



National Association of Agricultural Educators Strategic Plan

The NAAE Mission Statement

"Professionals providing agricultural education for the global community through visionary leadership, advocacy and service."

Strategy	Action	Responsible Committee	Indicator
1.A-Develop a set of messages that explain how the three component agricultural education model contributes to college and career readiness including academic achievement and 21 st Century Skills.	1.A.1-Develop a set of messages that explain the ways in which the agricultural education model enhances all core academic content and provides both leadership development and real world experiences through experiential learning.	Marketing	<ul style="list-style-type: none"> • Messages developed. • Appropriate message vehicles developed. • Messages disseminated
	1.A.1.a -Develop a set of messages related to the contributions of agricultural education in student success in STEM academic areas and achieving Common Core State Standards.	Marketing	<ul style="list-style-type: none"> • Messages developed. • Appropriate message vehicles developed. • Messages disseminated
	1.A.1.b - Develop a set of messages related to the link between agricultural education and career opportunities.	Marketing	<ul style="list-style-type: none"> • Messages developed. • Appropriate message vehicles developed. • Messages disseminated
	1.A.1.c - Develop as set of messages related to the potential for students to earn college credit while enrolled in high school agriculture courses.	Marketing	<ul style="list-style-type: none"> • Messages developed. • Appropriate message vehicles developed. • Messages disseminated
1.B-Increase member capabilities to engage in advocacy on behalf of agricultural education	1.B.1 – Educate members to understand advocacy, not limited to the political process, and their role as an advocate at all levels including community, state and national.	Professional Growth	<ul style="list-style-type: none"> • Educational opportunities provided through professional development.
	1.B.2-Expand the involvement of state leaders at the National Policy Seminar.	Public Policy	<ul style="list-style-type: none"> • 60% of states participate in the Ag Ed Strand at National Policy Seminar.

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	1.B.3 - Provide advocacy professional development for members and state leaders.	Professional Growth	<ul style="list-style-type: none"> Advocacy professional development provided to state leaders from 10 states. Five state leaders provided professional development in their respective states and/or region.
	1.B.4 - Provide advocacy tools and resources for members to use at the local, state, regional and national levels.	Public Policy	<ul style="list-style-type: none"> Effective advocacy tools identified. Effective tools developed. Effective tools disseminated.
2.A- Develop resources to help stakeholders expand existing or start new agricultural education programs in their community.	2.A.1- Identify resources and challenges for delivery of the agricultural education model.	Member Services	Resources and challenges identified.
	2.A.1.a - Partner with the National FFA Organization to build upon existing resources.	Marketing	Partnership formed and strengthened with National FFA Organization.
	2.A.1.b – Use National Quality Program Standards (NQPS) to design and improve programs.	Professional Growth	Encouraged use of NQPS through promotion and professional development.
2.B-Increase teacher recruitment efforts to meet the demand for new and expanding programs	2.B.1-Increase recruitment efforts to reach traditional, non-traditional and diverse audiences to enter the profession.	Member Services	<ul style="list-style-type: none"> Identified ways to reach listed audiences. Appropriate recruitment tools developed and implemented.
	2.B.2-Support and expand the National Teach Ag Campaign	Finance	Increased funding by 10% for the campaign.
	2.B.3- Encourage certified agriculture teachers to enter the classroom.	Marketing	Developed or expanded initiatives to encourage agriculture teachers to enter the classroom.
2.C – Increase agriculture teacher retention efforts	2.C.1 – Provide professional development opportunities related to retention efforts.	Professional Growth	Opportunities provided on the state and national levels.
	2.C.2 – Create mentoring training tools and resources to assist states in developing mentoring programs.	Professional Growth	<ul style="list-style-type: none"> Identified appropriate mentoring tools and resources. Developed mentoring tools and resources. Promoted tools and resources to state leaders.
	2.C.3 – Provide professional development to help states use mentoring tools to implement or improve mentoring programs.	Professional Growth	Made available professional development on the national, regional, and state level.
3.A-Market the tangible and intangible benefits of NAAE membership	3.A.1- Create a marketing plan to highlight membership benefits to all current and potential members.	Marketing	<ul style="list-style-type: none"> Marketing plan created. Marketing plan utilized.

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3.B- Collect accurate and timely membership information and dues.	3.B.1-Create a variety of methods for collecting membership information and dues.	Member Services	Enhanced current membership information and dues collection methods.
3.C-Enhance web-based member benefits and services	3.C.1- Develop web tools that make membership benefits more evident and accessible.	Member Services	Web tools developed.
3.D-Increase the family-friendly member services (e.g., child-care and family-oriented activities) provided at regional and national conferences	3.D.1- Determine members' needs for family services at regional and national events.	Member Services	Identified needs for family services at regional and national events.
4.A-Identify needs of current and potential NAAE members.	4.A.1- Assess why some agricultural educators are NAAE members and some are not.	Strategic Planning	<ul style="list-style-type: none"> Assessment developed. Assessment completed.
	4.A.2 – Revise membership benefits according to what we learned in the assessment.	Member Services	Membership benefits revised according to findings.
4.B-Identify ways NAAE can help states increase membership	4.B.1-Identify barriers and best practices of state association membership	Strategic Planning	Barriers and best practices identified.
	4.B.2. – Disseminate information about barriers and best practices.	Marketing	Disseminated information to state leaders.
4.C-Expand and enhance professional development programs	4.C.1- Develop new professional development programs in emerging areas such as STEM	Professional Growth	Expanded initiatives in emerging areas.
	4.C.2-Explore development of sequential professional development opportunities to meet state and federal continuing education regulations.	Professional Growth	Sequential professional development opportunities created.
5.A-Collaborate with agricultural education organizations.	5.A.1-Collaborate with AAEE.	Strategic Planning Professional Growth Marketing	<ul style="list-style-type: none"> Identified ways to encourage/support more research in areas such as: <ul style="list-style-type: none"> -The impact of agricultural education on student achievement -The post-graduation careers of agricultural education students -National trends in education Encouraged development and dissemination of practical summaries of agricultural education research Supported research by classroom teachers in collaboration with university

