



## NAAE OVERVIEW AND PARTNERSHIP OPPORTUNITIES

### ABOUT

The **National Association of Agricultural Educators** (NAAE) is a federation of state agricultural educators associations with more than 9,500 members. Members are involved in school-based agricultural education at all levels, from middle school through postsecondary, and state and national agricultural education leadership.

NAAE advocates for agricultural education, provides professional development for agricultural educators, and works to recruit and retain agricultural educators in the profession. Offerings include a variety of programs and services to support this three-pronged mission.

School based agricultural education (SBAE) is part of the Career and Technical Education delivery model valued in schools because of the high impact on student learning and practical application of core concepts like literacy, mathematics, science, technology, and engineering. There are more than 8,500 SBAE programs across the US and more than 13,000 agricultural educators delivering this unique model of classroom and lab instruction, leadership development through FFA and supervised agricultural experiences.

NAAE is committed to advancing, in our organization and communities, inclusion, diversity and equity. The choice to create a just and equitable organization is not accidental. We intentionally prioritize fostering an inclusive environment that ensures people are respected and valued. We are committed to creating and supporting programs and policies that build an organization that values open communication and is respectful of differences.

The National Association of Agricultural Educators (NAAE) convention takes place annually, at a different location every year, in conjunction with the Association of Career and Technical Education (ACTE) VISION convention. The VISION convention attracts more than 4,000 attendees of which NAAE members consist of 800-1,100 or more secondary and post-secondary agricultural educators, preservice agricultural educators, agricultural education state staff and agricultural education supporters. NAAE attendees participate in organization business and committee meetings, elect new leadership, network with colleagues and professional representatives and engage in professional development workshops and sessions. Any NAAE member may register and attend, there is also a non-member registration option. The 2024 NAAE Convention is scheduled to take place December 3-7 in San Antonio, Texas. To see registration information, hotel, and schedule visit our website at [www.naae.org/convention](http://www.naae.org/convention).

### PARTNERSHIPS

NAAE values collaborations with supporters of agricultural education and provides organizations and businesses the opportunity to support NAAE members through partner levels and options. Partner opportunities are optimized when renewed at the beginning of the calendar year. Please complete the partner survey so that we can make sure we have the correct information for your organization. [2024 NAAE Partner Information](#)

## PARTNERSHIP OPPORTUNITIES AND BENEFITS

| BENEFIT   | Deadline  | DIAMOND<br>\$500,000                        | TITANIUM<br>\$100,000                       | PLATINUM<br>\$50,000                        | GOLD<br>\$25,000        | SILVER<br>\$10,000      | BRONZE<br>\$5,000   |
|---|---|---|---|---|-------------------------|-------------------------|---|
| <b>NAAE programs eligible for lead or co-lead (based on level). See complete list starting on page 6.</b>   | TBD once programs have been identified. As program delivery occurs throughout the year, the earlier a program sponsor is identified the more engagement and recognition opportunities there are. Some opportunities may be missed depending on when the program sponsor is confirmed. | 10 programs                                 | 5 programs                                  | 2 programs                                  | 1 program               | 0                       | 0   |
| <b>NAAE Convention partners reception space. <i>RSVP link coming soon.</i></b>  | Confirm your participation at the reception and reserve your spot at by November 1.   | Prime location                              | Premier location – table                    | Choice location – table                     | Table                   | Table                   | Table   |
| <b>Opportunity to provide item in the NAAE Convention welcome bag</b>   | Mail directly to NAAE office in Lexington for arrival no later than Nov. 1. <b><u>See details on size restrictions and shipping address below.</u></b>  | One Item                                    | One Item                                    | One Item                                    | One Item                | One Item                | One Item  |
| <b>Digital asset file provided to NAAE Convention attendees</b>   | Email digital handout file(s) by Nov. 1. Digital files will be shared with all NAAEC attendees. Prefer pdf file format.   | One File                                    | One File                                    | One File                                    | One File                | One File                | One File  |
| <b>Present in-person workshop at NAAE Convention in San Antonio, Texas between December 3-7. Exact day and time TBD. Snap Learning – 30 minutes Learning Lab – 75 minutes</b> | Submit workshop information to NAAE by July 1. Workshops take place in San Antonio, Texas December 4, 5, and 6th  | Headline Learning Lab or Snap Spot workshop | Featured Learning Lab or Snap Spot workshop | Featured Learning Lab or Snap Spot workshop | Snap Learning Spot Only | Snap Learning Spot only | No workshop opportunity Workshop space may be purchased as an add-on from the al a cart list. |
| <b>Complimentary NAAE Convention attendee registrations.</b>  | RSVP your attendees to NAAE by Nov 15.  | 5   | 3   | 2   | 2                       | 1                       | 1   |
| <b>Teach Ag recruitment t-shirt</b>   | Confirm sponsorship by May 1. No action needed if logo is on file. NAAE will take care of recognition.  | Logo  | None  | None  | None                    | None                    | None  |
| <b>Teach Ag recruitment poster</b>  | Confirm sponsorship by May 1. No action needed if logo is on file. NAAE will take care of recognition.  | Logo  | None  | None  | None                    | None                    | None  |
| <b>Tagged to Teach Ag promotional kits recognition.</b>   | Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.  | Logo on the exterior and interior.          | None  | None  | None                    | None                    | None  |
| <b>State Teach Ag Results program event signage.</b>  | Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.  | Logo, leading, prominent                    | None  | None  | None                    | None                    | None  |
| <b>Teach Ag Day host kit recognition</b>  | Confirm program sponsorship by June 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.   | Recognition                                 | None  | None  | None                    | None                    | None  |

