TEXAS FFA ASSOCIATION

STRATEGIC PRIORITIES

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

JENNIFER JACKSON
EXECUTIVE DIRECTOR

MEMBERSHIP

170,000+

CHAPTERS

1,095

PERCENT OF NATIONAL MEMBERSHIP

18%

MEMBERSHIP GROWTH IN 10 YEARS

+78%

ACADEMIC AND AWARD SCHOLARSHIPS

$2.3 MILLION

WHO WE ARE

FFA IS A DYNAMIC YOUTH ORGANIZATION THAT DEVELOPS MEMBERS' POTENTIAL AND HELPS THEM DISCOVER THEIR TALENT THROUGH HANDS-ON EXPERIENCES, WHICH GIVE MEMBERS THE TOOLS TO ACHIEVE REAL-WORLD SUCCESS.

MISSION

FFA MAKES A POSITIVE DIFFERENCE IN THE LIVES OF STUDENTS BY DEVELOPING THEIR POTENTIAL FOR PREMIER LEADERSHIP, PERSONAL GROWTH AND CAREER SUCCESS THROUGH AGRICULTURAL EDUCATION.

MOTTO

LEARNING TO DO, DOING TO LEARN, EARNING TO LIVE, LIVING TO SERVE.

STRATEGIC PRIORITIES

ENSURE A SOUND FINANCIAL FUTURE

ENSURE A FINANCIALLY SOUND FUTURE FOR THE TEXAS FFA AND ITS PROGRAMS IN PARTNERSHIP WITH THE TEXAS FFA FOUNDATION.

EFFECTIVE COMMUNICATION

DEVELOP PROACTIVE, EXTERNAL COMMUNICATION STRATEGIES THAT PROMOTE POSITIVE PUBLIC PERCEPTION OF AGRICULTURAL EDUCATION AND FFA, AND HIGHLY EFFECTIVE INTERNAL COMMUNICATION NETWORKS THAT REACH STUDENTS, TEACHERS, VOLUNTEERS, AND OTHER STAKEHOLDERS AND SUPPORTERS.

AGRICULTURAL KNOWLEDGE AND ADVOCACY

DEVELOP AND SUPPORT PROGRAMS THAT ENCOURAGE EXCELLENCE AND DIVERSITY IN SUPERVISED AGRICULTURAL EXPERIENCE PROGRAMS, COMPETITIVE ACTIVITIES THAT ARE INDUSTRY RELEVANT, HAVE A CLEAR TIE TO THE AGRICULTURE, FOOD, AND NATURAL RESOURCES INSTRUCTIONAL PROGRAM, AND ACTIVITIES THAT ARE CROSS-CURRICULAR AND DEMONSTRATE THE INTERDISCIPLINARY NATURE OF AGRICULTURE EDUCATION.

LEADERSHIP AND PERSONAL SKILL DEVELOPMENT

ENCOURAGE EXCELLENCE IN LEADERSHIP THROUGH PROGRAMS THAT SUPPORT THE DEVELOPMENT OF EFFECTIVE LOCAL PROGRAMS OF ACTIVITIES, INSTILL LEADERSHIP VALUES CONSISTENT WITH THE PRINCIPLES OF THE FFA, AND DEVELOP SKILLS FOR A LIFE OF CAREER AND PERSONAL SUCCESS.

ACADEMIC EXCELLENCE AND COLLEGE AND CAREER READINESS

STIMULATE ACADEMIC EXCELLENCE BY THE DEVELOPMENT AND SUPPORT OF PROGRAMS THAT STIMULATE INTELLECTUAL DEVELOPMENT BY BROADENING SCHOLARSHIP OPPORTUNITIES FOR STUDENTS WHO SEEK TO PURSUE POST-SECONDARY EDUCATION AND WORKFORCE READINESS.

ENSURE A SOUND FINANCIAL FUTURE

ENSURE A FINANCIALLY SOUND FUTURE FOR THE TEXAS FFA AND ITS PROGRAMS IN PARTNERSHIP WITH THE TEXAS FFA FOUNDATION.

