



# *Strategic Plan*

## *2003-2008*

*Adopted by the National AITC Consortium  
June 25, 2003*

A priority for the 2002-2003 AITC Consortium Executive Committee has been to implement a strategic plan for the organization. Numerous Conference Calls and e-mails have been exchanged in the creation of this working document. This plan, like all strategic plans, is simply intended to be map to keep the Consortium Leadership on track toward reaching our goals as established for the next five years. The plan will be used to measure our successes and progress over time. Questions about the Goals or Objectives relating to this plan should be directed to your Consortium Regional Representatives or the Consortium Executive Officers.

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### **Purpose of AITC Consortium:**

The purpose of this organization is spelled out in Articles 1 Section B of the AITC Consortium Constitution, which can be found on the national AITC Website (<http://www.agclassroom.org/consortium/constitution.html>)

The purposes for which this Consortium of State Agriculture in the Classroom Programs formed include the following:

1. To assume and maintain an active national role in promoting agricultural literacy programs.
2. To provide input into the selection process of the National Director at the United States Department of Agriculture.
3. To provide leadership and a professional network for state Agriculture in the Classroom Programs and State Contacts.
4. To work to insure continuity of the Agriculture in the Classroom Program.
5. To identify funding sources for agriculture literacy programs that would meet Consortium objectives.
6. To work in cooperation with other national agricultural leadership and/or literacy programs to achieve common goals and objectives.

GOAL 1: To assume and maintain an active national role in promoting agricultural literacy programs.

➤ Develop and Implement On-Line Resource Directory

- By the June 2003 National Conference, release a proto-type of the On-Line Resource Directory.
- By December 2003 have reviewers in place and Resource Directory in place on the National AITC Website.
- Ongoing since June 2003 maintenance reviewing of materials, refining web-site, and updating materials.

➤ Continue and Expand Excellence in Teaching About Agriculture Award

- By 2005 50% of all eligible states will submit applications for the Excellence Award
  - Work at the 2004 and subsequent Regional Meetings to encourage states to submit Excellence Awards Applications
- Form a Consortium/USDA Committee to expand Excellence Award beyond teachers. Including but not limited to: informal educators, team teachers, volunteers, etc.
  - Committee will consist of the following representatives:
    - Lynda Danos-LA/Kevin Daugherty-IL—CO-Chair
    - Willie Grenier-ME
    - Louise Lamm-NC
    - Shannon R. Andreen-Shipp—WY
    - Al Withers-MN
    - Alt: Bob Leege-WI
  - Committee to meet via conference call/e-mail and report at the 2003 USDA Consortium Meeting in Nashville, TN. Action by June 24, 2003.
- Work to encourage more public exposure for Excellence Award Winners.
  - Work with traditional agriculture and education media to showcase teachers award winners
  - Encourage Excellence Award Winners give at least 2 presentations in the following 12 month period to help publicize the award opportunity.

➤ Expand AITC Publicity Efforts

- Promote AITC Website as gateway to National AITC Program
  - Offer state contacts Website promotional trinkets for distribution to teacher network in 2004 via Public Relations Committee
  - Purchase Advertising Space in teacher publications as budget allows beginning in 2005
- Highlight accomplishments in national press-release to agriculture media.
  - Provide opportunities for AG Friendly texts to be highlighted at National Conference

- A Publicity Committee will be formed to address AITC publicity opportunities.
  - Committee will consist of a representative from each region.  
Janet Hawkes-NY/Judy Roush-OH—CO-Chair  
Committee will be formed at the June 2003 Consortium Meeting.
  - Committee will address ways to promote AITC teachers and students via print and website.
- A Congressional Liaison Committee will be formed to address AITC Congressional Opportunities.
  - President Charles Curtis has appointed Diane Olson, Past President, (Missouri) to this role.
  - Congressional visits by state contacts and the AITC Executive Committee will be encouraged.

GOAL 2: To provide input into the selection process of the National Director at the United States Department of Agriculture.

- Continue positive working relationship with National Program Leadership of AITC and USDA AITC Staff.
  - Foster open lines of communication between National Office and Consortium Leadership
  - Foster communication between National USDA AITC Office and Consortium member states
  - Leadership of AITC Consortium will continue biannual meetings with the National Program Leadership in person, and via scheduled conference calls.
- Continue positive working relationship with National Program Leadership of AITC and USDA AITC Staff on their priority issues
  - Offer input and assistance by state in developing programs for use across the nation.
  - Current priority issues for the USDA AITC National Program and for the Consortium include:
    - Science Literacy at the Elementary Education and Middle School Level.
    - Careers in Agriculture.
    - Nutrition/Public Health/Food Safety as related to Agriculture for all levels.
    - Pre-Service Teacher education showing the benefits of incorporating Agriculture into existing curriculums.
    - Agriculture as an International Enterprise for all levels.

GOAL 3: Provide leadership and a professional network for state Agriculture in the Classroom Programs and State Contacts.

