



National Association of Agricultural Educators



Annual Report 2007

*"How we spend our days is, of course, how we spend our lives."
-Annie Dillard*

On Cover:

top left:

Douglas Brown, Ag Teacher, Central Columbia High School, Bloomsburg, Pennsylvania

top right:

Timothy Aichele, Ag Teacher, Beulah Public School, Beulah, North Dakota

bottom left:

Nick Brown, Ag Teacher, Jenks High School, Jenks, Oklahoma

bottom right:

Student in the agriculture program at Cushing High School, Cushing, Oklahoma. Alan Smith is the Ag Teacher



Agricultural Educator's Creed



I am an agricultural educator by choice and not by chance.

I believe in American agriculture; I dedicate my life to its development and the advancement of its people.

I will strive to set before my students by my deeds and actions the highest standards of citizenship for the community, state and nation.

I will endeavor to develop professionally through study, travel and exploration.

I will not knowingly wrong my fellow teachers. I will defend them as far as honesty will permit.

I will work for the advancement of agricultural education and I will defend it in my community, state and nation.

I realize that I am a part of the public school system. I will work in harmony with school authorities and other teachers of the school.

My love for youth will spur me on to impart something from my life that will help make for each of my students a full and happy future.



*Sarah Beth Wanbaugh, Ag Teacher
Big Spring High School, Newville, PA*



NAAE Leadership



As we complete another year I am pleased to see that the National Association of Agricultural Educators is doing well and is impacting agricultural education programs across our nation more than ever. We are sound financially, providing services to our members, doing the advocacy work needed, and continually looking to the future to find even better ways to impact our programs.

As you look over the annual report keep in mind that these accomplishments are a group effort involving the NAAE Board of Directors, NAAE staff, and most

importantly each and every member of our organization. Congratulations to all involved and may we all look forward to even better things to come in our organization.

Respectfully,

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2006-2007 NAAE President
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2007 Awards Programs

Teaching and Program Award Highlights

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 studying 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, aggressive young teachers with 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.



JOHN DEERE

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

Thirty-five state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. Each of the regional winners and their spouses received transportation, lodging, and complimentary registration to attend the 2007 NAAE Convention in Las Vegas.

Region I	Kristopher Elliott	California
Region II	Nick Brown	Oklahoma
Region III	Lori Williams	South Dakota
Region IV	Anthony Stoller	Ohio
Region V	Karen Cook	Mississippi
Region VI	Kristina Guttadora	New Jersey



2007 Outstanding Young Members at the John Deere Reception given in their honor (l-r) Nick Brown, Kristopher Elliott, Karen Cook, Kristina Guttadora, Lori Williams and Anthony Stoller. Cheryl Salley, John Deere, is at the podium

2007 Awards Programs

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.

TOYOTA

We are delighted to welcome a new sponsor for this program this year as well as the Outstanding Postsecondary/Adult Ag Ed Program award– Toyota. This NAAE sponsorship is part of a total sponsorship package from Toyota to the National FFA Foundation in the amount of \$1.4 million!

Thirty-one state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. Each of the regional winners and their spouses received transportation, lodging, and complimentary registration to attend the 2007 NAAE Convention in Las Vegas. In addition to that, Toyota also provided each winner with a two year lease on a 2008 Toyota Tundra.

Region I	Gene McClure	Montana
Region II	Patrick Breeding	Arkansas
Region III	Terry Rieckman	South Dakota
Region IV	Larry Hendrick	Kentucky
Region V	Jerry Wood	Tennessee
Region VI	Naomi Knight	Maryland



2007 Outstanding Agricultural Education Teachers in front of a Tundra similar to the ones they recieved as a part of their award.
(l-r) Gene McClure, Patrick Breeding, Terry Rieckman, Larry Hendrick, Jerry Wood, Naomi Knight, Rich Bame with Toyota

2007 Awards Programs

Outstanding Middle/Secondary School Ag 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 the teachers integrate the basics of 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.

CASE III This program is sponsored by Case IH as a special project of the National FFA Foundation.

Twenty-seven state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. The regional winners received transportation, lodging, and complimentary registration to attend the 2007 NAAE Convention in Las Vegas.

Region I	Mount Baker High School, Washington Todd Rightmire, Tamara Whitcomb	Region IV	Caledonia High School, Michigan John Schut
Region II	Oklahoma Union High School, Oklahoma Kevin Stacy, David Maxey	Region V	Pine Ridge High School, Florida Jodi Geiger, Erin Johnson
Region III	Drake/Anamoose Public School, North Dakota Amanda Buynak Huettl	Region VI	Preston High School, West Virginia Ron Wilson, Jeff Carpenter, and Leah Wolford

*Students in the Pierce High School FFA Chapter,
Arbuckle, California
George Green and Cindy Rhodes are the FFA Advisors and
Ag Teachers*



2007 Awards Programs

Outstanding Postsecondary/Adult Agricultural Education Program

The NAAE Outstanding Postsecondary/Adult Agricultural Education Program Award recognizes the nation's most successful 2-year postsecondary and full-time adult agricultural education programs and teachers. Most careers in modern agriculture and related sciences are "hi-tech" 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 Toyota as a special project of the National FFA Foundation.

Eight state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. The regional winners received transportation, lodging, and complimentary registration to attend the 2007 NAAE Convention in Las Vegas. In addition to that, Toyota provided each regional winner with a two year lease on a 2008 Toyota Tundra.

- Region I Casper College, Wyoming
 Heath Hornecker, Tom Parker, Marty Finch, and Kolby Burch

- Region II Northwest Technology Center, Oklahoma
 Barclay Holt

- Region III Riverland Community College, Minnesota
 Ronald Van Nurden

- Region IV State Fair Community College, Missouri
 Rodney Metscher, Stephen Galloway, and Mark Albright

- Region V Aiken Young Farmer Program , South Carolina
 Joe Wilson

- Region VI County College of Morris, New Jersey
 Jan-Marie Traynor



Jan Marie Traynor (foreground), instructor in the Landscape and Horticultural Technology Department at the County College of Morris, Randolph, New Jersey

2007 Awards Programs

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 Cengage Delmar Learning.

