2014-2015 NAAE BOARD OF DIRECTORS

President
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Region 1 Vice President
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Region 5 Secretary
Stanley Scurlock, Florida

Region 6 Secretary
 Deb Siebert, Pennsylvania

2014-2015 NAAE Annual Report
NAAE recognizes its members annually for excellence in teaching through award programs. Following is the list of the award winners and a description of each of the award categories.

**NAAE Outstanding Young Member**

Agricultural education is faced with a shortage of qualified teachers. Unless students at our nation’s teaching institutions enter and remain in the profession, a shortage of teachers will continue to exist. The Outstanding Young Member Award encourages young teachers to remain in the profession. Innovative young teachers with outstanding professional records, including participation in NAAE, are recognized for their early efforts in the teaching profession. NAAE members who have completed at least three but not more than five years of teaching are eligible to apply for this award; members who are currently in their sixth year of teaching are eligible to apply.

This award program is sponsored by John Deere as a special project of the National FFA Foundation.

Thirty-three state associations submitted state-winning applications. Of those applications one winner was chosen for each of the six NAAE regions. Each of the regional winners received transportation, lodging and registration to attend the 2015 NAAE Convention in New Orleans.

<table>
<thead>
<tr>
<th>Region</th>
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<tr>
<td>I</td>
<td>Natalie Borba</td>
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<td>II</td>
<td>Kimberly Mitchell</td>
<td>Kansas</td>
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<tr>
<td>III</td>
<td>Jacob Cramer</td>
<td>Wisconsin</td>
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<tr>
<td>IV</td>
<td>Bailey Garwood</td>
<td>Michigan</td>
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<tr>
<td>V</td>
<td>Katie Gilson</td>
<td>South Carolina</td>
</tr>
<tr>
<td>VI</td>
<td>Tedra Bean</td>
<td>New York</td>
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Outstanding Agricultural Education Teacher

This award program recognizes active NAAE members who are conducting the highest quality agricultural education programs. It rewards them for their excellence, leadership and service in the agricultural education profession. It highlights each teacher's ability to draw upon community resources to provide relevant and meaningful educational experiences for all students. Award recipients demonstrate how they are innovators and catalysts for agricultural education at all learning levels.

We are delighted to have Caterpillar Inc. and Tractor Supply Co. as our co-sponsors for this program.

Thirty-four state associations submitted state-winning applications. Of those applications one winner was chosen for each of the six NAAE regions. Each of the regional winners received transportation, lodging and registration to attend the 2015 NAAE Convention in New Orleans.

Region I  Jim Cant  Oregon
Region II  Kevin Barenberg  Arkansas
Region III  Paul Larson  Wisconsin
Region IV  Tracey Hoffman  Michigan
Region V  Jason Chester  North Carolina
Region VI  Lee Ann Hall  West Virginia
**National Agriscience Teacher of the Year**

This program distinguishes NAAE members who emphasize science concepts, principles, and applications in their curricula. The award recognizes leadership in agriscience, civic, community, agriculture/agribusiness, and professional activities. Outstanding agriscience educators are innovators and catalysts for student success in agriscience education.

This program is partially sponsored by the Potash Corp. as a special project of the National FFA Foundation.

Nineteen state associations submitted state-winning applications. Of those applications one winner was chosen for each of the six NAAE regions. The regional winners received transportation, lodging and registration to attend the 2015 NAAE Convention in New Orleans.

Region I  Jessica Grundy  Utah  
Region II  Rachel Knight  New Mexico  
Region III  Candice Franks  Wisconsin  
Region IV  Matthew Simpson  Kentucky  
Region V  Jason Gore  South Carolina  
Region VI  Michael Clark  Pennsylvania
Outstanding Middle/Secondary School Agricultural Education Program

The NAAE Outstanding Middle/Secondary School Agricultural Education Program Award recognizes the nation’s most successful middle school and secondary school agricultural education programs and teachers. Agriscience teachers draw upon a variety of resources to make education more relevant and meaningful to students. The award highlights how teachers integrate English, mathematics and science into instruction and use new technology to teach students. The award also symbolizes the success of agricultural education in preparing students for work and lifelong learning. It encourages teachers to meet the needs of the community, school and students.

This program is co-sponsored by Monsanto and AGCO as a special project of the National FFA Foundation.

Thirty state associations submitted state-winning applications. Of those applications one winner was chosen for each of the six NAAE regions. The regional winners received transportation, lodging and registration to attend the 2015 NAAE Convention in New Orleans.

Region I: San Luis Obispo High School, California
Anna Bates, Jodi Evans

Region II: Fairview Public School, Oklahoma
Jerrod Lundry, Vince McGolden

Region III: Springfield High School, Minnesota
T.J. Brown, Kelsey Brandt

Region IV: LaRue County High School, Kentucky
Misty Bivens, Chris Thomas

Region V: Cottondale High School, Florida
Stanley Scurlock

Region VI: Central High School, Virginia
Sherry Heishman, Mandy Curry
Outstanding Postsecondary/Adult Agricultural Education Program

The NAAE Outstanding Postsecondary/Adult Agricultural Education Program Award recognizes the nation’s most successful two-year postsecondary and full-time adult agricultural education programs and teachers. Most careers in modern agriculture and related sciences are technical careers that require education beyond secondary school. Outstanding agriscience and agribusiness educational programs beyond the high school level of instruction are more important today than ever before. NAAE is proud to honor some of these exceptional postsecondary and adult programs.

This program is sponsored by Monsanto as a special project of the National FFA Foundation.

Six state associations submitted state-winning applications. Of those applications one winner was chosen for each of the NAAE regions representing the application pool. The regional winners received transportation, lodging and registration to attend the 2015 NAAE Convention in New Orleans.