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			faculty on critical issues. <ul style="list-style-type: none"> • Promoted NAAE student membership and benefits within the teacher preparation cohort. • Promoted agricultural education on college campuses that feed agricultural education majors to teacher preparation programs • Created initiatives to meet professional needs of teacher educators.
	5.B.1-Collaborate with ACTE	Public Policy Marketing	<ul style="list-style-type: none"> • Strengthened national advocacy efforts for CTE including agricultural education. • Increased involvement in National Policy Seminar • Promoted the value of ACTE membership
	5.C.-Collaborate with NASAE	Strategic Planning	Work with state leaders to identify ways to strengthen ag ed programs within their states
	5.D-Collaborate with The National Council for Agricultural Education	Strategic Planning Public Policy	<ul style="list-style-type: none"> • Continued to expand National Teach Ag campaign • Continued to grow CASE • Collaborated on National Summit for Agricultural Education • Identified emerging national education and public policy issues
	5.E-Collaborate with National FFA Alumni Association	Professional Growth/Mem ber Services	<ul style="list-style-type: none"> • Work with National FFA Alumni Association on initiatives such as, but not limited to: <ul style="list-style-type: none"> -Advocacy -Role of local alumni affiliate in agricultural education programs • Possibility of joint regional and national meetings
	5.F-Collaborate with National FFA Foundation	Finance	<ul style="list-style-type: none"> • Worked with National FFA Foundation on initiatives such as, but not limited to: <ul style="list-style-type: none"> -Support for special projects -Promoting individual contributions to National FFA Foundation -Collaborating to identify potential sponsors

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	5.G-Collaborate with student agricultural education organizations	Member Services/Professional Growth	<ul style="list-style-type: none"> Worked with national agricultural education student organizations on initiatives such as, but not limited to: <ul style="list-style-type: none"> -growing professional relationships through ATA conclave, PAS conference, MANRRS conference, national FFA convention, and other events -expansion of Teachers' World at the national FFA convention
	5.H-Collaborate with National Farm & Ranch Business Management Education Association (NFRBMEA)	Member Services/Professional Growth	<ul style="list-style-type: none"> Worked with NFRBMEA on common organizational initiatives Created a needs assessment tool that will identify farm business management member needs
6.A – Ensure a quality supply of future leaders for the agricultural education profession	6.A.1 – Identify and develop potential leaders from NAAE membership.	Board Professional Growth	Initiatives were developed.
	6.A.2-Evaluate the skills, knowledge, experiences needed for an effectively functioning Board	Professional Growth	Identified effective skills, knowledge, and experiences needed.
6.B- Increase diversity of Board membership to reflect the diversity of the membership and interests	6.B.1-Work with state affiliates and regions to communicate the importance of diversity and building the next generation of leaders for NAAE	Marketing	Communicated the importance of diversity.
	6.B.2-Evaluate the by-laws to assess their adequacy in assuring election of a diverse Board	Policy & Bylaws	Evaluated the by-laws and revised as needed.
	6.B.3-Evaluate the by-laws to assess the need to revise the makeup of the Board to ensure diversity in needed skills, knowledge and experiences	Policy & Bylaws	Evaluated the by-laws and revised as needed.
6.C-Ensure that Board members are fully trained to carry out their responsibilities	6.C.1-Develop a comprehensive training program for new and returning Board members in all aspects of Board leadership	Professional Growth	Board training developed and delivered.
6.D-Ensure effectiveness of staff to accomplish organizational goals	6.D.1 – Conduct annual staff evaluations to include professional development plans	Executive Director & NAAE Board of Directors	Annual staff evaluations conducted and professional development plans created.

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	6.D.2 – Provide professional development opportunities to staff as needed	Executive Director & NAAE Board of Directors	Professional development opportunities provided to staff.
6.E-Enhance collaboration between state affiliates and NAAE to advance organizational goals	6.E.1 – Work to improve timely and accurate submission of information and payments to NAAE.	Member Services	Timely and accurate information and payments submitted to NAAE.
	6.E.2 – Provide training and resources for state association leadership	Professional Growth	Training and resources provided to state leadership.
6.F-Evaluate the usefulness/functionality of the leadership handbook	6.F.1-Conduct a review of subsections of the leadership handbook appropriate to respective audiences	Policy & Bylaws	Reviewed leadership handbook for usefulness and functionality.
6.G-Enhance functioning of committees to facilitate effectiveness of Board	6.G.1- Create a consistent committee process that will ensure continuity and institutional memory	Policy & Bylaws	Committee process ensures continuity and institutional memory.
	6.G.2- Each committee will collaborate annually with the Board to determine its charge	All committees	Board and committee collaborate annually.
6.H-Ensure long-term financial planning in support of organizational goals	6.H.1-Evaluate financial resources essential for implementation of organizational goals	Finance	Financial resources evaluated.
	6.H.2-Assess availability of funds needed for new initiatives in relation to ongoing organizational commitments	Finance	Availability of funds assessed.
6.I-Assessment and renewal of the Strategic Plan	6.I.1-Assess the strategic plan annually and establish a time frame for the renewal of the plan three years from its adoption	All Committees	Strategic plan assessed annually and renewed.