Twenty state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2007 NAAE Convention in Las Vegas. In addition, regional winners presented their award winning ideas at the NAAE Organizational Members & Business Partners' Reception on December 14, 2007 at the convention.

Region I	Suzanne Hadfield	Utah
Region II	Ryan Landwehr	Oklahoma
Region III	William Lehman	South Dakota
Region IV	Andrew Fritsch	Kentucky
Region V	Roger Teeple	North Carolina
Region VI	Paul Heasley	Pennsylvania

Teacher Mentor Awards

We hear a lot about the shortage of agriculture teachers nationwide. 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.



The award program is sponsored by CEV Multimedia.

Sixteen state associations submitted state winning applications. Of those applications, six National winners were chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2007 NAAE Convention in Las Vegas.

Region I	Bob Brown	Washington
Region II	Jack Staats	Oklahoma
Region III	Myron Sonne	South Dakota
Region IV	Beth Ann Theobald	Indiana
Region V	Barry Hawkins	South Carolina
Region VI	William Davenport	Connecticut

2007 Awards Programs

Teachers Turn the Key Award

Another way that NAAE is working to decrease the shortage of qualified teachers is through the Teachers Turn the Key award program. This program is a means of encouraging young teachers to remain in the profession and to encourage and recognize their participation in professional activities. Special Teachers Turn the Key professional development is provided to the award winners during the 2007 NAAE Convention. Each state is encouraged to submit two applicants for this program. 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 (2006-2007) and be a member of NAAE at the time of the convention at which they receive the scholarship (2007-2008). Applicants must not have attended the NAAE convention previously.



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

Fifty-four applications were submitted by 34 states. Fifty Teacher Turn the Key winners received transportation, lodging, and complimentary registration to attend the 2007 NAAE Convention in Las Vegas. Each winner also attended special Teacher Turn the Key professional development sessions conducted by the University of Arizona.

Region I	Jesse Miller	Idaho	Brad Brammell	Kentucky	
	Lori Hoppe	Montana	Erin Jury	Kentucky	
	Eric Tilleman	Montana	Melinda Klockziem	Michigan	
	Sam Herringshaw	Oregon	Jennifer Woods	Michigan	
	Nathan Bushman	Utah	Colleen Griswold	Missouri	
	Monica Giffing	Utah	Cara Wiese	Missouri	
	Robert Matthews	Washington	Javonne Mullins	Ohio	
Region II	Jay Parker	Arkansas	Region V	Christopher Kennedy	Alabama
	Chris Long	Kansas		Darryl Sweat	Alabama
	Tiffany Popps	Louisiana		Barrett Keene	Florida
	Dustin Beams	Oklahoma		Jessica Waknine	Florida
	Derek Mitchell	Oklahoma		Sir Byron Bailey	Mississippi
Region III	Matt Lansing	Iowa	Karla Turner	Mississippi	
	Kristal Brogan	Minnesota	Jennifer Richardson	North Carolina	
	Michael Miron	Minnesota	Brittney Padgett	South Carolina	
	Levi Reese	North Dakota	Jerry Johnson	Tennessee	
	Daniel Spellerberg	North Dakota	Brian Lewis	Tennessee	
	Lori Williams	South Dakota	Region VI	Brenda Mihaliak	Connecticut
	Richard Henningfeld	Wisconsin		Katherine McKee	New Jersey
Jim Melby	Wisconsin	Amy Sakers		New Jersey	
Region IV	Parker Bane	Illinois		Rebecca Rose	New York
	Maggie McCalla	Illinois		Curtis Swineford	Pennsylvania
	Amanda Briggs	Indiana	Jessica Jones	Virginia	
	Bradley Briggs	Indiana	Jennifer Lyons	Virginia	
			Jill Kelley	Vermont	
		Shannon Boswell	West Virginia		

2007 Awards Programs

Outstanding Service Citation

The NAAE awards the Outstanding Service Citation to those that 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.



Plaques for this award program were sponsored by the Animal Agriculture Alliance.

Region I	Dr. Van Schelhamer	Montana
Region II	Kurt Murray	Oklahoma
Region III	Duane Fisher	Iowa
Region IV	David Wells	Missouri
Region V	Dr. John Todd	Tennessee
Region VI	Nancy Trivette	New Jersey

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 Dodge as a special project of the National FFA Foundation.

Region I	Randall Wiggins	Washington
Region II	Dr. Donald Herring	Arkansas
Region III	Dr. Clark Hanson	South Dakota
Region IV	Floyd Beneker	Michigan
Region V	Jim Wells	Tennessee
Region VI	Harry Schneiber	New Jersey



*2007 Lifetime Achievement Award Winners
(l-r) Randall Wiggins, Donald Herring, Clark Hanson, Floyd Beneker, Jim Wells, Nancy Trivette (receiving award for Harry Schneiber)*

2007 Awards Programs

Outstanding Cooperation Award

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



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

Region I	Gretchen Hyde Idaho Rangeland Resource Commission	Idaho	Region IV	Comer Skinner Hopkins FFA Alumni	Michigan
Region II	Ed Cunnius Oklahoma Department of Wildlife	Oklahoma	Region V	Jerry Newby Alabama Farmers Federation	Alabama
Region III	Cheryl Zimmerman Wisconsin FFA Center, Inc.	Wisconsin	Region VI	The Honorable Bob Goodlatte Virginia United States Congressman	



Students in Agriculture Program at Harford Technical High School, Bel Air, Maryland. Naomi Knight is the Ag Teacher

Membership Awards & 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 agricultural education teachers as members of the NAAE. The 100 percent state associations in 2006-2007 included:

Minnesota
Nevada
Oklahoma

"10% 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% Plus" membership awards in the 2006-2008 membership year.