Region III Indian Hills Community College
Brydon Kaster Iowa

Region IV Crowder College
Craig Grisham, Shawna Estep,
Jay Wilkins, Dr. Udell Simmers,
Jorge Zapata,
Dr. Stephanie Watson-Bruto
Minnesota

Region V Miller County Young Farmers
Bert Bodiford, Kitty Bodiford
Georgia

Region VI VALOR-Virginia Ag. Leaders
Obtaining Results
Megan Seibel
Virginia
Ideas Unlimited Awards

For years, teachers have been exchanging classroom and teaching ideas. Innovative teaching keeps agricultural education programs alive and teachers enthusiastic. The NAAE Ideas Unlimited Award recognizes teachers for developing and sharing innovative ideas with their colleagues nationwide.

This award program is sponsored by National Geographic Learning/Cengage Learning.

Twenty-six state associations submitted state-winning applications. Of those applications one winner was chosen for each of the six NAAE regions. The regional winners received a stipend and registration to attend the 2015 NAAE Convention in New Orleans. In addition regional winners presented their award winning ideas during workshops throughout the NAAE convention.

Region I  Eric Tilleman  Montana
Region II  Cory Wedel  Colorado
Region III  Melissa Bonifas  Nebraska
Region IV  Erica McBee  Missouri
Region V  Nancy Sell  Georgia
Region VI  Melanie Berndtson  Pennsylvania
Teacher Mentor Awards

We hear a lot about the nationwide shortage of agriculture teachers. Most states are in dire need of more teachers. One way to address the teacher shortage is to ensure that our beginning teachers have successful experiences and make choices to remain in the teaching profession. NAAE is pleased to be able to recognize those individuals who have made a difference in our profession by sharing themselves with others—specifically teachers in their induction years.

This award program is sponsored by CEV Multimedia.

Nineteen state associations submitted state-winning applications. Of those applications, one winner was chosen for each of the six NAAE regions. The regional winners received a stipend and registration to attend the 2015 NAAE Convention in New Orleans.

Region I  Michael Sheppard  Washington
Region II  Cade LeJeune  Louisiana
Region III  Michael Retallick  Iowa
Region IV  Michael Spahr  Ohio
Region V  Farrah Johnson  Florida
Region VI  Erin McCaffrey  New York
Teachers Turn the Key Award

Another way that NAAE works to decrease the shortage of qualified teachers is through the Teachers Turn the Key program. This program encourages young teachers to remain in the profession and recognizes their participation in professional activities. NAAE members who are currently in their second, third, or fourth year of teaching are eligible to apply for this award. Applicants must be a member of NAAE during the year of application (2014-2015) and at the time of the convention at which they receive the scholarship (2015-2016). Applicants must not have attended the NAAE convention previously.

This award program is sponsored by RAM Trucks as a special project of the National FFA Foundation.

Thirty-five state associations submitted state-winning applications. All Teacher Turn the Key winners received transportation, lodging and registration to attend the 2015 NAAE Convention in Nashville. Each winner also attended special Teacher Turn the Key professional development sessions specifically designed for early career agricultural educators.

Region I
Brittnie England Arizona
Courtney Castle California
Jackie Tichepco Hawaii
Daniel Billington Idaho
Charlie Mann Nevada
Alyssa Davies Oregon
Francisca Pena Utah
Carol Travis Washington

Region II
Brandon Lewis Arkansas
Lauren Van Allen Kansas
Stacia Huxman Oklahoma

Region III
Daniel May Iowa
Nikki Beucler Minnesota
Sarah Knutson Nebraska
Nicole Fideldy North Dakota
Cayla Graves South Dakota
Walter Taylor Wisconsin

Region IV
Jessica Collins Illinois
Heather Dougherty Indiana
Leyna Miller Michigan
Ellen Amos Missouri
Shalie Logan Ohio

Region V
Trent Wells Alabama
Adrienne Smith Georgia
Josh Everett Mississippi
Courtney Wade North Carolina
Ashley Bringle Tennessee

Region VI
Melissa Cunningham Connecticut
Susan Mitchell Delaware
Laura Pinhas New Jersey
Christopher Smith New York
Darla Romberger Pennsylvania
Alison Sutphin Virginia
Katlin Thorsell West Virginia
Outstanding Service Citation

The NAAE awards the Outstanding Service Citation to those who go above and beyond the call of duty and impact our lives the most. They might be doctors, nurses, your best friend…or perhaps your teacher. This award is given to those who serve their profession in professional activities, school activities, and community service. This award program is sponsored by Monsanto.

Region I  Elaine Lewis  Washington
Region II  John Stricklin  Oklahoma
Region III Dr. Rick Bockhop  Wisconsin
Region IV  John Kabat  Illinois
Region V  Richard Ross  Tennessee
Region VI  Dr. Patricia Jepson  Connecticut
Lifetime Achievement Awards

NAAE bestows the Lifetime Achievement Award upon persons who have retired from the agricultural education profession and who have contributed to the advancement of agricultural education on a regional or national level throughout their careers.

This award program is sponsored by Ford Motor Company as a special project of the National FFA Foundation.

Region I  Greg Thompson  Oregon
Region II  Michael Robison  Oklahoma
Region III  Keith Gundlach  Wisconsin
Region IV  James Craft  Illinois
Region V  W. Patrick Earle  South Carolina
Region VI  Frank Yesalavich  New Jersey
Outstanding Cooperation Award

The Outstanding Cooperation Award is presented to organizations, agribusinesses or individuals who have provided exemplary service to agricultural education at the national level. This year’s award recipients contributed their time, talents and finances to ensure the success of agricultural education.

Plaques for this award program are sponsored by Forrest T. Jones & Company.

Region I    J.R. Simplot Company          Idaho
Region II   Arkansas Farm Bureau         Arkansas
            Andy Guffey
Region III  Wisconsin Farm Report        Wisconsin
            Pam Jahnke
Region IV   Facilitating Coordination in Agricultural Education
Region V    AgCentral Co-Op              Tennessee
Region VI   VA Agribusiness Council      Virginia
            Katie Frazier
Excellence in Leadership for Retention (XLR8) Institute

Yet another way NAAE works to increase retention in agricultural education is through the brand new program, Excellence in Leadership for Retention (XLR8). In partnership with the National Teach Ag Campaign, NAAE has created this program to help agriculture teachers who have been in the classroom between seven and 15 years address common issues that lead to them leaving the profession. Participants engaged in intensive professional development sessions at the 2015 NAAE Convention in Nashville, and the program continues throughout the year with virtual learning experiences and online collaboration through the NAAE professional learning community, Communities of Practice. The goal of this program is to not only retain XLR8 participants in the teaching profession, but to also give them the tools to help other mid-career teachers. Of applicants nationwide, twenty agriculture teachers were chosen to participate in this program.

