

## **Inclusion and Engagement of All Students**

Whereas, agricultural education students come from a variety of agricultural backgrounds and demographics, it is the duty of the organization to provide programs that interest and intrigue students to join the National FFA Organization for the betterment of the organization and themselves.

Whereas, we, the organization, must understand the needs of students to successfully provide for the thousands of members and students involved in FFA and agricultural education.

Whereas, the number of students in agricultural education greatly exceeds students in the organization.

Be it resolved that the committee recommends:

- the National FFA conduct a survey to evaluate the needs of students, while addressing state law, and adds the results to specific websites so it is available for educators and students to utilize as they need. The survey needs to:
  - evaluate the social demographics of agricultural education students.
  - evaluate the interests of students.
  - answer why or why not a student is in the organization.
- the National FFA revises our promotional programs to ensure they are successfully communicating the organization's diverse programs to agricultural students.
- the organization enhances FFA Nation, FFA.org, and FFA on social networking sites to interconnect differing agricultural backgrounds.
- the National FFA evaluate the success of our programs every 5 years to gauge the use of technology and variety of agriculture to ensure that the organization is including students of many different agricultural backgrounds.

*Respectfully submitted,*  
Chair- Ken Quick, New York

## Post Secondary Retention and Engagement

Whereas, the post secondary retention and engagement committee has the desire to improve and promote existing programs in post secondary education institutions and National FFA, while creating a communication network to retain and engage high school graduates.

Be it resolved that the committee recommends:

- to better communicate between chapter, state, and national levels involving Collegiate FFA by:
  - utilizing mailing lists, email, and *New Horizons*.
  - make the target market high school seniors, collegiate. students and collegiate advisors.
  - enforcing direct communication to students.
  - use online links to collegiate sites on national and state websites.
  - more frequently update the collegiate FFA website.
- to utilize the accessibility of resources and tools available to collegiate FFA chapters while keeping an updated database for rosters and surveys by:
  - a database on the National FFA website for collegiate members that will hold:
    - internships available from businesses in the agriculture industry.
    - resumes that can be visible to the agriculture industry.
    - a resume builder for the students in collegiate FFA.
  - updated contact information for all the of the collegiate FFA chapters in the country in a published form where it can be easily viewed.
  - a link on the National FFA website to the collegiate POA document.
- to determine a difference between Collegiate FFA and FFA:
  - and differ the membership numbers so collegiate chapters can be easily identified.
  - to make a distinct definition between FFA and collegiate FFA and specify the purpose of collegiate FFA with an emphasis on career success.
- increased membership and expansion through advertising, marketing, and promotion.
- to utilize and increase advertising, marketing, and promotion through digital, social, and print media by:
  - video promotion at national convention.
  - National FFA website.
  - *New Horizons*.
  - Newsletters.
  - Facebook or other social networking sites.

*Respectfully Submitted,*  
Chair-Brad Duxbury, South Dakota

## **Global Engagement**

Whereas the Global Engagement Committee sees a dire need for the National FFA to lead a global advancement of agriculture education and outreach. Our world is facing devastating issues such as hunger, poverty, lack of education, and the scarcity of resources. Our passion for living to serve should be considered on a global level by providing opportunities for education and outreach in order to continue the advancement of international agriculture in our world.

Be it resolved that the committee recommends:

- The National FFA Board of Directors to develop a Global Engagement Strategy that includes, but is not limited to the following:
  - education of American students on international issues, while also educating other countries specifically developing ones.
  - outreach in the form of humanitarian efforts of education and agricultural service.
  - key stakeholders to search for sponsorship for set programs and individuals that wish to serve the global committee.

*Respectfully Submitted,*  
Chair-Amy Lynn Peel, Oklahoma

## Program Affiliation

Whereas, the National FFA is an integral part of the three-circle model of Agriculture Education, and;  
Whereas, program affiliation could lead to an increase in membership and;  
Whereas, an increase in membership could lead to increased revenue streams in the form of sponsorships, etc, and;  
Whereas, every student enrolled in Agriculture Education would have an equal opportunity to be involved in FFA, and;  
Whereas, the affiliation program furthers the vision of the National Organization and;  
Whereas, those chapters interested in implementing the affiliation program for any reason will have the option to do so.