Arizona	New Hampshire
Idaho	North Dakota
Georgia	Texas
Kentucky	Vermont
Maine	West Virginia
Minnesota	

Largest State Association Membership

NAAE annually recognizes the state having the largest membership. The Oklahoma Association was recognized in the 2006-2007 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 Georgia Association received the award for the 2006-2007 membership year with an increase of 47 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 Maine Association received the award for the 2006-2007 membership year with an increase of 220 percent from the previous year.

Largest Numerical Membership Increase -- Region

NAAE annually recognizes the region having the largest numerical increase in membership. Region V- Ray Nash, Vice President, received the award for the 2006-2007 membership year with an increase of 14 members from the previous year.

Largest Percentage Membership Increase -- Region

NAAE annually recognizes the region having the largest percentage increase in membership. Region V – Ray Nash, Vice President received the award for the 2006-2007 membership year with an increase of 1 percent from the previous year.

Largest Regional Membership

NAAE annually recognizes the region having the largest membership. Region IV—Greg Curlin, Vice President was recognized in 2006-2007 membership year with 1,908 members.

2007 Awards Programs

100 Percent Student Member Universities

In the 2006-2007 membership year, thirteen agricultural education departments, as listed below, self reported 100 percent student membership and received recognition at the National Alpha Tau Alpha Conclave in Indianapolis, Indiana:

Cal Poly-San Luis Obispo	University of Idaho
Northwest Missouri State University	University of Illinois at Urbana-Champaign
Oklahoma State University	University of Minnesota-St. Paul
Purdue University	University of Missouri-Columbia
Texas A&M University-Commerce	University of Wisconsin-River Falls
University of Arizona	University of Wyoming
University of Arkansas-Fayetteville	

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.



HOBAR

This award program is sponsored by Hobar. States qualifying for Distinguished, Professional, and Active achievement in 2006-2007 are:

Region I

Arizona-Distinguished
Idaho-Distinguished
Montana- Distinguished
Oregon-Distinguished
Washington-Distinguished
Wyoming-Distinguished
California-Professional
Utah-Professional

Region IV

Illinois-Distinguished
Indiana-Distinguished
Michigan-Distinguished
Kentucky-Distinguished
Missouri-Distinguished
Wisconsin-Distinguished
Ohio-Distinguished

Region II

Louisiana-Distinguished
Oklahoma-Distinguished
Kansas-Professional
New Mexico-Professional
Texas-Professional

Region V

Alabama-Distinguished
Florida-Distinguished
Georgia-Distinguished
South Carolina-Distinguished
Tennessee-Distinguished
Mississippi-Distinguished

Region III

Iowa-Distinguished
Minnesota-Distinguished
Nebraska-Distinguished
North Dakota-Distinguished
South Dakota-Distinguished

Region VI

Connecticut-Distinguished
Maryland-Distinguished
New York-Distinguished
Pennsylvania-Distinguished
New Jersey-Professional
Virginia-Professional
West Virginia-Active

2007 Awards Programs

Scholarships

Using proceeds from the 50-50 scholarship raffle at the 2006 NAAE Convention and sponsorship from Cengage Delmar Learning, NAAE awarded 14 scholarships to college students majoring in agricultural education. Each scholarship was awarded to a student who would complete their student teaching in the fall or spring semester. Each winner received \$750 to help defer the cost associated with their student teaching experience.

The 2007 scholarship recipients were:

Etta Balo	South Dakota State University
Gregory Brawner	Purdue University
Elizabeth Duncan	The Ohio State University
Jenna Eyraud	California Polytechnic State University
Jason Frerichs	South Dakota State University
Amanda Gamble	The Ohio State University
Travis Klinker	University of Wisconsin River Falls
Erin McNally	University of Wisconsin River Falls
Sara Newkirk	Purdue University
Heather Nursement	California Polytechnic State University
Ann Ochs	Southern Illinois University Carbondale
Hannah Sheller	University of Wisconsin River Falls
Megan Silva	California Polytechnic State University
Nathaniel Smith	Oklahoma State University



Students in Agriculture Program at Big Spring High School, Newville, Pennsylvania. Sarah Beth Wanbaugh is the Ag Teacher



NAAE Sponsors

Outstanding Ag Ed Teacher Awards

Mr. Rich Bame
National Marketing Manager – Truck
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Ms. Kimberly Kyaw
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Outstanding Postsecondary/Adult Ag Ed Program Awards

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Outstanding Young Member Awards

Ms. Cheryl Salley
Manager, Community Relations and Sponsored
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Deere and Company
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fax: (309) 748-7953

Outstanding Middle/Secondary School Ag Ed Program Awards

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Teachers Turn the Key Awards

Ms. Robbyn Moore
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Ideas Unlimited Awards

Mr. Dave Rosenbaum
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Teacher Mentor Awards

Dr. Gordon Davis
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CEV Multimedia
1020 SE Loop 289
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Opening Session Continental Breakfast

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Organizational Members and Business Partners Reception

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Ms. Janet Ehlers
Centers of Disease Control and Prevention
National Institute for Occupational Safety and
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Cincinnati, Ohio, 45226
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fax: (513) 841-4489

State Leaders' Luncheon

Mr. Cliff Ratliff
National Product Manager
Applied Technologies / Learning Labs, Inc.
366 Switch Road SW
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Calhoun, Georgia 30701
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fax: (706) 629-6761

Mr. Mike Williams
Association Sales Director
Forrest T. Jones & Company, Inc.
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fax: (703) 318-7554

Retiring Officer Recognition

Mr. Gary Farmer
Director
AAVIM
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NAAE Sponsors

Outstanding Cooperation Awards

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Outstanding Service Citation Awards

Ms. Kay Johnson Smith
Executive Vice President
Animal Agriculture Alliance
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Arlington, VA 22201
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fax: (703) 524-1921

Lifetime Achievement Awards

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Professional State Association Awards

Mr. Al Krysan
President
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Membership Awards Luncheon

Mr. Steve Schaaf
Community Investment Program Manager
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Mr. Mark Leitman
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DuPont Agriscience Institute

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Ms. Belinda Fox
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Delmar Cengage Learning/NAAE Upper Division Ag Ed Scholarships

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ANLA/NAAE Enhancing Nursery and Landscape Instruction Grant Program

Mr. Robert J. Dolibois, CAE
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50 States Addition to NAAE Legislative Action Center

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Ag Ed Leadership Dinner at ACTE National Policy Seminar

Mr. Greg Webb
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Website: www.agcareers.com

AgEdNet.Com -- Stewart-Peterson Group
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Director of Educational Services
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Margo Bruce, Ag. Teacher at Webster County High School, Dixon, KY reviews materials at the Organizational Members and Business Partners Reception at the 2007 NAAE Convention



2006-2007 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, university, or directly to the NAAE.

