

6:30-8:00pm  Welcome Dinner  
Table 128 Bistro  
12695 University Ave Suite 140  
Clive, IA

**Thursday, September 20th**
(All activities take place at Corteva Agriscience Agriculture Division of Dow DuPont)
Corteva Agriscience  
7000 NW 62nd Avenue  
Johnston, IA

8:30-9:45am  FAST Symposium Professional Development  
Room 1C

10:00-10:45am  The Future of Agriscience Education  
Hosted by: Corteva Agriscience, Agriculture Division of Dow DuPont

10:45-11:59am  Live from the “Green” Carpet  
Walk the Teach Ag green carpet and be interviewed on Facebook Live

11:00-11:45am  National Teach Ag Day Luncheon  
Hosted by: Corteva Agriscience, Agriculture Division of Dow DuPont  
Room 1L

12:00-1:00pm  National Teach Ag Day Live Webcast  
Corteva Agriscience Auditorium

1:00-1:45pm  Southeast Polk Agriculture Program Presentation  
Corteva Agriscience Auditorium

2:00-4:00pm  Corteva Tours - Optional
National Teach Ag Day Live Celebration Schedule

Thursday, September 20th
*approximate and subject to small changes

National Teach Ag Day Live Webcast
Corteva Agriscience Auditorium
*Please silence your phones and keep conversations to a minimum.

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

Agriculture Teacher Spotlights
Mr. Jacob Hunter, Iowa
Mr. Matt Wood, Delaware
Ms. Jaysa Fillmore, Idaho

Future Agriscience Teacher Symposium Q&A Panel
Moderated by: Mr. Matt Eddy
Ms. Allison Abadir, University of Missouri
Ms. Alice Cox, Clemson University
Ms. Brittany Daniel, University of Mount Olive
Ms. Allyson Dorrell, Kansas State University
Ms. Dusty Dykstra, South Dakota State University
Ms. Brittany Elliott, University of Kentucky
Ms. Stephanie Hauger, South Dakota State University
Mr. Christopher Hicks, University of Mount Olive
Ms. Leah Jacobs, Purdue University
Ms. Sarah Manderfield, South Dakota State University
Mr. Adam Manderfield, South Dakota State University
Ms. Laura Mincks, Iowa State University
Mr. Henry Neyens, South Dakota State University
Ms. Ho Podliska, University of Nebraska—Lincoln
Mr. Joe Ramstad, University of Minnesota—Twin Cities
Ms. Madelyn Regier, South Dakota State University
Ms. Star Schipper, South Dakota State University
Ms. Ellie Steensma, Dordt College
Mr. Alex Toupal, South Dakota State University
Ms. Shaylee Truax, University of Nebraska Lincoln

Teach Ag Champion Recognition
Mr. Luke Allen, Illinois
Ms. Jessie Lumpkins, Tennessee
Dr. Travis Park, North Carolina
Ms. Nancy Trivette, New Jersey

Partner Panel
Moderated by: DeShawn Blanding, North Carolina A&T University
Ms. Jennifer Overholt, BASF
CHS Foundation
Dr. Clint Pilcher, Corteva Agriscience
Mr. Matt Merritt, POET
Detailed Schedule Continued

Agriculture Teacher Impact Speaker
Dr. Ronda Hamm, Corteva Agriscience

Ag Ed Leader Panel
Moderated by Ellen Thompson
Dr. Steve Brown
Dr. Jay Jackman
Mr. Mark Poeschl
Ms. Alissa Smith
Ms. Nancy Trivette

2019 National Teach Ag Day Host Site Announcement

Southeast Polk High School Presentation
Mr. Matthew Eddy
Lydia Johnson
Maura Ballagh
Drew Lehman
Wyatt Bailey

Corteva Tours

*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 800,000 students participate in formal agricultural education instructional programs offered in grades seven through adult throughout the 50 states and three U. S. territories.
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 CAMPAIGN INITIATIVES

MAKE A DIFFERENCE. INSPIRE. MOTIVATE. BE A ROLE MODEL. FIND YOUR PASSION. TEACH AG!