|   |  |  |   |  |                                   |      |      |
|---|--|--|---|--|-----------------------------------|------|------|
| <b>Teach Ag Day Celebration kit branded item – Teacher &amp; State Association/University</b> | Confirm program sponsorship by June 1 for optimal recognition. Mail items directly to NAAE office in Lexington for arrival no later than Aug 1. <b><u>See details on size restrictions and shipping address below.</u></b>       | Item   | Item  | Item   | None                              | None | None |
| <b>Teacher Appreciation Week package branded item</b>   | Confirm program sponsorship by March 1 for optimal recognition. Mail items directly to NAAE office in Lexington for arrival no later than April 1. <b><u>See details on size restrictions and shipping address below.</u></b>    | Item   | Item  | Item   | None                              | None | None |
| <b>Educator Wellness packs (distribution by NAAE at National FFA Convention and Expo)</b>     | Confirm program sponsorship by August 1 for optimal recognition. Mail items directly to NAAE office in Lexington for arrival no later than October 1. <b><u>See details on size restrictions and shipping address below.</u></b> | Recognition and item   | Recognition and item  | Item   | None                              | None | None |
| <b>Logo representation at in-person events and digital presence for sponsored programs.</b>   | Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.   | Logo, leading, prominent for up to 10 programs   | Logo, prominent for up to five programs   | Logo, featured for up to 2 programs  | Logo, featured for 1 program      | None | None |
| <b>NAAE Program Site Host for multi-day events</b>  | Contact NAAE office by January 1 to discuss options.   | Coordinate with NAAE at least 6 months in advance  | Coordinate with NAAE at least one year in advance   | None   | None                              | None | None |
| <b>5 – 10 minutes of prerecorded or live remarks during NAAE programs you sponsor.</b>        | Confirm program sponsorship by January 1 for optimal recognition. Confirm live or prerecorded remarks according to individual program timeline.  | Up to 10 programs based on program design  | Up to 5 programs based on program design  | Up to 3 programs based on program design   | 1 program based on program design | None | None |
| <b>Prerecorded or live remarks during NAAE Convention</b>                                     | Confirm sponsorship by August 1 for optimal recognition. Confirm live or prerecorded remarks according to partner level and assigned session by November 1.  | 5-7 minutes of live or prerecorded remarks during opening session at 8am CST on Wednesday, December 4 <sup>th</sup> in San Antonio, TX | 5-7 minutes of live or prerecorded remarks during the luncheon session at 11:30am CST on Wednesday, December 4 <sup>th</sup> in San Antonio, TX | 3-5 minutes of live or prerecorded remarks during the Luncheon session at 11:30am CST on Thursday, December 5 in San Antonio, TX | None                              | None | None |
| <b>Feature graphic</b>  | Work with NAAE staff to create feature graphic highlighting who you are and how you support ag educators.  | Work with NAAE staff to create feature graphic highlighting who you are and how you support ag educators.                              | None  | None   | None                              | None | None |
| <b>Opportunity to host recorded or live educator webinar</b>                                  | Confirm webinar date, time, presenter and topic by September 1   | No more than 60 minutes. Webinar must be presented between   | No more than 30 minutes, webinar must be presented between Jan - June   | None   | None                              | None | None |