IDENTIFY PARTNERSHIP OPPORTUNITIES THAT CONTRIBUTE TO PROGRAM DEVELOPMENT AND IMPROVEMENT.

TEXAS FFA BOARD OF DIRECTORS AND STAFF WILL CONDUCT AN ANNUAL REVIEW OF THE OPERATIONS OF THE TEXAS FFA ASSOCIATION TO IDENTIFY EFFICIENCIES AND SUSTAINABLE OPERATIONAL PRACTICES.

THE TEXAS FFA STAFF AND BOARD WILL PUT FORTH AN ANNUAL BUDGET THAT REFLECTS A CALCULATED VIEW OF THE OPERATIONAL NEEDS TO ACCOMPLISH OUR STRATEGIC GOALS.

WORK COLLABORATIVELY WITH THE TEXAS FFA FOUNDATION TO IDENTIFY SUSTAINABLE SPONSORSHIP SUPPORT FOR TEXAS FFA PROGRAMMING.

- **CREATE A DUES REVIEW STRUCTURE TO ACCOUNT FOR THE GROWTH AND NEEDS OF THE ORGANIZATION (SAME FOR REGISTRATION/CONTESTS).**
- **REVIEW THE PERSONNEL MODEL ANNUALLY TO ENSURE THE EFFICIENCY AND PRODUCTIVITY OF THE ORGANIZATION. CONDUCT BIANNUAL PERFORMANCE REVIEWS AND PERSONNEL NEEDS ASSESSMENTS OF THE ASSOCIATION STAFF THROUGH A CONTINUOUS IMPROVEMENT MODEL.**
- **CONDUCT AN ANNUAL REVIEW OF ALL PROGRAMS AND COORDINATORS TO ENSURE FINANCIAL VIABILITY AND PROGRAM EFFECTIVENESS.**
- **CREATE A SPONSORSHIP FULFILLMENT MODEL THAT IS INCLUSIVE OF ALL SUPPORT OF ASSOCIATION PROGRAMS.**

EFFECTIVE COMMUNICATION

DEVELOP PROACTIVE, EXTERNAL COMMUNICATION STRATEGIES THAT PROMOTE POSITIVE PUBLIC PERCEPTION OF AGRICULTURAL EDUCATION AND FFA, AND HIGHLY EFFECTIVE INTERNAL COMMUNICATION NETWORKS THAT REACH STUDENTS, TEACHERS, VOLUNTEERS, AND OTHER STAKEHOLDERS AND SUPPORTERS.

DEVELOP AND ENHANCE RELATIONSHIPS THROUGH EFFECTIVE AND FREQUENT COMMUNICATION THROUGH DIVERSE COMMUNICATION MEDIA IN ORDER TO ENGAGE ALL STAKEHOLDERS.

CLEARLY COMMUNICATE THE PURPOSE AND GOALS OF THE ORGANIZATION IN MEANINGFUL AND RELATABLE WAYS IN ORDER TO MOTIVATE AND INSPIRE OUR AUDIENCE.

ENHANCE THE CULTURE OF THE TEXAS FFA ASSOCIATION AND REINFORCE AND ENCOURAGE POSITIVE CHANGES THROUGH COMMUNICATION.

- **UTILIZE THE GROWING OUR FUTURE MAGAZINE TO COMMUNICATE THE STORY OF THE TEXAS FFA AND AGRICULTURE EDUCATION.**
- **UTILIZE DIVERSIFIED SOCIAL PLATFORMS TO EDUCATE MEMBERS, STAKEHOLDERS, AND THE GENERAL PUBLIC AND ADVOCATE FOR AGRICULTURE EDUCATION AND THE INDUSTRY.**
- **SHARE FREQUENT EMAIL UPDATES TO INFORM AND PROMOTE ORGANIZATIONAL PROGRAMS.**
- **ACCURATELY REPRESENT THE ECONOMIC AND EDUCATIONAL IMPACT OF THE TEXAS FFA PROGRAMS.**
- **PROVIDE EASILY ACCESSIBLE PROMOTIONAL AND BRANDING MATERIALS TO CHAPTERS AND ADVISORS TO ALLOW CONSISTENT MESSAGING AND VISUALS ACROSS THE STATE.**