2006-2007 NAAE Membership Totals

The overall membership for the 2006-2007 year decreased by 0.56% from the 2005-2006 year. The breakdown by membership categories includes:

Active membership	6137	1% decrease
Retired membership	10	10% decrease
Student membership	746	6% decrease
Associate membership	104	12% increase
Associate Life membership	28	89% increase
Life membership	796	4% increase

(Life membership includes both active (595) and retired (201))

Membership Statistics categorized by Region are listed below for the past 10 years:

Region I											
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07
Alaska	0	0	0	1	2	2	1	2	0	1	1
Arizona	76	80	101	93	69	97	92	90	80	76	88
California	141	170	156	125	135	117	177	174	210	208	208
Hawaii	21	22	20	20	17	18	18	20	13	16	9
Idaho	86	96	103	104	103	102	117	117	114	118	132
Montana	49	102	100	79	84	105	107	96	93	125	94
Nevada	31	29	29	31	31	37	34	29	34	34	35
Oregon	63	62	68	78	87	111	103	100	96	101	97
Utah	72	63	53	65	94	69	61	65	63	75	82
Washington	237	221	235	239	246	203	201	214	226	207	192
Wyoming	69	53	47	44	53	48	49	61	43	63	55
TOTAL	845	898	912	879	921	909	960	968	974	1024	993

These numbers represent NAAE active, life and student membership

Region II											
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07
Arkansas	187	180	166	171	157	171	157	184	176	148	149
Colorado	99	105	101	126	126	113	116	113	118	113	96
Kansas	126	139	196	188	173	155	137	177	189	170	179
Louisiana	200	200	189	184	185	209	212	211	217	197	210
New Mexico	64	94	101	81	67	75	79	101	96	106	74
Oklahoma	520	515	506	501	487	497	464	514	511	516	522
Texas	310	255	193	178	138	150	171	151	130	141	154
TOTAL	1506	1488	1452	1429	1333	1370	1336	1451	1437	1391	1384

2006-2007 Membership Report

These numbers represent NAAE active, life and student membership

Membership Statistics
by Region (last 10 years)

Region III											
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07
Iowa	251	291	285	262	287	282	213	317	221	227	197
Minnesota	315	317	312	327	339	351	315	319	305	261	301
Nebraska	132	136	140	139	160	139	151	152	144	150	136
N. Dakota	114	104	108	114	119	117	120	114	114	104	118
S. Dakota	99	125	106	99	116	106	102	108	98	92	89
Wisconsin	473	492	485	473	421	406	496	466	414	419	397
TOTAL	1384	1465	1436	1414	1442	1401	1397	1476	1296	1253	1238

Region IV												
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07	
Illinois	335	360	362	375	375	385	405	400	418	420	417	
Indiana	235	280	290	313	325	287	305	302	304	319	312	
Kentucky	234	230	241	228	213	189	220	237	226	230	258	
Michigan	100	112	121	119	122	136	160	151	105	100	87	
Missouri	363	395	407	427	443	449	538	507	485	499	496	
Ohio	357	394	371	354	312	302	271	292	284	289	267	
TOTAL	1624	1771	1792	1816	1790	1748	1899	1889	1822	1857	1837	

Region V												
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07	
Alabama	343	365	355	346	324	277	276	276	281	306	263	
Florida	102	106	101	103	77	79	84	126	140	166	162	
Georgia	254	279	310	324	338	388	376	384	398	376	424	
Mississippi	88	88	108	123	117	132	128	123	94	104	114	
N. Carolina	218	257	252	255	255	240	297	289	289	291	299	
P. Rico	0	1	2	0	1	1	1	1	1	4	0	
S. Carolina	77	79	69	82	85	110	100	96	97	104	95	
Tennessee	187	190	177	180	172	187	190	189	188	191	192	
V. Islands	1	0	1	1	0	1	1	1	1	1	1	
TOTAL	1270	1365	1375	1414	1369	1415	1453	1485	1489	1543	1550	

Region VI												
	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06	6/30/07	
Connecticut	25	40	46	52	50	57	53	66	61	70	72	
Delaware	38	39	37	44	47	48	54	47	38	46	34	
Maine	14	16	13	12	5	8	6	10	7	8	15	
Maryland	35	29	31	29	29	33	30	31	40	43	43	
Massachusetts	30	27	26	27	37	7	7	4	0	5	1	
N. Hampshire	26	28	23	23	35	34	35	36	33	23	24	
New Jersey	23	17	13	14	19	17	21	19	23	26	24	
New York	91	94	126	122	116	110	114	110	108	123	112	
Pennsylvania	130	139	174	168	170	184	177	176	165	155	133	
Rhode Island	1	1	1	1	1	1	1	1	2	3	3	
Vermont	9	13	14	14	11	2	3	3	1	8	7	
Virginia	168	185	137	128	126	113	144	153	119	138	134	
W. Virginia	62	72	80	53	57	56	64	73	70	68	75	
TOTAL	652	700	721	687	704	671	709	735	667	716	677	