|   |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|
|   |  | Jan - Sept                                     |  |  |  |  |  |
| <b>Submit prerecorded remarks for Regional Conferences</b>                          | Submit prerecorded remarks (with closed captioning) by April 1. Remarks will be shared at region meetings across the country in April and June.  | No more than 5 minutes of prerecorded remarks. | No more than 2 minutes of prerecorded remarks. | None   | None   | None   | None   |
| <b>Customized email campaigns sent directly to NAAE members on partner's behalf</b> | Need email campaign content at least 10 days before the desired timeline of distribution.  | 2 email campaigns                              | 1 email campaign                               | None<br>Can be added on through the al a cart menu | None<br>Can be added on through the al a cart menu | None<br>Can be added on through the al a cart menu | None<br>Can be added on through the al a cart menu |
| <b>Logo linked on NAAE website partner rotator</b>                                  | Confirm sponsorship by January 1 to maximize your engagement. NAAE takes care of once you identify where you want your logo linked.  | Logo Linked                                    | Logo Linked                                    | Logo Linked  | Logo Linked  | Logo Linked  | Logo Linked  |
| <b>By Choice e-newsletter ad</b>  | Confirm sponsorship by January 1 to maximize engagement. Submit the ad based on the specs below at least 10 days in advance. The By Choice e-newsletter goes out around the 1 <sup>st</sup> of every month so ads need to be submitted to NAAE by the 20 <sup>th</sup> of the month prior. | 6 yearly                                       | 4 yearly                                       | 2, Jan - Oct                                       | 2, Jan - Aug                                       | 1, Jan - June                                      | 1, Jan - June                                      |
| <b>Social media posts on NAAE social media platforms</b>                            | Confirm sponsorship by January 1 to maximize engagement. Submit your social media ready graphic at least 10 days in advance according to the specifications of the platform you would like the post placed – pick one (Facebook, Twitter, Instagram, LinkedIn)                             | 6  | 3  | 2  | 1  | None   | None   |

# NAAE AWARD PROGRAM SPONSORSHIP

| BENEFITS   | PREMIER AWARD PROGRAM SPONSORSHIP  |  | CHOICE AWARD PROGRAM                           |                                    | REGIONAL SERVICE CITATION AWARD PROGRAM                             |
|--|--|--|--|------------------------------------|---|
|  | OPTIONS:<br>Outstanding Postsecondary Agriculture Program<br>Outstanding Middle/Secondary Agriculture Program<br>Outstanding Agriculture Teacher<br>Outstanding Early Career Agriculture Teacher |  | OPTIONS:<br>Ideas Unlimited<br>Teacher Mentor  |                                    | OPTIONS:<br>Outstanding Service Award<br>Lifetime Achievement Award |
|  | PREMIER FULL SPONSOR<br>\$20,000   | PREMIER PARTIAL SPONSOR<br>\$10,000            | FULL SPONSOR<br>\$10,000                       | PARTIAL SPONSOR<br>\$5,000         | FULL SPONSOR<br>\$5,000   |
| Exclusivity  | Exclusive – only sponsor listed  | Shared with one other sponsor                  | Exclusive – only sponsor listed                | Shared with one other sponsor      | Exclusive – only sponsor listed                                     |
| Company representative on stage to congratulate award winners and feature in award winner photos   | 1 representative   | 1 representative – with co-sponsor             | 1 representative                               | 1 representative - with co-sponsor | 1 representative  |
| Up to 5 minutes of remarks during award session at NAAE Convention   | Up to 5 minutes of live or prerecorded remarks   | Up to 3 minutes of live or prerecorded remarks | Up to 3 minutes of live or prerecorded remarks | None                               | None  |
| Award program announcements - NAAE takes care of as long as we have your logo on file.<br>Must confirm by February 1 <sup>st</sup> .   | Name, logo   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| NAAE award program website - NAAE takes care of as long as we have your logo on file.<br>Must confirm by February 1 <sup>st</sup> .  | Name, logo   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| Award winner plaques - NAAE takes care of as long as we have your logo on file.  | Name   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| NAAE Convention app next to the sponsored award - NAAE takes care of as long as we have your logo on file.   | Name, logo   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| Award winner press release - NAAE takes care of as long as we have your logo on file.  | Name, logo   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| Award winner social media posts - NAAE takes care of as long as we have your logo on file.   | Name, logo   | Name, logo - with co-sponsor                   | Name, logo                                     | Name, logo - with co-sponsor       | Name, logo  |
| NAAE Convention welcome bag - Mail directly to NAAE office in Lexington for arrival no later than Nov. 1. <b><u>See details on size restrictions and shipping address below.</u></b> | 1 Item   | 1 Item   | 1 Item   | 1 Item                             | 1 Item  |
| Digital asset file provided to NAAE Convention attendees - Email digital handout file(s) by Nov. 1. Digital files will be shared with all NAAEC attendees. Prefer pdf file format    | Submit by Nov. 1   | Submit by Nov. 1                               | Submit by Nov. 1                               | Submit by Nov. 1                   | Submit by Nov. 1  |
| NAAE Convention Partners Reception table   | Table  | Table  | Table  | Table                              | Table   |
| Complimentary NAAE Convention Registrations – submit your complimentary names to NAAE by Nov 15.   | 2  | 1  | 1  | 1                                  | 1   |