Be it resolved that the committee recommends:

- the National FFA Organization pursues the program affiliation option and the option be made available to all state associations.
- the National FFA Organization offer the same incentives to chapters that are not affiliated but do have 100% dues-paying membership as those that are affiliated.
- the National FFA offer reduced rates to larger chapters as a motivation for membership growth.
- the National FFA conduct a survey to assess state associations' specific needs relating to the affiliation program.
- the National FFA research the implementation of a formula-based fee schedule rather than a bracket-based fee schedule.

*Respectfully Submitted,*  
Chair-Catlin Caines, Wyoming

### **Alumni Engagement and Outreach**

Whereas, the National FFA does not have adequate distribution of media resources for FFA Alumni,

Be it resolved that the committee recommends:

- the National Alumni provide a newsletter and/or *New Visions* to all alumni members; provide educational pamphlets for American and State Degree recipients; and create a spotlight for Alumni Affiliates in the *New Horizons*.
- that the Alumni need representation at local, state, and national levels, therefore an application should be established for National Alumni speakers at local and state levels.
- the National FFA creates a National Alumni Day as a part of National FFA Week to address the lack of education regarding the benefits of National Alumni.
- developing incentives for Alumni membership, therefore the committee suggests that the National Alumni award up to five years of free Alumni membership for various FFA accomplishments.
- there is Alumni education at all levels, therefore State Officer training programs should be implemented at BLAST Off and National Leadership Conference for State Officers.

*Respectfully Submitted,*  
Chair-Ryan Best, New Mexico

## New Horizons

Whereas, the New Horizons magazine is published 6 times a year and an online version is available for all.  
Whereas all dues paying members must receive a hard copy as directed by the Audit Bureau of Circulations,

Be it resolved that the committee recommends:

- making the change from 6 to 4 printed issues.
- *New Horizons* staff increases promotion of the magazine at their discretion.
- continuing to mail *New Horizons* to individual addresses.
- The National FFA Board creates a survey to determine membership attitudes about content, readership, delivery options, etc. of *New Horizons* at their discretion.
- *New Horizons* production staff work to integrate print and online publications, offering supplementary material online that expands upon and is referred to in articles in the print version.

*Respectfully Submitted:*

Chair-Brian Jarvis, Kentucky

**National FFA Organization Program of Activities Committee  
Final Report to the  
Delegates of the 82<sup>nd</sup> National FFA Convention**

The POA Committee recommends the following:

**Awards, Degrees and SAE**

In the area of awards, degrees and SAE

- Continue to evaluate all award programs against the National Agricultural Education Curriculum Content Standards. Start new programs that are relevant and eliminate or update those that no longer hold educational value.
- Create a teaching method to help agriculture teachers learn to complete degree and award forms properly. Local Program Success team could be utilized to help assist in this process.
- Develop methods for students to gain professional certifications through proficiency areas and CDE's. Seek industry professionals for counsel.

**Chapter Programs & Activities**

In the area of chapter programs and activities

- Create a national professional development program for new agriculture teachers to increase retention and involvement in agriculture education. The program should:
  - be facilitated by young experienced agriculture teachers.
  - be offered in all states.
- Continue to implement National Quality Program Standards and National Agricultural Education Curriculum Content Standards.
- Find new ways to highlight and reward outstanding agriculture teachers within team ag ed through recognizing levels of achievement.
- Increase diversity by developing task forces with people that reflect the characteristics and have experience with the students we are trying to engage. Don't think of diversity as just a race issue; consider socioeconomic, cultural, geographical and academic interest.

**Communications & Public Relations**

In the area of communication and public relations

- Unify all visions of team ag ed.
- Define FFA brand.
- Continue to explore ways to improve FFA Nation by making it more user friendly and increasing the educational experience.
- Utilize National Officers to communicate with national news media. (i.e., Fox News, CNN, MSNBC, etc.)
- Utilize a unified system to contact all FFA members and stay in touch beyond membership such as [member@gmail.ffa.org](mailto:member@gmail.ffa.org). This system should allow access for state staff and agriculture teachers. Some potential benefits are:
  - streamlined communication with all customers.
  - ease of marketing.
  - direct line of communication for foundation relations.