NAAE Past Presidents



A few of the NAAE past presidents together at the 2007 NAAE Convention in Las Vegas. (l-r) Dale Butcher (IN) 1982-83, Duane Fisher (IA) 1997-98, Paul Juare (TX) 2000-01, Roger Teeple (NC) 2003-04, Jeff Maierhofer (IL) 2004-05, Alan Sulser (UT) 2005-06, Lee James (MS) 2006-07, Wm. Jay Jackman, NAAE Executive Director

PRESIDENT	YEAR ELECTED	ELECTION CITY	PRESIDENT	YEAR ELECTED	ELECTION CITY
L.E. Cross; San Jose, CA	1948	Milwaukee	Jim Guilinger; Sycamore, IL	1977	Atlantic City
Parker Woodul; Portales, NM*	1949	Atlantic City	John P. Mundt; Meridian, ID	1978	Dallas
Jess Smith; Lake Geneva, WI *	1950	Miami	Albert Timmerman, Jr.; Rockdale, TX	1979	Anaheim
A.C. Hale; Camden, AR *	1951	Minneapolis	Tom Jones; Marana, AZ	1980	New Orleans
Max Lampo; Neosho, MO *	1952	Boston	Layton G. Peters; New Ulm, MN	1981	Atlanta
Robert Wall; Luray, Va *	1953	Chicago	Dale Butcher; W. Lafayette, IN	1982	St. Louis
S.F. Peterson; Ayden, NC *	1954	San Francisco	Walter Schuh; Bow, WA	1983	Anaheim
Robert Howey; Sycamore, IL	1955	Atlantic City	Walter Schuh; Bow, WA	1984	New Orleans
Robert Bishopp; Powell, WY	1956	St. Louis	Myron Sonne; Letcher, SD	1985	Atlanta
James Wall; Waverly, NE *	1957	Philadelphia	Ralph Thomas; Woodward, OK *	1986	Dallas
Luther Hardin; Searcy, AR *	1958	Buffalo	Caroll L. Shry; Frederick, MD	1987	Las Vegas
Julian Carter; Wellsville, NY *	1959	Chicago	Duane W. Watkins; Thermopolis, WY	1988	St. Louis
Floyd Johnson; York, SC *	1960	Los Angeles	Douglas B. Spike; Bloomfield Hills, MI	1989	Orlando
James Hamilton; Audubon, IA	1961	Kansas City	Tom Parker; Casper, WY	1990	Cincinnati
Wenroy Smith; Saltsburg, PA	1962	Milwaukee	Dennis Jackson; Mankato, MN*	1991	Los Angeles
Walter Bomeli; Bangor, MI	1963	Atlantic City	Dale Turner; Holdenville, OK	1992	St. Louis
Sam Stenzel; Russell, KS	1964	Minneapolis	Tom Klein; Elko, NV	1993	Nashville
James Durkee; Laramie, WY	1965	Miami	Merle Richter; Bloomer, WI	1994	Dallas
Elvin Walker; Norman Park, GA *	1966	Denver	Tom Heffernan; Poteet, TX	1995	Denver
Tom Devin; Dumas, TX	1967	Cleveland	MeeCee Baker; Port Royal, PA	1996	Cincinnati
Wm. G. Smith; E. Brunswick, NJ	1968	Dallas	Duane Fisher; Mt. Auburn, IA	1997	Las Vegas
Millard Gundlach; Montfort, WI	1969	Boston	Tom Kremer; Anna, OH	1998	New Orleans
Glen D. McDowell; Pikeville, KY	1970	New Orleans	Mike Cox; Allisonia, VA	1999	Orlando
Howard Teal; Boonville, NY *	1971	Portland	Paul Jaure; Beeville, TX	2000	San Diego
Francis Murphy; Madison, SD	1972	Chicago	Bryan D. Gause; Liberty, IN *	2001	New Orleans
W.R. Harrison; Leedy, OK	1973	Atlanta	Sarah Osborn; Welty, MD	2002	Las Vegas
Lurthier Lalum; Kalispell, MT	1974	New Orleans	Roger Teeple; Morganton, NC	2003	Orlando
John Murray; Jackson MN	1975	Anaheim	Jeff Maierhofer; Seneca, IL	2004	Las Vegas
Richard Weber; Larose, LA	1976	Houston	Allan Sulser; Heber City, UT	2005	Kansas City
			Lee J. James; Weir, MS	2006	Atlanta

* deceased

NAAE Strategic Plan

National Association of Agricultural Educators Strategic Plan – Goals, Objectives, Strategies and Activities

Adopted: July 26, 2003

Last Revised: November 21, 2006

A. The Agricultural Education Profession

Enhance the well-being and impact of the agricultural education profession.

1. Professional Standards

Goal: Define and promote high ethical and professional standards.

Objective A.1.a. Define model professional standards to ensure the high quality of agricultural education.

1. Utilize LPS to identify quality indicators of agricultural education teachers and programs.
>Link to LPS on National FFA Website
>Council Working on Ag Ed Standards Project
2. Encourage state regulators to cooperate to recognize and transfer valid credentials.
3. NAAE provides incentives that encourage outstanding performance through award programs.
>NAAE Awards Programs
4. NAAE provides the education and knowledge needed to excel in an environment of accountability through workshops and professional meetings.
>Professional Development Workshops
>DuPont Agriscience Institute
>USDA TEACH Program
>Communities of Practice

Objective A.1.b. Publish and promote adherence to the Agriculture Teachers Creed, the code of professional ethics for agricultural education professionals.

1. Provide every member with a copy of the Agriculture Teachers Creed.
>Copies provided free upon request
>Copies provided in each Regional Conference Participant Packet
>Posted on website
2. Provide educational opportunities to discuss professional ethics.
>NAAE Member Services Committee Meeting
>U.S. Ag Ed Listserv
>Communities of Practice

Objective A.1.c. Engage diverse individuals in all activities and positions of the profession.