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
- Monthly & Annual Reports
- Webinars
- A Day in the Life of an Ag Teacher Blog
- New Teacher News
- Teach Ag Times
- News Releases
- #teachag
- @Teach_Ag

RESOURCE DEVELOPMENT

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

Electronic Communications

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

“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

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.

Ag Teachers...

#tagged18  13
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.
2017 AGRICULTURE TEACHER SUPPLY AND DEMAND OVERVIEW NATIONWIDE

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Salary</th>
<th>Extended Contract Days</th>
<th>Ag Teachers</th>
<th>Ag Programs</th>
<th>Female/Male Teachers</th>
<th>Full-time/Part-time Teachers</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</th>
<th>Agricultural Education Graduates Teaching</th>
<th>Ag Ed Major Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$43,000</td>
<td>28</td>
<td>3,879</td>
<td>2,230</td>
<td>893/729</td>
<td>1,778/94</td>
<td>70</td>
<td>30</td>
<td>20</td>
<td>65</td>
<td>42/11</td>
<td>12/20</td>
<td>40</td>
<td>1</td>
<td>117</td>
<td>107</td>
<td>540</td>
</tr>
<tr>
<td>2</td>
<td>$42,980</td>
<td>47.5</td>
<td>1,224</td>
<td>1,048</td>
<td>1,465/2,390</td>
<td>3,399/480</td>
<td>65</td>
<td>30</td>
<td>20</td>
<td>178</td>
<td>69/29</td>
<td>6/11</td>
<td>11</td>
<td>1</td>
<td>117</td>
<td>107</td>
<td>978</td>
</tr>
<tr>
<td>3</td>
<td>N/A</td>
<td>27</td>
<td>2,099</td>
<td>1,511</td>
<td>600/624</td>
<td>1,151/73</td>
<td>11</td>
<td>26</td>
<td>20</td>
<td>44</td>
<td>37/10</td>
<td>5/2.7</td>
<td>2</td>
<td>0</td>
<td>117</td>
<td>107</td>
<td>376</td>
</tr>
<tr>
<td>4</td>
<td>$43,986</td>
<td>43</td>
<td>1,799</td>
<td>2,045/14</td>
<td>888/1,130</td>
<td>2,045/14</td>
<td>31</td>
<td>20</td>
<td>23</td>
<td>98</td>
<td>30/9</td>
<td>2/11</td>
<td>1</td>
<td>0</td>
<td>411</td>
<td>371</td>
<td>591</td>
</tr>
<tr>
<td>5</td>
<td>$40,619</td>
<td>37</td>
<td>2,388</td>
<td>1,799</td>
<td>1,056/1,322</td>
<td>1,270/28</td>
<td>30</td>
<td>27</td>
<td>27</td>
<td>87</td>
<td>39/19</td>
<td>6/7</td>
<td>1</td>
<td>0</td>
<td>211</td>
<td>191</td>
<td>472</td>
</tr>
<tr>
<td>6</td>
<td>$45,200</td>
<td>37</td>
<td>2,388</td>
<td>1,799</td>
<td>676/687</td>
<td>1,270/28</td>
<td>37</td>
<td>27</td>
<td>27</td>
<td>87</td>
<td>39/19</td>
<td>6/7</td>
<td>1</td>
<td>0</td>
<td>211</td>
<td>191</td>
<td>472</td>
</tr>
<tr>
<td>Nationwide*</td>
<td>$43,093</td>
<td>37</td>
<td>2,388</td>
<td>1,799</td>
<td>5,582/6,782</td>
<td>11,992/698</td>
<td>33</td>
<td>27</td>
<td>27</td>
<td>87</td>
<td>39/19</td>
<td>6/7</td>
<td>1</td>
<td>0</td>
<td>211</td>
<td>191</td>
<td>472</td>
</tr>
</tbody>
</table>

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 are 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.
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!
2019 NATIONAL TEACH AG DAY
THURSDAY, SEPTEMBER 19TH

TEACH AG

NAAE.ORG/TEACHAG