AGRICULTURAL KNOWLEDGE AND ADVOCACY

DEVELOP AND SUPPORT PROGRAMS THAT ENCOURAGE EXCELLENCE AND DIVERSITY IN SUPERVISED AGRICULTURAL EXPERIENCE PROGRAMS, COMPETITIVE ACTIVITIES THAT ARE INDUSTRY RELEVANT, HAVE A CLEAR TIE TO THE AGRICULTURE, FOOD, AND NATURAL RESOURCES INSTRUCTIONAL PROGRAM, AND ACTIVITIES THAT ARE CROSS-CURRICULAR AND DEMONSTRATE THE INTERDISCIPLINARY NATURE OF AGRICULTURE EDUCATION.

- **INSTILL IN STUDENTS THE VITAL ROLE OF AGRICULTURE, FOOD, AND NATURAL RESOURCES IN SUSTAINING AND ADVANCING THE GLOBAL POPULATION.**
- **ENGAGE ALL STUDENTS IN EACH COMPONENT OF THE THREE-COMPONENT MODEL.**
- **CREATE HIGH-QUALITY, EASY-TO-IMPLEMENT RESOURCES FOR TEACHERS TO UTILIZE TO REINFORCE THE PROGRAMS OF TEXAS FFA.**
- **THROUGH EDUCATION AND OUTREACH EFFORTS, DEVELOP STUDENTS TO BECOME STEWARDS OF THE AGRICULTURAL INDUSTRY AND THE SIGNIFICANCE OF AGRICULTURE EDUCATION.**

- **PROVIDE OPPORTUNITIES TO DEMONSTRATE KNOWLEDGE AND SKILLS GLEANED FROM THE AGRICULTURE CLASSROOM THROUGH LEADERSHIP AND CAREER DEVELOPMENT EVENTS.**
- **PROVIDE AGRICULTURAL PROFESSIONAL DEVELOPMENT OPPORTUNITIES THROUGH THE TEXAS FFA LEADERSHIP CONTINUUM TO INCLUDE: EXCELLENCE CONFERENCES, STATE LEADERSHIP CONFERENCE, MVP TRAINING, AND ONLINE TRAINING RESOURCES FOR CHAPTER, DISTRICT, AND AREA LEADERS.**
- **THE QUALITY COUNTS CERTIFICATION DEVELOPS FFA MEMBER'S PERSONAL GROWTH AND ETHICAL BEHAVIOR RELATED TO LIVESTOCK SAES AND THEIR INTRODUCTION INTO THE FOOD SYSTEM.**
- **EDUCATE MEMBERS ON THE IMPACT OF ADVOCACY AND THE IMPORTANCE OF LEGISLATIVE PROGRESS THROUGH THE DAY AT THE CAPITOL AND LEGISLATIVE LEAD EVENTS AND CAREER EXPO.**
- **BUILD EDUCATIONAL RESOURCES AND CONDUCT VIRTUAL LEARNING OPPORTUNITIES TO REINFORCE SAE AND FFA OPPORTUNITIES, AND CLASSROOM INSTRUCTION.**

LEADERSHIP AND PERSONAL SKILL DEVELOPMENT

ENCOURAGE EXCELLENCE IN LEADERSHIP THROUGH PROGRAMS THAT SUPPORT THE DEVELOPMENT OF EFFECTIVE LOCAL PROGRAMS OF ACTIVITIES, INSTILL LEADERSHIP VALUES CONSISTENT WITH THE PRINCIPLES OF THE FFA, AND DEVELOP SKILLS FOR A LIFE OF CAREER AND PERSONAL SUCCESS.

- PROMOTE SKILL ATTAINMENT, CHARACTER DEVELOPMENT, AND CRITICAL THINKING.
- DESIGN AND IMPLEMENT OR IMPROVE CURRENT PROGRAMS THAT OFFER OPPORTUNITIES FOR CONTINUED GROWTH OF MEMBERS.
- CONTINUOUSLY WORK TO ESTABLISH EXPECTATIONS OF A POSITIVE CULTURE WITH OPEN LINES OF COMMUNICATION.
- INSTILL IN MEMBERS THE VALUE OF SERVANT LEADERSHIP.
- DEVELOP A STATEWIDE PROGRAM OF ACTIVITIES THAT ENCOURAGES ALIGNMENT AT THE CHAPTER LEVEL.