1. Encourage participation at all levels of the profession, including the association leadership and management.
2. Provide leadership to ensure that women and minorities are welcomed by their professional colleagues.
>NAAE Membership on Nat'l FFA Diversity Task Force
3. Provide educational opportunities to effectively deliver services to a diverse population.
>Professional Development Workshops
>Pioneers in Education Alliance (just joined in April 2005)

NAAE Strategic Plan

2. Public Policy

Goal: Develop positions on key public policy issues and influence decision makers.

Objective A.2.a. Form clear positions on public policy issues reflecting the interests of the profession.

1. NAAE will identify public policy issues important to agricultural education.
 - > *Advocacy position in cooperation with ACTE*
 - > *NAAE Public Policy Committee*
2. NAAE will coordinate meetings during which public policy positions may be developed.
 - > *ACTE National Policy Seminar Fly In*
3. Promote public policy positions to membership for individual involvement.
 - > *Advocacy Pages on Website*
 - > *Advocacy Updates (As Action Alerts)*
 - > *NAAE Legislative Action Center*
 - > *Advocacy in Action Semi-monthly Publication*

Objective A.2.b. Influence legislators, regulators and administrators to support agricultural education.

1. NAAE provides information and support to key federal agencies and legislators.
 - > *NAAE Board Hill Visits*
 - > *Council Board Hill Visits*
 - > *NAAE Member Hill Visits During FFA's WLC*
 - > *FFA Member Hill Visits During FFA's WLC*
2. Provide a NAAE spokesperson for all related public policy topics.
 - > *Executive Director and Board of Directors*
3. NAAE's policy statements will be based on facts and research.
 - > *Working relationship with ACTE and the State CTE Directors*
4. NAAE will serve as an advocate for agricultural education.
 - > *Council Advocacy Position*
 - > *Executive Director is a Registered Lobbyist*
5. NAAE will have access to a registered lobbyist.
 - > *Executive Director is a Registered Lobbyist*

3. New Professionals

Goal: Recruit, educate and support beginning agricultural educators.

Objective A.3.a. Cooperate with universities on meeting the professional needs of prospective agricultural educators.

1. Promote NAAE student membership and benefits within the university community.
 - > *Provide Student Membership Benefits*
 - > *Sponsorship of ATA Conclave Dinner*
 - > *NAAE Internship Opportunities*
 - > *ATA Nolan Award Sponsor (new)*
2. Recommend to universities the utilization of LPS in the agricultural education program.
 - > *Promote LPS in Cooperation with Nat'l FFA Organization*
3. Provide upper division scholarship opportunities to university students who intend to teach agriculture.
 - > *NAAE Upper Division Scholarships*

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- Objective A.3.b. Recruit potential agricultural education teachers.
1. Identify potential agricultural educators.
 - >Nat'l FFA Convention Career Show (high school students)
 - >Nat'l Collegiate Career Show (university students)
 - >PAS National Convention
 - >Letter from NAAE to Potential Teachers Identified on the Nat'l FFA Membership Rosters
 2. Utilize the Internet to reach potential teachers.
 - >NAAE Website
 - >U.S. Ag Ed Listserv (student member participation)
 3. Target high school and college students who belong to key organizations.
 - >Nat'l FFA Convention Career Show (high school students)
 - >Nat'l Collegiate Career Show (university students)
 - >PAS National Convention
 - >Nat'l ATA Activities
 4. NAAE will actively promote the profession on college campuses.
 - >Visit campuses or participate in classes when requested by Teacher Educators
 - >Professional Involvement PowerPoint on NAAE Website
 5. NAAE secures funded scholarships to help students finance tuition.
 - >New Freshman Scholarships
 - >Upper Division Scholarships
 6. Encourage agricultural education students to attend professional meetings.
 - >Discounted Registration Fees for NAAE Convention
- Objective A.3.c. Provide transition services for new agriculture teachers.
1. NAAE will post career opportunities related to agricultural education.
 - >Teaching Positions Posted on Website (maintained by Nat'l FFA)
 2. Encourage states to implement a mentorship program.
 - >Professional Development Workshop at NAAE Conv't
 3. Recognize quality mentors through mentorship award program.
 - >Teacher Mentor Award
 - >Teacher of Teachers Recognition
 4. NAAE will actively recruit beginning teachers to the professional organization.
 - >Outstanding Young Member Program
 - >Teacher Turn the Key Program

B. The NAAE Members

Provide valuable programs and services for members.

1. Knowledge Management (Priority C; Current Performance Low)
Goal: Conduct research and share professional knowledge.
 - Objective B.1.a. Prioritize and promote the results of existing agricultural education research.
 1. Priority research initiatives will be funded and results will be shared with the profession.
 2. Priority research initiatives will be conducted by the association and its members.
 3. Research results are published, stored, catalogued and available on-line for members.

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4. Encourage members to participate and share professional knowledge with colleagues and fellow agriculture teachers.
 - >All of B.1.a done through cooperation w/the Council.
 - >Communities of Practice

Objective B.1.b. Conduct and publish results of NAAE membership-related research projects.

1. Research results will be published, stored, and cataloged, and be made available to members.
 - >NAAE Membership Study Currently Underway
(analysis of 2003-04 membership database)

Objective B.1.c. Maintain a source of technical, practice, market and promotional materials.

1. Members can look to the association as the primary source of technical information.
 - >U.S. Ag Ed Listserv
 - >NAAE Website
 - >Communities of Practice
2. NAAE stores, organizes and provides access to relevant content information.
 - >Summer Workshop Postings on Website
 - >Convention Professional Development Workshops
3. NAAE coordinates the acquisition and sharing of knowledge with other organizations.
 - >USDA Lesson Plans
 - >Relationship w/Ohio Curriculum Materials Service
4. NAAE will collect and disseminate data on local program characteristics.
 - >Council has a Study Underway
5. NAAE will provide a source of relevant materials to the general public about the profession.
 - >NAAE Website

Objective B.1.d. Publish newsletters and professional guides.