## NAAE AL A CART SPONSORSHIP *(purchase these items individually or in addition to your level sponsorship)*

| Benefits  | Sponsorship |
|---|-------------|
| <b>NAAE Convention Thursday Luncheon Naming Rights.</b> Thursday NAAE Convention Luncheon named after the sponsor and sponsor provides opening luncheon remarks. (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included) Must confirm by August 30.  | \$25,000    |
| <b>NAAE Convention Welcome Bag Logo Rights.</b> Sponsor logo along with NAAE logo on the bag that all NAAE convention attendees receive (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included). Must confirm by June 1. NAAE will purchase bags with the sponsor and NAAE logo on them.                             | \$10,000    |
| <b>NAAE Convention Lanyard Logo Rights.</b> Sponsor logo along with NAAE logo on the Convention attendee lanyard that all NAAE convention attendees receive (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included). Must confirm by June 1. NAAE will purchase the lanyards with the sponsor and NAAE logo on them. | \$5,000     |
| <b>NAAE Convention Idea Learning Lab Workshop</b> , 75 minutes. Must complete workshop request by July 1 deadline. Does include one complimentary NAAE convention registration.   | \$3,500     |
| <b>NAAE Convention Snap Learning Spot Workshop</b> , 30 minutes. Must complete workshop request by July 1 deadline. Does not include NAAE convention registration.  | \$2,000     |
| <b>Email campaign</b> direct to members, 1 time   | \$2,000     |
| <b>NAAE member school physical mailing address list</b> to send occasional (no more than 2) communications to NAAE member school physical mailing address.  | \$1,000     |
| <b>Partner Page on the NAAE website.</b> Submit content to NAAE by deadlines. January 30, July 30.  | \$1,000     |
| <b>Ad included in NAAE Member By Choice Newsletter.</b> Must receive at least 10 days prior to distribution (usually around the 1 <sup>st</sup> of the month). Sponsor provides graphic they want included.   | \$1,000     |
| <b>NAAE Convention Partners Reception table</b> (individuals staffing the table are welcome to attend the reception only without a NAAE Convention registration)  | \$750       |
| <b>NAAE Convention tangible welcome bag item</b> included in NAAE Convention welcome bag.   | \$500       |
| <b>Digital asset file</b> provided to NAAE Convention attendees   | \$250       |

## NAAE PROGRAM LIST AND PARTNER AVAILABILITY (details below)

| PROGRAM LIST   | MAXIMUM # OF PARTNERS |
|--|-----------------------|
| NAAE Upper Division Student Teacher Scholarship Program, Fall  | No limit              |
| NAAE National Teach Ag Day, September  | 1                     |
| NAAE State Teach Ag Results (STAR) Program, continuous   | 1                     |
| NAAE Tagged to Teach Ag Kits, continuous   | 1                     |
| NAAE Future Agriscience Teacher (FAST) Symposium<br>Creating an Inclusive, Diverse, Equitable and Accessible Program (IDEAP), Spring<br>National Teach Ag Day, September<br>National FFA Convention, October<br>AFA Leaders Conference Track sessions, November<br>NAAE Convention, December | 4                     |
| NAAE National Agriscience Teacher Ambassador Program, which includes<br>NAAE National Agriscience Teacher Ambassador Academy, July<br>NAAE Agriscience Inquiry Symposium, December<br>NAAE Agriscience Inquiry State Institutes AgI <sup>2</sup> , continuous (5-10 states annually)         | 4                     |
| NAAE Teacher Appreciation Week, May  | 2                     |
| NAAE Wise and Well Program, continuous   | 2                     |
| NAAE National Teach Ag Ambassador Program, October   | 2                     |
| NAAE My Local Cooperative, continuous  | 1                     |
| NAAE National XLR8 Program, December<br>XLR8 2.0, December<br>State XLR8, Continuous (8-10 states annually)  | 2                     |
| NAAE Facilitator Training, January   | 2                     |
| NAAE Teachers World Workshops at National FFA Convention, October  | 2                     |
| NAAE National Policy Seminar, February   | 2                     |