- Develop and distribute new resources for all states provided regularly through USDA AITC and between states.
  - Work with USDA Interdepartmental Organizations to develop resources for state use. (i.e. Forest Service, Space Ag in the Classroom, Career Choices for Secondary Education, Physical Fitness, Health Nutrition)
    - Maintain and enhance agclassroom.org
  - Highlight and Promote Outstanding State Initiatives and encourage cooperation and collaboration among states
    - State Features on AITC Website
    - Consortium E-Newsletter
    - Regional Meetings
- Provide additional professional assistance to strengthen state programs
  - Encourage national presence of Consortium and National AITC Staff at Regional Meetings
    - Determine Regional Meeting dates and locations at National Conference.
  - Provide travel assistance to states
    - Establish committee to implement travel assistance within budgetary constraints.
- Develop a comprehensive State AITC Report for use at national and state levels.
  - Establish a standard 1 page State of AITC report that can be distributed with national information on one side, and state specific information on reverse
    - Form a task force comprised of a chairman, 1 Non-Executive Committee representative from each region, President Elect, and encourage National AITC Office participation during 2004 for use by 2005 Conference.
    - Debra Spielmaker, UT has agreed to serve as chair of this committee.
    - Task force should meet via e-mail and conference call and have a report for National AITC consideration by September, 2004.

GOAL 4: Work to insure continuity and excellence of the Agriculture in the Classroom Program.

- Work with textbook publishers on agriculture sections in all texts.
  - Establish contact with various publishing houses and offer assistance and expertise of the Consortium of State Contacts
- Encourage State by State Evaluation of the AITC program.
  - By 2005 Establish a variety of sample evaluative criteria for AITC Evaluation
  - Highlight State Evaluation from the 2005-2006 Consortium Year at the 2006 National Conference
- Hire a Consortium Staff Person or explore donated USDA/National Organization staff to work with consortium.
  - Consider funding a Consortium Staff Person to be hired during the 2007 Consortium year.
  - Major responsibilities to include media exposure, public relations, fundraising, and grant writing
- Continue Regional AITC Meetings
  - Offer incentives (including funding) for participation at regional meetings
  - Encourage regions to move meetings throughout the region
  - Establish dates and location 6-9 months in advance to encourage maximum participation
- Increase awareness of AITC by US Department of Education
  - Initiate Executive Committee Meetings with Department of Education Staff
  - Encourage State Contacts to work with State Boards of Education and report their work to the Consortium/AITC National Office.
- Generate long term excitement for National Conference
  - Offer greater opportunities for regional participation for teachers/AITC presenters/ volunteers within National Conference
  - Offer greater promotional opportunities for Upcoming Conferences at National Conferences and via website.

GOAL 5: Identify funding sources for agriculture literacy programs that would meet Consortium objectives.

- Work to grow the USDA AITC Budget to \$2 Million.
  - Encourage Consortium Leadership to visit congressional leaders associated with AITC
  - Provide Congressional Leaders with AITC Success stories
  - Involve Partners as appropriate to share in telling the AITC story.
- Increase state AITC Program Grants
  - Highlight initial State Mini-Grant Winners at the 2004 National Conference.
  - By 2005 50% of eligible states will apply Mini-Grants
  - Dedicate a portion of Consortium Auction Funds to Mini-Grant fund
  - By 2007 grant funding will increase to \$250,000

GOAL 6: Work in cooperation with other national agricultural leadership and/or literacy programs to achieve common goals and objectives.

- Increase partnerships to expand impact using existing programs and nationally recognized events.
  - Via exhibits ensure Consortium Leadership is represented at National Events
  - Highlight new and existing partners via press releases to agriculture and educational media.
  - Collaborate with other national organizations at their meetings.
- By 2008 Hold an Ag Literacy Summit
  - Work with USDA Intergovernmental Agencies to host an Agriculture Literacy Summit
  - Work with Contacts from Department of Education for potential co-sponsorship.
- Expand AITC Program within the area of Environmental Education-including Natural Resources and Conservation Education

Set meeting with Environmental Education and Natural Resource Education officials at National

- Level, and encourage such meetings at the state level.

## TIMELINE FOR ACTION

June 2003	Form Publicity Committee (co-Chair Judy Roush, Janet Hawkes) Form Congressional Liaison Committee (Diane Olson Chair) Form State Report Committee Excellence Award Committee Report—Action to be taken On-Line Resource Directory Presentation
October 2003	Consortium/USDA Meeting
December 2003	Reviewers in Place for On-Line Resource Directory
Spring 2004	Encourage Excellence Award Applications at Regional Conference Consortium/USDA Meeting Offer Consortium Trinket to states to use as appropriate
June 2004	Highlight State Mini Grant Recipients at National Conference
September 2004	State Committee Report Report Publicity Committee Report
Fall 2004	Consortium/USDA Meeting
Spring 2005	Consortium/USDA Meeting Budget for Advertising Space in Teacher Publication
March 2005	50% of Eligible States submit Excellence Applications 50% of Eligible States submit Mini Grant Applications
June 2005	Update on Continued Review of Materials for On-Line Resource Directory
June 2006	Sample State Evaluations for AITC Effectiveness showcased at National Conference
2007	Consortium Hires Staff Person Grant Funding Increases to \$250,000
2008	Hold National Agricultural Literacy Summit