## **Leadership & Personal Development**

In the area of leadership and personal development

- Expand and improve Collegiate FFA by creating legitimate competitive events and leadership roles.
- Seek funding to update leadership continuum curriculum on a regular basis instead of every five years.
- Publicize resources for leadership development in chapter members.

## **Marketing & Merchandising**

In the area of marketing and merchandising

- The black skirt and white shirt components of official dress offered in the Blue Catalog do not fit official dress quality standards. In order to increase quality FFA should partner with a company such as Jones New York or Lands End to produce these items. The Blue Catalog should offer multiple shoe options.

## **National FFA Convention**

In the area of national convention

- Have previous year's convention video available all year via the website or third party provider.
- Work to involve main media outlets such as CNN, MSN, FOX, etc..
- Increase the collegiate experience at convention to include more than workshops, and seminars, etc.

## **Foundation**

In the area of foundation.

- Provide support for smaller state foundations or states without foundations. This support:
  - can be monetary or intended to help open doors to start sponsor relationships.
  - can encourage state staff to seek help from other state staff in the areas of state officer training, professional development, etc.

Respectfully Submitted,  
National Program of Activities Committee  
Regina Holliday, Chair  
Riley Branch  
Hannah Crossen  
Nessie Early  
Laila Hajji  
Paul Moya

**National FFA Organization Auditing Committee  
Final Report to the  
Delegates of the 82nd National FFA Convention**

The Auditing Committee consisting of the six national FFA officers as per the National FFA Constitution met with Marion Fletcher, National FFA Treasurer. They reviewed a Reconciling Income Statement dated 10/16/2009 prepared by National FFA Staff and Mr. Fletcher answered any questions that arose. Due to the short time frame from the fiscal year end on 8/31/2009 the final audit will not be complete until just prior to the FFA board of directors meeting in January. The committee anticipates a clean audit. We would like to thank all the National FFA Staff for their diligent accounting practices and quality work.

The committee makes no recommendations.

Respectfully submitted,

Hannah Crossen, Chair  
Nessie Early, Secretary  
Paul Moya  
Riley Branch  
Laila Hajji  
Regina Holliday

## Dues & Amendments

### Dues

Actual Motion: The National FFA Board of Directors recommend that member dues be set at \$7.00 for 2010-11.

Passed 333 in favor and 123 opposed

### Amendment #1 (Ratification)

Actual Motion: To amend the vote by which amendments to the Constitution and Bylaws may be amended by inserting “*and ratification by a majority of the state associations with official delegates*” prior to the words “*at the National FFA Convention*” in **Article XVII, (17) Section B**, of the National FFA Constitution.

222 in favor and 218 opposed (less than 2/3 so motion failed)

### Amendment #2 (American Degree)

Actual Motion: The National FFA Board of Directors has accepted the recommendations of the American Degree taskforce with revisions and is sending the following constitutional amendments to the delegates with a suggested implementation date of 2012.

Financial Constitutional amendment wording with changes in bold:

1. Article VI. (6) Section F (American Degree), Item 5: **A student after entering agricultural education** must have: 1) earned at least \$ **10,000.00** and productively invested at least \$7,500.00; or 2) earned and productively invested **\$2,000.00** and worked 2,250 hours in excess of scheduled class time. Any combination of hours, times a factor of **3.56**, plus actual dollars earned and productively invested must be equal to or greater than the number **10,000**. Hours used for the purpose of producing earnings reported as productively invested income shall not be duplicated as hours of credit to meet the minimum requirements for the degree.
2. Article VI. (6) Section E (State Degree), Item 4: **A student after entering agricultural education** must have: 1) earned and productively invested at least \$1000; or 2) worked at least 300 hours in excess of scheduled class time; or 3) a combination there of, in a supervised agricultural experience program.
3. Article VI. (6) Section D (Chapter FFA Degree), Item 4: **A student after entering agricultural education** must have: 1) earned and productively invested at least \$150 by the member’s own efforts; or 2) worked at least 45 hours in excess of scheduled class time; or 3) a combination there of, and have developed plans for continued growth and improvement in a supervised agricultural experience program.

**311 in favor to 135 opposed (more than 2/3 so motion passes). This passed with an implementation date of 2015.**

\*See attached business session minutes for details