This program is sponsored by CSX Transportation.

Cathy Berrier  Ledford High School  Thomasville, NC
Tracy Brown  Snohomish High School  Snohomish, WA
Toni Buchanan  Clarkdale High School  Meridian, MS
Jason Bullock  St. Pauls High School  St. Pauls, NC
Zachary Crews  Slater High School  Slater, MO
Tamra Herschbach  Yerington High School  Yerington, NV
Amanda Huettl  Max Public School  Max, NC
Farrah Johnson  Deltona High School  Deltona, FL
Weston Kane  Potlatch High School  Potlatch, ID
Bethany Knowlton  Killingly High School  Dayville, CT
Jeffrey Mayes  AHSTW Community Schools  Avoca, IA
Codi Montes-Dennis  Hagerman High School  Hagerman, NM
Jessy Reuterdahl  LaPlata R-II High School  LaPlata, MO
Jennifer Sousa  Tulare High School  Tulare, CA
Kurt VanDeWalle  Fillmore Central  Geneva, NE
Jonathan Walden  Coalgate Public School  Coalgate, OK
Chad Warnick  Delta Technical Center  Delta, UT
Reta Yanik  Westwood High School  Mesa, AZ
MEMBERSHIP & STATE ASSOCIATION AWARDS

100 Percent State Association Awards
NAAE annually recognizes the state associations that have the distinction of having all of the respective state’s agriculture teachers as members of NAAE. The 100 percent state associations in 2014-2015 were:
   Nevada
   Oklahoma

10 Percent Plus Awards—10 Percent Increase State Associations
NAAE annually recognizes state associations which surpass their previous year’s membership by 10 percent or more. The following 11 state associations qualified for 10 percent plus membership awards in the 2014-2015 membership year: California, Florida, Massachusetts, New Hampshire, New Mexico, New York, North Carolina, South Carolina, Utah, Vermont, and West Virginia.

Largest NUMERICAL Student Membership Increase—State Association
NAAE annually recognizes the state association having the largest numerical increase in student membership. The North Carolina Association received the award for the 2014-2015 membership year with an increase of 38 members from the previous year.

Largest Percentage STUDENT Membership Increase—State Association
NAAE annually recognizes the state association having the largest percentage increase in student membership. The Louisiana Association received the award for the 2014-2015 membership year, with an increase of 33 percent from the previous year.

Largest Student Membership—State Association
NAAE annually recognizes the state having the largest student membership. The Wisconsin Association was recognized in the 2014-2015 membership year, reporting a total of 167 student members.

Largest State Association Membership
NAAE annually recognizes the state having the largest membership. The Missouri Association was recognized in the 2014-2015 membership year, reporting a total of 522 members.

Largest Numerical Membership Increase—State Association
NAAE annually recognizes the state association having the largest numerical increase in membership. The North Carolina Association received the award for the 2014-2015 membership year, with an increase of 52 members from the previous year.

Largest Percentage Membership Increase—State Association
NAAE annually recognizes the state association having the largest percentage increase in membership. The Vermont Association received the award for the 2014-2015 membership year, with an increase of 33 percent from the previous year.
Largest Numerical Membership Increase—Region
NAAE annually recognizes the region having the largest numerical increase in membership. Region V—Jason Kemp, Vice President, received the award for the 2014-2015 membership year, with an increase of 106 members from the previous year.

Largest Percentage Membership Increase—Region
NAAE annually recognizes the region having the largest percentage increase in membership. Region V—Jason Kemp, Vice President, received the award for the 2014-2015 membership year, with an increase of 6.6 percent from the previous year.

Largest Regional Membership
NAAE annually recognizes the region having the largest membership. Region IV—Scott Stone, Vice President, and Region V—Jason Kemp, Vice President, were recognized in 2014-2015 membership year, both tied with 1708 members.

100 Percent Student Member Universities
In the 2014-2015 membership year twelve agricultural education departments, as listed below, self-reported 100 percent student membership and received recognition at the 2015 National Alpha Tau Alpha Conclave in Louisville:

- California Polytechnic State University, San Luis Obispo
- Clemson University
- Murray State University
- Northwest Missouri State University
- Oklahoma State University
- Purdue University
- The Pennsylvania State University
- Montana State University
- University of Connecticut
- University of Georgia, Athens
- University of Georgia, Tifton
- University of Wisconsin, River Falls
PROFESSIONAL STATE ASSOCIATION AWARDS

The national organization is strong when its affiliated state associations aggressively engage in well-planned activities that serve the interests of members and the profession. To encourage professional activities, NAAE presents plaques to state associations meeting specific standards and goals.

States qualifying for Distinguished, Professional and Active achievement in the 2014-2015 membership year were:

Region I
Arizona - Distinguished
Idaho - Professional
Montana - Professional
Oregon - Distinguished
Utah - Professional
Washington - Distinguished
Wyoming - Professional

Region II
Arkansas - Distinguished
Colorado - Professional
Kansas - Distinguished
Louisiana - Distinguished
Oklahoma - Professional

Region III
Iowa - Distinguished
Minnesota - Distinguished
Nebraska - Professional
North Dakota - Professional
South Dakota - Professional
Wisconsin - Distinguished

Region IV
Illinois - Distinguished
Indiana - Professional
Kentucky - Distinguished
Michigan - Professional
Missouri - Distinguished
Ohio - Professional

Region V
Alabama - Active
Florida - Distinguished
Georgia - Distinguished
Mississippi - Professional
North Carolina - Professional
South Carolina - Professional
Tennessee - Distinguished

Region VI
Maryland - Active
New York - Distinguished
Pennsylvania - Distinguished
Virginia - Distinguished
UPPER DIVISION AGRICULTURAL EDUCATION SCHOLARSHIP

Using proceeds from the 50-50 scholarship raffle at the 2014 NAAE Convention and sponsorship from National Geographic Learning | Cengage Learning, NAAE awarded 15 scholarships to college students majoring in agricultural education. Each $750 scholarship was awarded to a student who would do their student teaching in the 2015-2016 school year.