1. NAAE provides leadership guides to state associations and members.
 - >NAAE Leadership Handbook Published on Website
 - >State Leaders Page on Website (new)
 - >Communities of Practice State Leaders Discussion Area (forthcoming)
2. NAAE publishes newsletters to share news of interest to the profession.
 - >News and Views Newsletter
 - >Advocacy in Action Newsletter

Objective B.1.e. Evaluate curriculum materials and prioritize unmet needs.

1. NAAE will collaborate with other ag ed related groups to prioritize and publicize unmet curriculum needs annually.
 - >Council Coordinates – NAAE Board Members Serve on Council
2. NAAE will provide a list of publishers or providers of instructional materials related to agricultural education.
 - >Organizational Members Listed on NAAE Website
 - >Convention Sponsors Highlighted in Annual Report
(many of these are instructional materials suppliers)

2. Professional Development (Priority A; Current Performance High)

Goal: Provide professional development opportunities.

Objective B.2.a. Provide professional skills and content education.

1. NAAE will sponsor continuing education courses covering priority topics.

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2. Standards for continuing professional development will reflect member needs.
3. Educational content will be provided in classes and on-line to meet member needs.
4. All members will practice lifelong learning to maintain and improve their skills.
 - >Professional Development Opportunities
 - >DuPont Agriscience Institute
 - >Instructional Materials on NAAE Website

- Objective B.2.b. Provide practical technological skills education and cost-effective opportunities for applying technology.
1. NAAE will promote activities that provide technological skills and technological expertise.
 2. Members will be made aware of relevant, innovative technologies through workshops and other means.
 - >Professional Development Tours (NAAE Convention)
 - >Professional Development Workshops (NAAE Convention)
 3. NAAE will survey members and summarize future member issues.
 - >NAAE Convention Membership Surveys
 - >General surveys through website/communities of practice

- Objective B.2.c. Provide relevant management skills education.
1. NAAE will promote workshops and other activities that will promote total program management skills education.
 - >Professional Development Workshops (NAAE Convention)

- Objective B.2.d. Provide leadership education and opportunities.
1. NAAE will provide activities and materials that promote leadership education and opportunities.
 - >State, Regional and National Leadership Opportunities
 - >NAAE Committee Participation (Regional and National)
 - >ACTE National Policy Seminar

3. Programs and Benefits (Priority A; Current Performance High)

Goal: Provide financial, recognition, service and fellowship programs and benefits.

Objective B.3.a. Arrange professional development opportunities and activities for colleagues to meet, share, serve, and learn.

1. NAAE will provide opportunities for members to meet for fellowship and sharing.
 - >NAAE Convention
 - John Deere Reception
 - Host State Social
 - Organizational Members and Partners Reception
 - >NAAE Regional Leadership Conferences
 - >National FFA Convention (Career Show Booth)
2. Members will share through special interest groups.
 - >Urban Ag Forum at NAAE Convention
 - >USDA SPEC Grant Workshop at NAAE Convention
 - >Communities of Practice
3. Members will have access to on-line tools for sharing with colleagues.
 - >Communities of Practice
 - >U.S. Ag Ed Listserv

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Objective B.3.b. Promote and recognize outstanding service to students, communities and the profession.

1. NAAE will provide awards, internships and grants to outstanding members.
 - > *Outstanding Young Member Award*
 - > *Outstanding Teacher Award*
 - > *Outstanding Post Secondary Ag Program Award*
 - > *Outstanding Middle School Program Award*
 - > *Teachers Turn the Key Award*
 - > *Teacher Mentor Award*
 - > *Ideas Unlimited Award*
 - > *ANLA Grant*
 - > *USDA TEACH Program*
2. Outstanding professional and association service will be recognized by colleagues.
 - > *Outstanding Service Citation*
 - > *Lifetime Achievement Award*
 - > *Outstanding Cooperation Award*
 - > *Professional State Association Award*
 - > *State and Regional Level Recognition (we provide certificates)*

Objective B.3.c. Coordinate grant and employment opportunities.

1. NAAE will provide a service to match employers and members.
2. Members will have access to internships, grants information and ways to promote financial security.
 - > *Teaching Opportunities Website*
 - > *ANLA Grants (Nursery and Landscaping)*
 - > *USDA SPEC Grants*
 - > *USDA TEACH Program*
 - > *Grant Webpage on NAAE Website*
 - > *U.S. Ag Ed Listserv*

C. The NAAE Organization

Operate an effective, efficient and responsive organization.

1. Governance (Priority B; Current Performance OK)

Goal: Employ effective governance practices.

Objective C.1.a. Use a representative board and committees to set clear priorities and direction for staff.

1. Use a governing structure that encourages member participation and produces effective long-term and short-term results and that provides responsive, efficient, flexible, and effective results.
 - > *Leadership roles defined at state, regional and national levels*
 - > *Conduct professional Board of Directors Meetings (3 per year)*
2. Use standing and ad hoc advisory committees to fill clearly defined roles and to provide clear recommendations and support for board decisions.
 - > *Committee structure, regional and national*
3. Elect a board of directors that reflects the composition of the membership and provides continuity.
 - > *Elections held in compliance with bylaws and policies*
4. Ensure that strategic and operations decisions are separated, allowing responsive actions as needed.
 - > *Job descriptions and roles clearly defined in Leadership Manual*

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Objective C.1.b. Recruit members to serve as volunteers and leaders at all levels.

1. Recruit member volunteers based on a match with their talents and abilities needed.
 - >National Committee Chairs and Vice-chairs
 - >NAAE Member Representative on National Boards (FFA, FFA Alumni Council, etc)
2. Member volunteers work together effectively with staff members.

Objective C.1.c. Support the success of state associations and regions.

1. Ensure that state associations are able to leverage the resources of the national association.
 - >NAAE board members attend state and regional conferences
 - >Board member monthly communiqué with their state leaders
2. Survey the needs of state associations and members and share the information annually.
3. Promote sharing and cooperation among states.
 - >State President's Breakfast at National Convention
 - >Regional Conferences
 - >Communities of Practice State Leaders Area
4. Provide evaluation and management consulting to state associations.
 - >Professional State Association Awards
 - >Advise and counsel from Certified Association Executive when requested

2. Management (Priority C; Current Performance OK)

Goal: Employ effective general management practices.