|   |   |
|---|---|
| NAAE Virtual Book Club, Summer                              | 1 |
| NAAE Outstanding Postsecondary Agriculture Program Award    | 2 |
| NAAE Outstanding Middle/Secondary Agriculture Program Award | 2 |
| NAAE Outstanding Agriculture Teacher Award                  | 2 |
| NAAE Outstanding Early Career Agriculture Teacher Award     | 2 |
| NAAE Ideas Unlimited  | 2 |
| NAAE Teacher Mentor   | 2 |
| NAAE Outstanding Service Citation                           | 1 |
| NAAE Lifetime Achievement Award                             | 1 |

**NAAE Address for shipping items (NAAEC Welcome Bag, Teacher Appreciation Week, Teach Ag Day Celebration items)**

NAAE  
 Attn: Ashley Rogers  
 2525 Harrodsburg Rd. #200  
 Lexington, Ky 40504

**CONTENT SPECIFICATIONS**

- **Webinars:** must be scheduled at least 45 days in advance and be offered no earlier than 6:30 pm ET
- **NAAE Convention:** visit the NAAE website for all NAAE convention details [www.naae.org/convention](http://www.naae.org/convention).
- **By Choice E-newsletter Advertisement Specifications:**
  - 720px x 480px
  - Image will link to destination of submitters choice (include link, may be vertical or horizontal, full color preferred om jpg or png format)
  - The By Choice Newsletter goes out around the 1<sup>st</sup> of every month. By Choice Ads must be submitted at least 10 days before distribution and be ready to include.
- **NAAE Convention Welcome Bag Item:** Provide 1,100 items directly to NAAE office for NAAE Convention attendee welcome bag to arrive in Lexington no later than November 1. Each item must weigh no more than 16 oz (1 lb.) each and be no bigger than 8"x8"x8". Must be a tangible useful item, not a paper handout.
- **NAAE Teacher Appreciation Week/Teach Ag Day Celebration Kit Items:** Provide 500 items directly to NAAE office to arrive in Lexington no later than April 1 (Teacher Appreciation Week) and August 1 (Teach Ag Day Celebration Kit). Each item must weigh no more than 16 oz (1 lb.) each and be no bigger than 8"x8"x8". Must be a tangible useful item, not a paper handout.
- **NAAE Convention Digital Asset:** any digital file of a handout, graphic or visual (may be multiple pages, must not exceed 10 mb in total size), prefer pdf format. NAAE Convention attendees will receive this as part of their convention attendance.
- **Prerecorded Video Requirements/Suggestions:**
  - Use a microphone
  - Include closed captioning
  - 16x9 frame size, if using PPT
  - If using a cell phone, record in landscape mode
  - Not to exceed length as noted in engagement calendar
  - Record straight on so viewers are not looking up your nose.
  - Provide in mp4 or mov format or link to online version location
  - Place recording device on sturdy surface to eliminate movement in the video

**NAAE COMMUNICATION ASSETS**

- NAAE Website partner rotator (228,000 page views annually)
  - The partner rotator is present throughout every page of the NAAE website
  - Logos included may be linked to a destination of the partners choice
- By Choice monthly e-newsletter (approx. 15,000 recipients, with a 50% open rate)
  - By Choice is the monthly electronic newsletter that goes out to all NAAE members and highlights NAAE news, events, opportunities and spotlights.

- NAAE Social Media Platform Presence
  - Facebook (**20,000+** followers)
  - Instagram (**4,300+** followers)
  - YouTube (**10,000+** video views)
  - LinkedIn (added in 2023)
  - Twitter (**17,000+** followers)
- Direct email campaign to NAAE members (**15,000+** recipients)
  - Graphics and images that connect the sponsor brand to agricultural educators at events and online, provided by the sponsor and delivered to NAAE members by NAAE on the partners behalf.