The scholarship recipients were:

- Nicholas Adams  Louisiana State University
- Katherine Andrews  Pennsylvania State University
- Jaelyn Bergmann  University of Missouri-Columbia
- Jaimee Brentano  Oregon State University
- Clayton Carley  University of Illinois
- Kathryn Chapman  University of Wisconsin- River Falls
- Shelby Cooper  University of Illinois
- Sabrina Kieser  University of Wisconsin- River Falls
- Paige Levandowski  University of Kentucky
- Morgan Pinnell  New Mexico State University
- Sarabeth Royer  Pennsylvania State University
- Amanda Smith  University of Missouri
- Chelsea Sutherland  Louisiana State University
- Mason Tate  Pennsylvania State University
- Riane Towery  Oregon State University
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<th>PRESIDENT</th>
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<td>Dale Butcher, IN</td>
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<td>Walter Schuh, WA*</td>
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<td>Douglas B. Spike, MI</td>
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<td>Philadelphia</td>
<td>Tom Parker, WY</td>
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<td>Buffalo</td>
<td>Dennis Jackson, MN*</td>
<td>1991</td>
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<td>Merle Richter, WI</td>
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<td>Milwaukee</td>
<td>Tom Heffernan, TX</td>
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<td>Walter Bomeli, MI*</td>
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<td>Sam Stenzel, KS*</td>
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<td>Duane Fisher, IA</td>
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<td>James Durkee, WY</td>
<td>1965</td>
<td>Miami</td>
<td>Tom Kremer, OH</td>
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<td>Elvin Walker, GA *</td>
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<td>Tom Devin, TX</td>
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<td>Wm. G. Smith, NJ</td>
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<td>Bryan D. Gause, IN*</td>
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<td>Glen D. McDowell, KY</td>
<td>1970</td>
<td>New Orleans</td>
<td>Roger Teeple, NC</td>
<td>2003</td>
<td>Orlando</td>
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<td>Howard Teal, NY *</td>
<td>1971</td>
<td>Portland</td>
<td>Jeff Maierhofer, IL</td>
<td>2004</td>
<td>Las Vegas</td>
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<td>Francis Murphy, SD</td>
<td>1972</td>
<td>Chicago</td>
<td>Allan Sulser, UT</td>
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<td>Kansas City</td>
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<td>W.R. Harrison, OK</td>
<td>1973</td>
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<td>Lee J. James, MS</td>
<td>2006</td>
<td>Atlanta</td>
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<td>Lurther Lalum, MT*</td>
<td>1974</td>
<td>New Orleans</td>
<td>Harold Eckler, MO</td>
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<td>Sally Shomo, VA</td>
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<td>Jim Guilinger, IL *</td>
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<td>Atlantic City</td>
<td>Greg Curlin, IN</td>
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<td>1978</td>
<td>Dallas</td>
<td>Ken Couture, CT</td>
<td>2011</td>
<td>Atlanta</td>
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<td>1979</td>
<td>Anaheim</td>
<td>Farrah Johnson, FL</td>
<td>2012</td>
<td>St. Louis</td>
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<td>Tom Jones, AZ</td>
<td>1980</td>
<td>New Orleans</td>
<td>Kevin Stacy, OK</td>
<td>2013</td>
<td>Las Vegas</td>
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*indicates deceased
2014-2015 MEMBERSHIP REPORT

The NAAE membership year runs from July 1st to June 30th of each year. State ag teachers’ associations are responsible for submitting rosters for their individual states. Membership can also be submitted directly to the NAAE in states where a state ag teachers’ association does not exist. Student and both categories of associate membership can be submitted through the state ag teachers’ association or university. Membership can be submitted directly to the NAAE as well. These totals represent NAAE active, life and student membership.

### REGION 1

<table>
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National Accounts Manager, Agriculture and Construction Industry
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Chrysler LLC
1000 Chrysler Drive
Auburn Hills, MI 48326-2766

XLR8 Professional Development Program
Ms. Tori Kaplan
Assistant Vice President, Corporate Social Responsibility
CSX*
500 Water Street, C420
Jacksonville, FL 32202

National Agriscience Teacher of the Year Awards
Mr. Thomas Pasztor
Senior Director, Stakeholder Communications
PotashCorp*
1101 Skokie Boulevard, Suite 400
P.O. Box 3320
Northbrook, IL 60062

Friday Awards Luncheon
Ms. Christi Korzekwi
Vice President of Marketing
Tractor Supply Company*
5401 Virginia Way
Brentwood, TN 37027
(Tractor Supply Company also co-sponsors the Outstanding Teacher awards and NAAE Communities of Practice.)
Ideas Unlimited Awards
Ms. Nicole Robinson
Associate Product Manager
National Geographic Learning | Cengage Learning
5 Maxwell Drive
Clifton Park, NY 12065-2919
(National Geographic Learning | Cengage Learning also sponsors the NAAE Upper Division Ag Ed Scholarships.)

Teacher Mentor Awards
Mr. Jeff Lansdell
President
CEV Multimedia
1020 SE Loop 289
Lubbock, TX 79404

DuPont Agriscience Institute
Ms. P. Jeanette (P.J.) Simon
Manager – K-12 Academic Outreach
Center for Philanthropy and Education
DuPont*
Chestnut Run Plaza 708-168 L
Wilmington, DE 19805

Outstanding Cooperation Awards
Mr. Mike Williams
Association Sales Director
Forrest T. Jones & Company, Inc.
14200 Park Meadow Drive
Suite 320S
Chantilly, VA 20151
(FTJ also sponsors the NAAE Outstanding Cooperation awards.)