- PROVIDE LEADERSHIP DEVELOPMENT OPPORTUNITIES THROUGH THE TEXAS FFA LEADERSHIP CONTINUUM TO INCLUDE: EXCELLENCE CONFERENCES, STATE LEADERSHIP CONFERENCE, MVP TRAINING, AND ONLINE TRAINING RESOURCES FOR CHAPTER, DISTRICT, AND AREA LEADERS.
- WORK WITH STAKEHOLDERS TO DISCOVER OPPORTUNITIES TO EDUCATE AND IMPACT MEMBERS.
- HOST MEANINGFUL LEADERSHIP WORKSHOPS DURING STATE CONVENTION TO PROVIDE FURTHER OPPORTUNITIES FOR LEADERSHIP DEVELOPMENT.
- DEVISE RESOURCES FOR THE DEVELOPMENT AND EXECUTION OF PROGRAM OF ACTIVITIES THAT INCLUDE COMPONENTS OF STRENGTHENING AGRICULTURE, GROWING LEADERS, BUILDING COMMUNITIES.
- EXECUTE IMPACTFUL CAPSTONE SERVICE PROJECTS THROUGH THE FORD LEADERSHIP SCHOLAR PROGRAM AND AREA AND STATEWIDE COMMUNITY SERVICE PROJECTS.

ACADEMIC EXCELLENCE AND COLLEGE AND CAREER READINESS

STIMULATE ACADEMIC EXCELLENCE BY THE DEVELOPMENT AND SUPPORT OF PROGRAMS THAT STIMULATE INTELLECTUAL DEVELOPMENT BY BROADENING SCHOLARSHIP OPPORTUNITIES FOR STUDENTS WHO SEEK TO PURSUE POST-SECONDARY EDUCATION AND WORKFORCE READINESS.

- PROMOTE ALL CAREERS AND EDUCATION OPPORTUNITIES INCLUDING TECHNICAL SCHOOLS AND CERTIFICATION PROGRAMS.
- WORK IN CONJUNCTION WITH THE TEXAS AGRICULTURE SCIENCE TEACHERS ASSOCIATION TO CREATE HIGH-IMPACT TEACHING STRATEGIES AND BEST PRACTICES FOR STUDENT ENGAGEMENT TO PROMOTE LEARNING AND INCREASE RETENTION.
- PROVIDE CHALLENGING COMPETITIVE OPPORTUNITIES FOR STUDENTS TO PARTICIPATE IN AND RECEIVE RECOGNITION FOR SAE INVOLVEMENT.
- INTRODUCE STUDENTS TO VARIOUS AGRICULTURALLY-BASED CAREERS AND OPPORTUNITIES THROUGH CAREER WEEK. PROVIDE AGRICULTURAL SCIENCE TEACHERS WITH A READY-MADE CURRICULUM TO IMPLEMENT THIS WEEK OF CONTENT.
- SEEK AND PROMOTE COMPETITIVE SCHOLARSHIP OPPORTUNITIES FOR ALL MEMBERS.
- PROVIDE OPPORTUNITIES FOR STUDENTS WITH UNIQUE EXCEPTIONALITIES TO COMPETE AND PARTICIPATE WITHIN THE FFA.

- ACADEMIC AND AWARD SCHOLARSHIPS.
- TEXAS FFA AWARDS AND DEGREES.
- TEXAS FFA COMPETITIVE EVENTS
- CREATE AND FACILITATE PROFESSIONAL NETWORKING, WORKFORCE TRAINING, AND INTERN OPPORTUNITIES THROUGH WORK-BASED LEARNING.
- CONNECT MEMBERS TO A VARIETY OF WORKFORCE OPPORTUNITIES AND EMPLOYABILITY SKILLS DURING TEXAS FFA CAREER WEEK AND THE CONVENTION CAREER EXPO.