## **NAAE CONVENTION ADDITIONAL RECOGNITION AND ENGAGEMENT OPPORTUNITIES**

- NAAE Convention Members and Partners Reception Space (**700+** participants)
  - NAAE members who attend NAAE Convention attend the Partners Reception to engage directly with vendors and partners that may benefit their program, FFA chapter or personal development.
  - The reception takes place on-site during NAAE Convention and offers attendees a chance at door prizes, food, refreshments, and good conversation.
  - Thursday, December 5th in San Antonio, Texas.
- NAAE Convention Idea Learning Lab or Snap Learning Spot Learning Workshop (**50+** attendees)
  - The premiere component of NAAE Convention are the professional development workshop sessions that are offered as either an Idea Learning Lab (75 minutes) or Snap Learning Spot Session (30 minutes).
  - Both opportunities allow the presenter to engage directly with agricultural educators in person during NAAE Convention. Sessions may be recorded by the Partner and shared through NAAE communications if desired.
- NAAE Convention General Session Remarks (**800-1,100+** attendees)
  - The NAAE Convention sessions are large group events where all convention attendees participate in organizational business, award recognition and leadership updates.
  - Remarks given during the general sessions should be upbeat, positive and stay within the allotted time.
  - Remarks may include company or industry updates, resources, student, or teacher opportunities and more that educators can take back to their classrooms.
  - You are also encouraged to use this time to convey how much your company values agriculture teachers and how much you appreciate the work they do and how it contributes to the development of future leaders, problem solvers, entrepreneurs, and agriculturalists.
  - Session rooms are large with classroom style or luncheon round seating. A podium, microphone and speakers are provided. There are two steps involved in reaching the podium. Please contact [asmith.naae@uky.edu](mailto:asmith.naae@uky.edu) if you need special accommodations.
  - Please submit complete visual presentations to [asmith.naae@uky.edu](mailto:asmith.naae@uky.edu) by November 17<sup>th</sup>. It is best to time your slide transitions, but you will have access to a remote slide changer on-site.



# DRAFT NAAE ENGAGEMENT AND RECOGNITION CALENDAR

(guide only, refer to partner plan for complete list)

Every Month

1<sup>st</sup> – By Choice e-newsletter ad deadline

1<sup>st</sup> – Social media post requests

| Month           | Day   | Task/Event  | Month                      | Day   | Task/Event  |
|-----------------|-------|---|----------------------------|---|---|
| <b>January</b>  |       | Facilitator training  | <b>August</b>              | 1   | Award winners announced   |
|                 |       | Confirm program host site   |                            | 1   | Send Teach Ag Day host kit item (100 pieces not to exceed 1 lb each, 6"x6"x6", must be promotional item not paper handout)  |
|                 |       | Partner Page info provided to NAAE  |                            | 15  | Confirm Teach Ag Day live or recorded pre-show interviewee  |
|                 |       | Provide logo assets to NAAE   | 15                         | Confirm September FAST symposium presentation or remarks                  |   |
| <b>February</b> | 1     | Confirm National Policy Seminar program support.  | 15                         | NAAE Convention Early Bird Registration Deadline                          |   |
| <b>March</b>    | 1     | Confirm FAST program support.   |                            |   |   |
|                 | 17-20 | National Policy Seminar, Washington, DC   | <b>September</b>           | 1   | Confirm XLR8, TTTK program support.<br>Teach Ag Day FAST Symposium  |
| <b>April</b>    | 1     | NAAE Awards Program applications open – confirm NAAE award program support for best recognition.  |                            |   |   |
|                 | 15    | NAAE Convention Workshop submissions open   | 10                         | Confirm Teach Ag Ambassador presentation or remarks. – can be prerecorded |   |
|                 |       | Provide NAAE Region I Meeting prerecorded remarks   | 19                         | National Teach Ag Day   |   |
|                 | 15    | 100 items for Teacher Appreciation Week kits to NAAE office (items must not weigh more than 1 lb each, be no bigger than 6"x6"x6", be an actual promotional item not a paper handout) | <b>October</b>             |   | Register for the NAAE Convention Partners reception space   |
|                 | 15    | National Teach Ag Day information goes out  |                            |   | NAAE Convention advance registration deadline   |
|                 | 1     | Confirm National Teach Ag Ambassador program support. National Teach Ag Ambassador Application opens.   | <b>November / December</b> | 2   | National FFA Convention FAST Symposium  |
| <b>May</b>      | 1     | Confirm Virtual Book Club program support.  |                            | 1-3   | National FFA Convention in Indianapolis, IN   |
|                 | 1     | Confirm NAAE NATAA program support.   |                            | 1   | Confirm and provide live or recorded remarks for NAAE convention  |
|                 | 6-10  | Teacher Appreciation Week   |                            | 1   | Provide NAAE Convention videos  |
|                 |       |   |                            | 1   | Confirm NAAE Convention NATA, XLR8, TTTK and FAST presentation or remarks (can be prerecorded)  |
| <b>June</b>     | 1     | Submit NAAE Convention workshop proposal  |                            | 1   | Provide 10 items directly to NAAE office for NAAE Convention welcome bag (each item must weigh no more than 1 lb., be no bigger than 8"x8"x8", be a promotional item not a paper handout) |
|                 | 15    | Confirm AgI <sup>2</sup> presentation or remarks (may be prerecorded)   |                            | 15  | Provide NAAE Convention attendee digital file asset, may be multiple pages (prefer in pdf format, not to exceed 10mb)   |
|                 |       | Provide NAAE Region 2-6 prerecorded remarks   |                            | Dec 3-7   | NAAE Convention FAST Symposium  |
| <b>July</b>     | 8-12  | National Agriscience Teacher Ambassador Academy (NATAA)   |                            | Dec 3-7   | NAAE Convention in San Antonio, Texas   |
|                 | 30    | Submit Partner Page content update  |                            |   |   |
|                 |       |   |                            |   |   |
|                 |       |   |                            |   |   |
|                 |       |   |                            |   |   |