Lifetime Achievement Awards
Mr. Matthew McDonnell
Experiential Marketing Manager - Truck
Ford Motor Company*
16800 Executive Plaza Drive
Dearborn, MI 48126

Organizational Members and Business Partners Reception
Ms. Jessie Corning
Senior Marketing Manager
Culver Franchising System, Inc.*
1240 Water Street
Prairie du Sac, WI 53578

Outstanding Service Awards
Ms. Elizabeth Vancil
Community and Youth Outreach Mgr.
Monsanto*
800 N. Lindbergh Blvd., E35A
St. Louis, MO 63167
(Monsanto also co-sponsors the NAAE Outstanding Middle/Secondary Ag Ed Program awards and sponsors the NAAE Outstanding Postsecondary/Adult Ag Ed Program awards.)
**ADDITIONAL MAJOR ANNUAL SPONSORS**

**National Teach Ag Campaign**

Mr. William J. Nelson  
Vice-President, CHS Corporate Citizenship  
CHS Foundation*  
5500 Cenex Drive  
Inver Grove Heights, MN  55077-1733

Mr. Tom Buis  
CEO  
Growth Energy*  
777 N. Capitol Street, NE  
Suite 805  
Washington, DC  20002

Ms. Michelle Book  
Director Community and Academic Relations  
DuPont Pioneer*  
7100 NW 62nd Avenue  
P. O. Box 1000  
Johnston, IA  50131-1000

**National Agriscience Teacher Ambassador Academy (NATAA)**

Ms. P. Jeanette (P.J.) Simon  
Manager – K-12 Academic Outreach Center for Philanthropy and Education  
DuPont*  
Chestnut Run Plaza 708-168 L  
Wilmington, DE  19805

Ms. Henri Moore  
Global Leader for Philanthropy and Education  
DuPont*  
Chestnut Run Plaza 708-181  
974 Centre Road  
Wilmington, DE  19805

**NAAE Communities of Practice (major signature sponsor)**

Ms. Kelly Hoogeveen  
Manager, Communications - U.S. Cattle & Equine  
Zoetis*  
100 Campus Drive  
Fourth Floor Mail Stop W-4770  
Florham Park, NJ  07932

Dr. Christine C. Jenkins  
Group Director, VP, Cattle & Equine Business Unit  
Zoetis*  
100 Campus Drive, 4th Floor  
Florham Park, NJ  07932

Mr. Jon Lowe  
Veterinary Medical Services, US  
Zoetis*  
100 Campus Drive, 4th Floor  
Florham Park, NJ  07932

**NAAE Communities of Practice (individual community sponsors)**

Ms. Christi Korzekwi  
Vice President of Marketing  
Tractor Supply Company*  
5401 Virginia Way  
Brentwood, TN  37027

Ms. Lisa White  
Director of Store Marketing  
Tractor Supply Company*  
5401 Virginia Way  
Brentwood, TN  37027  
(Tractor Supply Company also co-sponsors the Friday awards luncheon during the NAAE convention and co-sponsors the NAAE Outstanding Ag Ed Teacher awards.)

Dr. Jason Scales  
Welding Education Specialist  
Lincoln Electric*  
22801 Saint Clair Avenue  
Cleveland, OH  44117-1199  
(Lincoln Electric is also a NAAE convention professional development workshop sponsor and a sponsor of NAAE Communities of Practice.)

Ms. Shelley Olds  
Lead Community Engagement  
Syngenta*  
410 Swing Road  
P.O. Box 18300  
Greensboro, NC  27419

Mr. Warren Graeff  
Senior Vice President, Agricultural Banking Market Manager  
PNC Bank*  
120 South Central, 8th floor  
Mail Stop S1-YB93-08-4  
St. Louis, MO  63105  
(PNC Bank is also a partial sponsor of the NAAE Organizational Members and Business Partners Reception at the NAAE convention.)

**NAAE Upper Division Ag Ed Scholarships**

Ms. Nicole Robinson  
Associate Product Manager  
National Geographic Learning | Cengage Learning  
5 Maxwell Drive  
Clifton Park, NY  12065-2919  
(National Geographic Learning | Cengage Learning also sponsors the NAAE Ideas Unlimited awards.)
## NAAE STRATEGIC PLAN

