



LEADERSHIP FROM A DISTANCE!

NATIONAL FFA ORGANIZATION'S RESPONSE TO COVID-19: PART 2

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When the new coronavirus (COVID-19) became a worldwide pandemic, National FFA events previously scheduled to take place in person had to transition to virtual events swiftly. This summer, two leadership and professional development trainings—with audiences spanning from in-service teachers to state FFA officers—still took place despite the limitations surrounding in-person gatherings. The National Teacher Ambassadors for FFA training took place in June, while the State Officer Summit took place in July.



NATIONAL TEACHER AMBASSADORS FOR FFA TRAINING: JUNE 8-12 AND JUNE 15-19, 2020

2020 Format: Live Zoom sessions, pre-recorded video messaging and networking time in Zoom

Typically, the National Teacher Ambassadors for FFA term begins with a summer training where ambassadors convene in Indianapolis in mid-June. Not only do ambassadors get to network and meet each other, but the training also provides an opportunity for ambassadors to learn about FFA educator resources and brainstorm how they will share the resources with their peers through interactive workshops. This essential training also outlines the expectations of the ambassadors. The team at National FFA executed virtual training—using Zoom—that took place during two separate weeks in mid-June. Participants (~30 per week) joined through their computers, tablets and smartphones on Monday, Wednesday and Friday, with assigned videos and light reading on Tuesday and Thursday. A post-training survey of all participants revealed the following about the outcomes of this training:

1. All National Teacher Ambassadors for FFA in attendance rated the overall training as excellent (76 percent) or good (24 percent).
2. All but one participant agreed the virtual training was worth their time.
3. Close to 93 percent of attendees said they were satisfied with the training facilitator who facilitated the entire training through Zoom.
4. Nearly 85 percent of attendees strongly or somewhat agreed the length of the training was sufficient.
5. Networking was achieved through optional 30-minute "community groups" through Zoom after Monday and Wednesday sessions.

"Considering this training was virtual, I was apprehensive. It's been awesome! I most miss the conversations and interactions between staff and ambassadors, but National FFA staff has done an excellent job creating this as best as possible. The training was great and went way beyond my imagination...because when I thought of virtual training, I was not excited. I have left training each day with a smile."

-National Teacher Ambassador for FFA on the virtual training



STATE OFFICER SUMMIT: JULY 19-22, 2020

2020 Format: Live-streamed sessions, small groups and visits in Zoom and self-guided learning modules

Each year, the State Officer Summit allows state FFA officers to train as advocates for agriculture and FFA, as well as develop clear and consistent messaging as advocates. Previously scheduled to take place in person, the summit was moved to a virtual format for the first time in the history of the event. The summit took place entirely online and combined live-streamed large group sessions with a live chat feature, facilitated small group sessions in Zoom, self-guided online learning modules, virtual practice legislative visits, and virtual legislative visits. The summit was free of charge and facilitated by National FFA officers. More state FFA officers were able to attend than ever before—almost 100 percent.

1. The first-ever virtual State Officer Summit had 376 attendees, representing all 50 states and Puerto Rico.
2. One hundred percent of attendees said that due to the State Officer Summit experience, they are either more confident or significantly more confident in their advocacy abilities than they were before the summit.
3. Each state officer attending the summit conducted an average of one to two congressional visits virtually.
4. Eighty-two percent of attendees said that it is extremely likely that they would recommend the State Officer Summit experience to their state's next state officer team.
5. The virtual platform resulted in high ratings from attendees on the experience and the technology (see right).

4-5 STAR RATING FROM ATTENDEES



Overall Experience



Zoom Platform



Level of Engagement



Livestream and Chat

"Through this virtual format, we were able to meet with every congressman and congresswoman compared to a normal year where they may not have enough time to meet with us. Having a meeting over Zoom allowed us to meet with the senator or representative for a small period of time and then the rest of the time with their assistant."

-State Officer Summit attendee on their experience