# NAAE PROGRAMS ELIGIBLE FOR SPONSORSHIP AND ENGAGEMENT

## NAAE ADVOCACY PROGRAMS

The delivery of programming and experiences that support the growth and development of agricultural education programs and agricultural educators to ensure the sustainability and validity of agricultural education across the country.

- National Policy Seminar
  - Annual event typically held in Washington DC in the spring that offers advocacy training for agricultural educators and includes legislative visits
- Secondary Advocacy Unit
  - Lessons for secondary students to learn more about advocating and working with legislative officials
- Advocacy Resource Page
  - Dedicated advocacy page on the NAAE website that includes resources and tools for educators to be advocates for agricultural education
  - Legislative representative finder
  - State and National Ag Ed profiles

## NAAE PROFESSIONAL DEVELOPMENT PROGRAMS

Robust, timely, rigorous, inclusive, accessible and inquiry based professional development for all phases and needs of teaching tenure.

- NAAE Future Agriscience Teacher (FAST) Symposium
  - Professional development, networking and mentoring program for agricultural education majors.
  - Sessions held remotely and in conjunction with National events like Teach Ag Day, NAAE Convention and National FFA Convention.
  - Inclusion, diversity. Equity and accessibility training embedded into every session.
  - Affiliation programs with MANRRS, AFA, Cultivating Change Foundation
  - Annual Engagement = **200** preservice agricultural education majors
- NAAE Virtual Book Club
  - Summer virtual professional development series for agricultural educators based on a selected education-based book.
  - Participants earn CEU
  - Annual engagement = **100** current and preservice agricultural educators
- NAAE XLR8
  - Professional development experience for agricultural educators in their 7-15<sup>th</sup> year of teaching that covers prioritization, delegation, balance, personal wellness and program management.
    - State, Regional and National program coordinated by NAAE and delivered by trained agricultural education facilitators.
    - Annual Engagement = **150** agriculture teachers
- NAAE Teachers Turn the Key
  - Professional development program for early career agricultural educators (1-5 years) to help them develop their program, expectations, goals and lesson delivery.
  - Annual engagement = **35-50** participants
- NAAE National Agriscience Teacher Ambassador Program (NATAP)
  - Inquiry based professional development program that trains teachers in science and inquiry-based lesson and curriculum delivery.
  - Annual engagement = **500** current agricultural educators

- NAAE Agriscience Inquiry Institute (AI<sup>2</sup>)
  - State level professional development using the inquiry-based lesson delivery model to assist teachers in developing science and inquiry-based lessons.
  - Training sessions are coordinated by NAAE and delivered by trained agricultural educator facilitators who have completed the National Agriscience Teacher Ambassador Program
  - Annual engagement = **200** current teachers

## Curriculum

- My Local Cooperative (MLC) Instructional Modules
  - Rigorous, relevant and industry based instructional modules related to defining the cooperative business model, exploring the benefits of cooperatives in communities and identifying cooperative career opportunities.
  - Instructor training and resources
- Growth Energy Biofuels Curriculum
- Midwest Row Crop Consortium Curriculum

## NAAE TEACHER RECRUITMENT, RETENTION AND RECOGNITION PROGRAMS

Since the early 1970's SBAE programs have struggled to find quality and diverse teacher candidates. In 2009, under the leadership of the National Association of Agricultural Educators the National Teach Ag Campaign was launched to implement sustainable and effective recruitment and retention initiatives throughout the nation. Through the work of the NAAE teacher recruitment and retention programs significant achievements have been made.