**Adopted: September 11, 2013**  
**Last Revised: November 27, 2013**

### NAAE Mission:
Professionals providing agricultural education for the global community through visionary leadership, advocacy and service.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Action</th>
<th>Responsible Committee</th>
<th>Indicators</th>
<th>Ways &amp; Means</th>
</tr>
</thead>
</table>
| 1.A-Develop a set of messages that explain how the three component agricultural education model contributes to college and career readiness including academic achievement and 21st Century Skills. | 1.A.1-Develop a set of messages that explain the ways in which the agricultural education model enhances all core academic content and provides both leadership development and real world experiences through experiential learning. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
| 1.A.1.a -Develop a set of messages related to the contributions of agricultural education in student success in STEM academic areas and achieving Common Core State Standards. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
| 1.A.1.b - Develop a set of messages related to the link between agricultural education and career opportunities. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.A.1.c</td>
<td>Develop as set of messages related to the potential for students to earn college credit while enrolled in high school agriculture courses.</td>
</tr>
</tbody>
</table>
| Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated |
| 1.B-Increase member capabilities to engage in advocacy on behalf of agricultural education |  
| 1.B.1 – Educate members to understand advocacy, not limited to the political process, and their role as an advocate at all levels including community, state and national. | Professional Growth | • Educational opportunities provided through professional development. |
| 1.B.2-Expand the involvement of state leaders at the National Policy Seminar. | Public Policy | • 60% of states participate in the Ag Ed Strand at National Policy Seminar. |
| 1.B.3 - Provide advocacy professional development for members and state leaders. | Professional Growth | • Advocacy professional development provided to state leaders from 10 states.  
• Five state leaders provided professional development in their respective states and/or region. |
| 1.B.4 - Provide advocacy tools and resources for members to use at the local, state, regional and national levels. | Public Policy | • Effective advocacy tools identified.  
• Effective tools developed.  
• Effective tools disseminated. |
| | | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth).  
• Professional Growth Committee develop advocacy materials and workshops.  
• Identify state advocacy leaders.  
• Maintain advocacy link on NAAE website.  
• Policy statements based on facts.  
• NPS  
• NAAE pay conference registration fee for one leader per state.  
• Encourage continued or repeat attendees.  
• Follow-up survey for feedback.  
• Market at NAAE convention.  
• Offer advocacy workshops at state and regional conferences.  
• Train one leader from each state to deliver workshops at home.  
• Public Policy Committee determine advocacy tools needed.  
• Maintain advocacy toolbox link on NAAE website. |
<table>
<thead>
<tr>
<th>2.A- Develop resources to help stakeholders expand existing or start new agricultural education programs in their community.</th>
<th>2.A.1- Identify resources and challenges for delivery of the agricultural education model.</th>
<th>Member Services</th>
<th>• Resources and challenges identified.</th>
<th>• Member Services Committee compile basic needs for a program (facilities, curriculum, student organization involvement, importance of SAE, NQPS). • Develop printable materials to share at local and state level. • Provide training at national and regional summer conferences.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.A.1.a - Partner with the National FFA Organization to build upon existing resources.</td>
<td>Marketing</td>
<td>• Partnership formed and strengthened with National FFA Organization.</td>
<td>• Member Services Committee partnership formed with National FFA. • Increased revenue from National FFA Foundation. • Utilize NAAE reps on FFA board.</td>
<td></td>
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<tr>
<td>2.A.1.b – Use National Quality Program Standards (NQPS) to design and improve programs.</td>
<td>Professional Growth</td>
<td>• Encouraged use of NQPS through promotion and professional development.</td>
<td>• Professional Growth Committee develop promotion plan for NQPS. • Offer NQPS professional development workshops.</td>
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</tr>
<tr>
<td>2.B-Increase teacher recruitment efforts to meet the demand for new and expanding programs</td>
<td>2.B.1-Increase recruitment efforts to reach traditional, non-traditional and diverse audiences to enter the profession.</td>
<td>Member Services</td>
<td>• Identified ways to reach listed audiences. • Appropriate recruitment tools developed and implemented.</td>
<td>• Members Services Committee identify ways to reach audiences. • Expand the National Teach Ag Campaign. • Encourage state level recruitment programs. • Provide more printable materials to give at career shows, trade shows, and to new college students.</td>
</tr>
<tr>
<td>2.B.2-Support and expand the National Teach Ag Campaign</td>
<td>Finance</td>
<td>• Increased funding by 10% for the campaign.</td>
<td>• Acquire more funding through National FFA Foundation. • Expand teacher recruitment efforts, working with other agriculture organizations.</td>
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<tr>
<td>2.B.3- Encourage certified agriculture teachers to enter the classroom.</td>
<td>Marketing</td>
<td>• Developed or expanded initiatives to encourage agriculture teachers to enter the classroom.</td>
<td>• Marketing Committee develop or expand initiatives to encourage agriculture teachers to enter the classroom. • Marketing Committee develop or expand initiatives to increase student teacher retention rates. • Marketing Committee work more closely with teacher educators.</td>
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<td>Section</td>
<td>Description</td>
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<tr>
<td>2.C – Increase agriculture teacher retention efforts</td>
<td>2.C.1 – Provide professional development opportunities related to retention efforts.</td>
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<tr>
<td>Professional Growth</td>
<td>Opportunities provided on the state and national levels.</td>
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<tr>
<td>Professional Growth Committee</td>
<td>Professional Growth Committee determine professional development needs to increase teacher retention.</td>
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<td></td>
<td>Continue and expand teacher retention programs, such as Teachers turn the Key, XLR8, NATAA, and CASE.</td>
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<td></td>
<td>Develop retention workshops for use at the state and national levels.</td>
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<td></td>
<td>NAAE offer training at national convention.</td>
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<tr>
<td>2.C.2 – Create mentoring training tools and resources to assist states in developing mentoring programs.</td>
<td>Professional Growth</td>
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<td></td>
<td>Identified appropriate mentoring tools and resources.</td>
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<td></td>
<td>Developed mentoring tools and resources.</td>
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<td></td>
<td>Promoted tools and resources to state leaders.</td>
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<tr>
<td>Professional Growth Committee</td>
