DEAR TEXAS FFA MEMBERS AND STAKEHOLDERS,

AS A 96 YEAR OLD ORGANIZATION, THE TEXAS FFA ASSOCIATION IS INCREDIBLY PROUD OF THE GROWTH WE HAVE EXPERIENCED WHILE SIMULTANEOUSLY OFFERING GREATER OPPORTUNITIES, RECOGNITION, AND SUPPORT TO OUR MEMBERS AND WORKING DILIGENTLY TO ENGAGE ALUMNI, SUPPORTERS, AND INDUSTRY LEADERS.

A COMBINED EFFORT OF THE TEXAS FFA BOARD OF DIRECTORS, TEXAS FFA STATE OFFICERS, AND STAFF, A YEAR-LONG PROCESS WAS CONDUCTED TO REVIEW EXISTING STRATEGIC PRIORITIES AND IDENTIFY METHODOLOGIES TO EDUCATE STUDENTS AND PREPARE THEM TO ENTER THE WORKFORCE AS INFORMED ADVOCATES OF THE AGRICULTURAL INDUSTRY. SIGNIFICANT EFFORTS WERE MADE TO SUPPORT EDUCATORS, PROMOTE TEXAS FFA PROGRAMS, AND ESTABLISH A PIPELINE OF CONTINUOUS ENGAGEMENT FROM THE AGRICULTURAL INDUSTRY.

AS YOU'LL SEE IN THIS DOCUMENT, WE'VE SET AMBITIOUS GOALS FOR THE NEXT SEVERAL YEARS. AS WE STRIVE TO DEVELOP OUR MORE THAN 170,00 MEMBERS INTO LEADERS AND ADVOCATES FOR THE AGRICULTURAL INDUSTRY IT'S IMPERATIVE THAT WE LOOK TO THE FUTURE. TEXAS FFA AND TEAM AG ED STRIVE TO STAY TRUE TO VALUES AND TRADITIONS THAT THE ORGANIZATION WAS FOUNDED ON IN 1928 WHILE ALSO BEING INNOVATIVE AND VISIONARY TO MEET THE NEEDS OF A GROWING AND CHANGING SOCIETY. THROUGH THIS STRATEGIC DIRECTION, WE HOPE TO ADD OPPORTUNITIES FOR STUDENT DEVELOPMENT WHILE IMPROVING CURRENT PROGRAMS IN ORDER TO STRENGTHEN ADVOCACY AND EXPAND OUR IMPACT.

LOOKING AHEAD, WE ARE MOVING FORWARD WITH INTENTIONALITY, AMBITION, AND COMMITMENT. WE CONTINUE TO STRIVE TO PROVIDE AN OUTSTANDING EDUCATIONAL EXPERIENCE WHILE SUPPORTING EDUCATORS AND ENGAGING COMMUNITY MEMBERS AND STAKEHOLDERS WHO CONTINUOUSLY CHALLENGE US TO STRIVE TO ACCOMPLISH THE MISSION OF MAKING A POSITIVE DIFFERENCE IN THE LIVES OF STUDENTS BY DEVELOPING THEIR POTENTIAL FOR PREMIER LEADERSHIP, PERSONAL GROWTH, AND CAREER SUCCESS THROUGH AGRICULTURAL EDUCATION!



JENNIFER JACKSON
EXECUTIVE DIRECTOR