- The retention rate of current teachers is at historic levels with an average of 96% of teachers annually staying in the profession.
- Individuals majoring in agricultural education are holding steady even as other content areas are experiencing decreases.
- The conversion rate for new agricultural education graduates is at an all-time high of 75%, that means 75% of new certified agriculture teacher candidates went on to teach agriculture

## RECRUITMENT

- NAAE National Teach Ag Day
  - 3<sup>rd</sup> Thursday in September (except when it falls on Rosh Hashanah and/or Yom Kippur)
  - Day for agriculture teachers and agricultural education supporters to encourage others to think about teaching agriculture and celebrate current teachers.
  - The National Teach Ag Campaign hosts a live webcast on Teach Ag Day from a different location every year.
  - Live audience of 50-100
  - Watch parties across the country and via social media
  - Annual engagement = **15,000** people
- NAAE Tagged to Teach Ag Kits
  - Customized boxes that may be purchased and sent to individuals who have been Tagged to #TeachAg
    - T-shirt
    - Logo stress reliever
    - Lapel pin
    - Button
    - Device sticker
    - Personalized card
    - You've been identified to Teach Ag, now what? Card
    - Annual distribution = 500-600 kits

## **PRESERVICE TEACHER RETENTION**

- NAAE Teach Ag Ambassador Program
  - Program for agricultural education majors
  - 13 hours of on-site and remote professional development
  - Trained to serve as voices and recruiters back in their home state and institution
  - Staff the Teach Ag booth at National FFA Convention where they interact with **1,000+** FFA members, agriculture teachers, supporters and sponsors
- NAAE Upper Division Student Teacher Scholarship Program
  - Scholarship program for preservice teachers to provide funds during the student teaching semester
  - Currently 30-40 scholarships at \$1,500/each

## **CURRENT TEACHER RETENTION**

- NAAE Wise and Well Program
  - A comprehensive and varied approach program for agricultural educators that provides physical, emotional, mental, financial, and relational wellness support. The program will focus on tangible actions agricultural educators can take to increase their personal and professional satisfaction. NAAE encourages agricultural educators to rise above their current challenges and circumstances to grow personally and professionally to establish and maintain physical, emotional, mental, financial, and relational wellness.
- NAAE Facilitator Training (part of NATAP)
  - As programs grow and improve agriculture teacher facilitators are needed to serve as program trainers and experts. The facilitator training is an ongoing professional development experience for master teachers who are looking for additional opportunities to lead and impact while staying in the classroom. Agriculture teacher facilitators are needed for TTTK, XLR8, AI2, NATAP, FAST and more.
- NAAE Awards and Recognition programs
  - Recognizes ag educators and programs for outstanding teaching and programs and elevates the importance of agricultural educators and programs to school systems.
  - Recognized at NAAE Convention Sessions
    - 9 NAAE member award areas
      - Outstanding Early Career Agriculture Teacher
      - Outstanding Agriculture Teacher
      - Outstanding Middle/Secondary Agriculture Program
      - Outstanding Postsecondary Agriculture Program
      - Ideas Unlimited
      - Teacher Mentor
      - Outstanding Service Citation
      - Lifetime Achievement
    - Additional teacher recognition areas
      - Teach Ag Champion
      - National Teach Ag Day – Ag Teacher Spotlight Speaker
      - Teacher Appreciation Week Spotlight teachers
      - National FFA Convention 5<sup>th</sup> Session – NAAE Spotlight
- NAAE State Teach Ag Results (STAR) Program
  - State level program designed to assist state teams in developing and implementing customizable recruitment and retention plans.
  - Plans are based on state supply and demand data, real time trends and NAAE recommendations.
  - States receive financial and technical support from the NAAE National Teach Ag Campaign.
  - Plans include several recruitment, retention and recognition strategies which may consist of:
    - Signing Events
    - Teach Ag workshops
    - Teach Ag career fair booth display
    - Job shadowing
    - Preservice teacher exchange

- Program tours
- Mentoring programs
- Teacher of teacher awards
- New teacher programs
- Internships
- Loan Forgiveness
- Scholarships
- Technical professional development
- Work and life balance professional development
- Teacher exchange programs
- Marketing and promotional materials
- Annual engagement in 2021 = **38** states/**130,000+** individuals

## NAAE CONTACT



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Thank you for supporting National Association of Agricultural Educators