<td>Professional Growth Committee identify appropriate mentoring tools and resources.</td>
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<td></td>
<td>Develop and promote mentoring tools and resources.</td>
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<td></td>
<td>Continue and expand Teacher Mentor awards program.</td>
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<tr>
<td>2.C.3 – Provide professional development to help states use mentoring tools to implement or improve mentoring programs.</td>
<td>Professional Growth</td>
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<td></td>
<td>Made available professional development on the national, regional, and state level.</td>
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<td>Professional Growth Committee</td>
<td>Professional Growth Committee encourage states to use mentoring tools.</td>
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<td></td>
<td>NAAE board and staff provide assistance as requested.</td>
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<td></td>
<td>Train state leaders on mentoring tools.</td>
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<tr>
<td>3.A-Market the tangible and intangible benefits of NAAE membership</td>
<td>3.A.1- Create a marketing plan to highlight membership benefits to all current and potential members.</td>
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<tr>
<td>Marketing</td>
<td>Marketing plan created.</td>
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<td></td>
<td>Marketing plan utilized.</td>
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<tr>
<td>Marketing Committee</td>
<td>Marketing Committee create a marketing plan.</td>
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<td></td>
<td>Marketing Committee encourage use of the marketing plan.</td>
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<tr>
<td>3.B- Collect accurate and timely membership information and dues.</td>
<td>3.B.1- Create a variety of methods for collecting membership information and dues.</td>
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<tr>
<td>Member Services</td>
<td>Enhanced current membership information and dues collection methods.</td>
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<tr>
<td>Member Services Committee</td>
<td>Member Services Committee enhance current membership information and dues collection methods.</td>
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<td></td>
<td>NAAE staff support state leaders in collecting and reporting membership information and dues.</td>
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<td></td>
<td>Member Services Committee encourage professionalism and consistency in dues remitters.</td>
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<tr>
<td>3.C-Enhance web-based member benefits and services</td>
<td>3.C.1- Develop web-based tools that make membership benefits more evident and accessible.</td>
<td>Member Services</td>
<td>• Web-based tools developed.</td>
<td>• NAAE staff lead efforts to develop web-based tools. • Members can pay membership online via website. • Membership benefits easily accessible on website. • Printable membership cards on website.</td>
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<td>3.D-Increase the family-friendly member services (e.g., child-care and family-oriented activities) provided at regional and national conferences</td>
<td>3.D.1- Determine members’ needs for family-friendly services at regional and national events.</td>
<td>Member Services</td>
<td>• Identified needs for family-friendly services at regional and national events.</td>
<td>• Member Services Committee identify needs for family-friendly services at regional and national events. • Offer services at regional and national events.</td>
</tr>
<tr>
<td>4.A-Identify needs of current and potential NAAE members.</td>
<td>4.A.1- Assess why some agricultural educators are NAAE members and some are not.</td>
<td>Strategic Planning</td>
<td>• Assessment developed. • Assessment completed.</td>
<td>• Strategic Planning Committee develop an assessment of current and potential NAAE members’ needs. • Administer survey at state summer conferences to NAAE members and non-members.</td>
</tr>
<tr>
<td>4.A.2 – Revise membership benefits according to what we learned in the assessment.</td>
<td></td>
<td>Member Services</td>
<td>• Membership benefits revised according to findings.</td>
<td>• Member Services Committee revisit membership benefits according to findings of member/non-member survey.</td>
</tr>
<tr>
<td>4.B-Identify ways NAAE can help states increase membership</td>
<td>4.B.1-Identify barriers and best practices of state association membership</td>
<td>Strategic Planning</td>
<td>• Barriers and best practices identified.</td>
<td>• Strategic Planning Committee identify barriers and best practices of state association membership. • Assessment tool to compile best practices to help states.</td>
</tr>
<tr>
<td>4.B.2. – Disseminate information about barriers and best practices.</td>
<td></td>
<td>Marketing</td>
<td>• Disseminated information to state leaders.</td>
<td>• Marketing Committee disseminate information to state leaders. • Continue to provide resources to help states address membership. • NAAE board coordinates regional VP monthly reports.</td>
</tr>
<tr>
<td>4.C-Expand and enhance professional development programs</td>
<td>4.C.1- Develop new professional development programs in emerging areas such as STEM</td>
<td>Professional Growth</td>
<td>• Expanded initiatives in emerging areas.</td>
<td>• Professional Growth Committee expand professional development initiatives in emerging areas.</td>
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<td>4.C.2-Explore development of sequential professional development opportunities to meet state and federal continuing education regulations.</td>
<td>Professional Growth</td>
<td>• Sequential professional development opportunities created.</td>
<td>• Professional Growth Committee develop sequential professional development opportunities. • Determine federal and state regulations and needs of membership.</td>
<td></td>
</tr>
<tr>
<td>5.A-Collaborate with agricultural education organizations.</td>
<td>5.A.1-Collaborate with AAAE.</td>
<td>Strategic Planning Professional Growth Marketing</td>
<td>• Identified ways to encourage/support more research in areas such as: -The impact of agricultural education on student achievement -The post-graduation careers of agricultural education students -National trends in education • Encouraged development and dissemination of practical summaries of agricultural education research • Supported research by classroom teachers in collaboration with university faculty on critical issues. • Promoted NAAE student membership and benefits within the teacher preparation cohort. • Promoted agricultural education on college campuses that feed agricultural education majors to teacher preparation programs • Created initiatives to meet professional needs of teacher educators.</td>
<td>• Strategic Planning and Professional Growth Committees identify ways to collaborate with AAAE on pertinent research areas. • Strategic Planning and Professional Growth Committees identify ways to get state associations more involved in promoting NAAE membership with universities. • NAAE board/members meet with AAAE board/members at national meetings. • Continue and expand NAAE scholarships to pre-service ag ed students.</td>
</tr>
</tbody>
</table>
| 5.B.1-Collaborate with ACTE | Public Policy Marketing | • Strengthened national advocacy efforts for CTE including agricultural education.  
• Increased involvement in National Policy Seminar  
• Promoted the value of ACTE membership | • Public Policy and Marketing Committees identify ways to collaborate with ACTE.  
• Continue and expand ag ed involvement in National Policy Seminar  
• Link ACTE membership benefits to NAAE.  
• CTE joint advocacy projects. |

