

Texas FFA Association

2016 Public Relations Leadership Development Event

Target Audience: School Administrators *(Includes but not limited to: superintendents, principals, vice principals, counselors, department heads, business managers, class schedule clerks and athletic directors)*

Questions for Q&A Period

1. How does your FFA program align with the school district vision and mission statements?
2. How do you evaluate the effectiveness of your agricultural education/FFA program? What evidence do you have to support your evaluation?
3. As school financial resources become limited, what is the value of the agriculture education program to the school and its community stakeholders? What is the measureable return on investment?
4. What role do you see traditional agricultural education playing in a suburban school with limited production agriculture in certain areas?
5. In an urban/suburban community with many families having limited experience with agriculture, how would you assist parents to encourage their students to select a program that highlights FFA and agricultural education?
6. If a new or existing high school was contemplating adding agricultural education, what would you say to influence their decision? What benefits would you promote?
7. How many members are in your local FFA and are membership numbers increasing or decreasing over the past three to five years? What strategies would help recruit new members?
8. What is the retention rate of the local FFA membership? What strategies would help increase membership retention?
9. It is my understanding that students are required to be in an agriculture course to be a member of the FFA. Do you think students SHOULD be required to be in an agriculture course to be a member of the FFA?
10. What are the greatest benefits from participating in the FFA?
11. What is the budget of your FFA? How are those funds raised and who decides how the chapter funds are spent?
12. What are the most popular events for the FFA members to participate in? Why do you think they are the most popular?
13. Are there any FFA events that your local FFA does not participate in? Why don't they participate in those events and what would it take to start them?
14. Have any of your recent FFA graduates majored in agriculture in college and/or started careers in agriculture? What portion of your graduates actually pursue agriculture as a career?
15. What is the financial commitment to join the FFA? Are there students unable to afford the financial commitment and is anything being done (or could be done) to enable them to overcome the financial barriers and still participate?
16. How could the FFA better partner with the community and how could the school administration help to facilitate that partnership?

17. Under the current foundation high school graduation plan, students are required to identify endorsements their freshman year in high school. What endorsement should students with an agriculture and FFA interest select?
18. Students in FFA programs often travel a lot during the school year. How much school do you think is permissible for a student to miss to do well academically?
19. Students often have interest in many activities during their high school careers. How would you handle a major contest scheduling conflict?
20. I hear a great deal about the FFA as part of the Agriculture, Food and Natural Resources program. What does the FFA offer students to prepare them academically and for the work force?