Objective C.2.a. Employ effective human resources and administration practices.

1. Focus on core competencies and outsource other services.
 - >Membership management internal
 - >Bookkeeping/accounting/auditing external
2. Establish and adhere to human resources policies that maximize the value of the staff.
 - >NAAE Leadership Handbook
3. Use measurements to evaluate success.
4. Hire quality employees.
 - >Full- and Part-time Staff
 - >Summer Internships
 - >Graduate Students
 - >Undergraduate Student(s)
5. Employ effective management practices.
 - >NAAE Leadership Handbook

Objective C.2.b. Use technology to lower costs and improve services.

1. Use appropriate technology resources that share information and reduce costs for all.
 - >Bi-monthly electronic News & Views
 - >NAAE Website
 - >U.S. Aged Listserv
 - >Up-to-date Computer Technology for Staff (hardware, software, and high-speed Internet access)

Objective C.2.c. Use partnerships to leverage the work of NAAE and other organizations.

1. Participate actively in umbrella education organizations.
 - >Three board members serve on The Council

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2. Participate actively in other agricultural education organizations.
 - >Two board members are consultants to the National FFA Board and members of the FFA Foundation Board of Trustees
 - >Two NAAE Members are National FFA Board Members
 - >Ag Ed Magazine Managing/Editing Board
 - >One NAAE Member on National FFA Alumni Council
3. Participate actively in other agricultural organizations.
 - >National FFA CDE Judging
 - >National PAS Convention
 - >ATA Sponsorships
 - >NYFEA Representative
 - >Food, Land and People Representative
4. Hold meetings together with related organizations.
 - >NAAE Convention in held in conjunction with ACTE
 - >NAAE Board of Directors meets at National Ag Ed In-service
 - >Ag Ed Strand at the ACTE NPS Fly-in
5. Seek opportunities to conduct joint public relations.
6. Seek joint education and professional development resources.
 - >ACTE/NAAE Professional Development Sessions
 - >ACTE Advocacy Toolkit
7. Leverage the work of other organizations through partnerships.
 - >Advocacy Position with ACTE

3. Finance

Goal: Employ effective financial practices.

Objective C.3.a. Maintain long-term financial stability by using budgets and spending controls.

1. Plan and budget to manage financial resources.
 - >NAAE Finance Committee and Board of Directors
2. Manage the organization to ensure its long-term financial stability.
 - >Board of Directors
3. Allocate financial resources to highest priority programs through a standard review process.
 - >Board of Directors

Objective C.3.b. Secure grants and sponsorships from government and industry to supplement dues.

1. Nurture a high profile with appropriate federal granting agencies.
 - >Executive Director Relationship with USDA
2. Secure industry and government grants and scholarships.
 - >USDA TEACH Program
 - >USDA SPEC Grant Program

Objective C.3.c. Set program prices to contribute to the overall support of the organization.

1. Seek non-dues revenue to supplement the NAAE budget.
 - >Sale of NAAE Merchandise
 - >Ad Sales in News and Views and Convention Program
 - >Sponsorships of Awards Programs and Convention Events
 - >NAAE Organizational Memberships
 - >Affinity Programs (Bank of America Credit Card)

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2. Reasonable profits are generated from program fees.
- Objective C.3.d. Offer supplemental membership categories so that supporters can be involved.
 1. Provide a membership category that connects businesses and other organizations to NAAE members.
>NAAE Organizational Membership
 2. Provide a membership category that connects persons other than professional agricultural educators to the agricultural education profession.
>NAAE Associate and Associate Life Membership
>NAAE Student Membership
 3. Provide a membership category that connects retired agriculture teachers with active NAAE members.
> NAAE Retired Membership
 4. Membership categories reflect the interests of all related parties.

4. Marketing (Priority A; Current Performance Low)

Goal: Employ effective marketing practices.

- Objective C.4.a. Survey member needs, stakeholder perceptions and demand for services.
 1. Survey and publish key stakeholder perceptions of member value.
 2. Annually survey member needs.
- Objective C.4.b. Define and consistently communicate the brand image of agricultural educators.
 1. Define and communicate consistently a core brand promise.
>NAAE Website
 2. Ensure that the public recognizes the value of the association's code of ethics.
>Conduct of NAAE Members
 3. Ensure that the public perceives agricultural educators consistent with the values of the agricultural education profession and of agricultural educators.
>Conduct of NAAE Members
- Objective C.4.c. Promote the benefits and value offered by agricultural educators to the general public.
 1. Develop mass media and targeted public relations services.
>Marketing/Communications Plan (currently being developed)
 2. Ensure that the public understands the benefits and value offered by agricultural educators.
 3. Promote agricultural educators so that the public is aware that they are qualified professionals.
 4. Leverage public service and partnership advertising.
 5. Target principals, guidance counselors and other teachers for positive public relations about agricultural education.
- Objective C.4.d. Increase membership through participation and effective communication of benefits.
 1. Ensure that members are aware of the value of the association's programs and merchandise.
 2. Ensure that member participation leads to a strong sense of belonging to the profession and association.
>NAAE Pocket Diaries
>NAAE Awards Programs
 3. Encourage members to make a lifetime commitment to the success of the profession and association.
>Participation in State, Regional and National Leadership and Committees
 4. Encourage all agricultural education professionals to be members of the professional association.
- Objective C.4.e. Educate members to effectively communicate their value to local stakeholders.
 1. Produce and distribute brochures and templates to help members promote their local value to stakeholders.
>NAAE Membership Brochure

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- >Team Ag Ed "Consider Teaching Ag" Brochure*
 - >PowerPoint Templates available on NAAE Website*
- 2. Provide analysis and facts to support marketplace compensation.
- 3. Develop and deliver presentations to inform and persuade local decision makers of member value.

NAAE Strategic Plan -- Updated 11/21/06

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