| 5.C.-Collaborate with NASAE | Strategic Planning | • Work with state leaders to identify ways to strengthen ag ed programs within their states | • Strategic Planning Committee identify ways to collaborate with NASAE.  
• Develop tools to identify what states need to strengthen programs. |

| 5.D-Collaborate with The National Council for Agricultural Education | Strategic Planning Public Policy | • Continued to expand National Teach Ag campaign  
• Continued to grow CASE  
• Collaborated on National Summit for Agricultural Education  
• Identified emerging national education and public policy issues | • Strategic Planning and Public Policy Committees identify ways to collaborate with The Council.  
• Continue and expand NAAE increased role/visibility in National Summit for Ag Ed.  
• Develop semi-annual list of emerging education and public policy issues.  
• Continue and expand management and facilitation of Council initiatives, such as the National Teach Ag Campaign and CASE. |

| 5.E-Collaborate with National FFA Alumni Association | Professional Growth/Member Services | • Work with National FFA Alumni Association on initiatives such as, but not limited to:  
-Advocacy  
-Role of local alumni affiliate in agricultural education programs  
• Possibility of joint regional and national meetings | • Professional Growth and Member Services Committees identify ways to collaborate with the National FFA Alumni Association.  
• NAAE sponsored advocacy workshops at alumni conferences.  
• NAAE promote benefits of local alumni affiliates.  
• Consider joint NAAE and alumni conferences.  
• NAAE board meet with national FFA alumni board to plan for regional conferences and other initiatives. |
| 5.F • Collaborate with National FFA Foundation | Finance | • Worked with National FFA Foundation on initiatives such as, but not limited to:  
- Support for special projects  
- Promoting individual contributions to National FFA Foundation  
- Collaborating to identify potential sponsors | • Finance Committee identify ways to collaborate with the National FFA Foundation.  
• NAAE collaborate with the FFA Foundation to secure sponsorships for special programs.  
• Promote individual contributions to Foundation. |
| 5.G • Collaborate with student agricultural education organizations | Member Services/Professional Growth | • Worked with national agricultural education student organizations on initiatives such as, but not limited to:  
- Growing professional relationships through ATA conclave, PAS conference, MANRRS conference, national FFA convention, and other events  
- Expansion of Teachers’ World at the national FFA convention | • Member Services and Professional Growth Committees identify ways to collaborate with the student organizations.  
• Continue and expand NAAE presence at National Ag Ed student organization activities. |
| 5.H • Collaborate with National Farm & Ranch Business Management Education Association (NFRBMEA) | Member Services/Professional Growth | • Worked with NFRBMEA on common organizational initiatives  
• Created a needs assessment tool that will identify farm business management member needs | • Member Services and Professional Growth Committees identify ways to collaborate with NFRBMEA.  
• Develop a NAAE presence within NFRBMEA. |
<p>| 6.A • Ensure a quality supply of future leaders for the agricultural education profession | Board Professional Growth | • Initiatives were developed. | • NAAE board and Professional Growth Committee identify initiatives to develop leaders. |
| 6.A.1 • Identify and develop potential leaders from NAAE membership. | | | |
| 6.A.2 • Evaluate the skills, knowledge, experiences needed for an effectively functioning Board | Professional Growth | • Identified effective skills, knowledge, and experiences needed. | • Professional Growth Committee identify effective skills, knowledge, and experiences needed for NAAE leadership positions. |</p>
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<tbody>
<tr>
<td>6.B- Increase diversity of Board membership to reflect the diversity of the membership and interests</td>
<td>6.B.1-Work with state affiliates and regions to communicate the importance of diversity and building the next generation of leaders for NAAE</td>
<td>Marketing</td>
<td>• Communicated the importance of diversity.</td>
</tr>
<tr>
<td>6.B.2-Evaluate the by-laws to assess their adequacy in assuring election of a diverse Board</td>
<td>Policy &amp; Bylaws</td>
<td>• Evaluated the by-laws and revised as needed.</td>
<td></td>
</tr>
<tr>
<td>6.B.3-Evaluate the by-laws to assess the need to revise the makeup of the Board to ensure diversity in needed skills, knowledge and experiences</td>
<td>Policy &amp; Bylaws</td>
<td>• Evaluated the by-laws and revised as needed.</td>
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<tr>
<td>6.C-Ensure that Board members are fully trained to carry out their responsibilities</td>
<td>6.C.1-Develop a comprehensive training program for new and returning Board members in all aspects of Board leadership</td>
<td>Professional Growth</td>
<td>• Board training developed and delivered.</td>
</tr>
<tr>
<td>6.D-Ensure effectiveness of staff to accomplish organizational goals</td>
<td>6.D.1 – Conduct annual staff evaluations to include professional development plans</td>
<td>Executive Director &amp; NAAE Board of Directors</td>
<td>• Annual staff evaluations conducted and professional development plans created.</td>
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<td>• NAAE board evaluates executive director annually.</td>
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<td>• NAAE executive director evaluates NAAE staff annually.</td>
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<tr>
<td>6.D.2 – Provide professional development opportunities to staff as needed</td>
<td>Executive Director &amp; NAAE Board of Directors</td>
<td>• Professional development opportunities provided to staff.</td>
<td>• Executive director ensures that staff have access to appropriate professional development opportunities to ensure staff are well-prepared to do their jobs effectively and efficiently.</td>
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<tr>
<td>6.E-Enhance collaboration between state affiliates and NAAE to advance organizational goals</td>
<td>6.E.1 – Work to improve timely and accurate submission of information and payments to NAAE.</td>
<td>Member Services</td>
<td>• Timely and accurate information and payments submitted to NAAE.</td>
</tr>
<tr>
<td>6.E.2 – Provide training and resources for state association leadership</td>
<td>Professional Growth</td>
<td>• Training and resources provided to state leadership.</td>
<td>Professional Growth Committee ensures that training and resources are provided to state leadership.</td>
</tr>
<tr>
<td>6.F-Evaluate the usefulness/functionality of the leadership handbook</td>
<td>6.F.1- Conduct a review of subsections of the leadership handbook appropriate to respective audiences</td>
<td>Policy &amp; Bylaws</td>
<td>• Reviewed leadership handbook for usefulness and functionality.</td>
</tr>
<tr>
<td>6.G-Enhance functioning of committees to facilitate effectiveness of Board</td>
<td>6.G.1- Create a consistent committee process that will ensure continuity and institutional memory</td>
<td>Policy &amp; Bylaws</td>
<td>• Committee process ensures continuity and institutional memory.</td>
</tr>
<tr>
<td>6.G.2- Each committee will collaborate annually with the Board to determine its charge</td>
<td>All committees</td>
<td>• Board and committee collaborate annually.</td>
<td>Board and all committees collaborate annually.</td>
</tr>
<tr>
<td>6.H-Ensure long-term financial planning in support of organizational goals</td>
<td>6.H.1-Evaluate financial resources essential for implementation of organizational goals</td>
<td>Finance</td>
<td>• Financial resources evaluated.</td>
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<tr>
<td>6.H.2-Assess availability of funds needed for new initiatives in relation to ongoing organizational commitments</td>
<td>Finance</td>
<td>• Availability of funds assessed.</td>
<td>• Finance Committee evaluate availability of funds.</td>
</tr>
<tr>
<td>6.I-Assessment and renewal of the Strategic Plan</td>
<td>6.I.1-Assess the strategic plan annually and establish a time frame for the renewal of the plan three years from its adoption</td>
<td>All Committees</td>
<td>• Strategic plan assessed annually and renewed.</td>
</tr>
</tbody>
</table>