

**Strategic Planning Committee Minutes**  
**NAAE Convention**  
**Thursday, November 29, 2018 at 11:00 a.m.**  
**Grand Hyatt, Meeting Room Travis CD**

**Strategic Planning Committee Mission**

*The goals and objectives of the Strategic Planning Committee are to review and revise the strategic plan and to set the direction of NAAE covering the profession, its mission, and the organization.*

**Agenda:**

- I. Call to Order - Stephanie Jolliff called the meeting to order at 12:01 on November 29, 2018 at the Grand Hyatt, Meeting Room Travis CD.

**Attendance:**

Nicole Bambino	OR	Tamra Herschbach	NV
Emily Sewell	OK	Chad Ayers	NC
Janae McMichael	PA	Dana Wood	NC
Mike Gaspar	AZ	Anthony Meals	KS
Ruby McCracken	GA	Nicole Nelson	WI
Jeff Papke	OR	Duane Fisher	IA
Kaylu Liddiard	UT	Nick Nordwald	MO
Kasee Smith	ID	Arrow Albisu	NV
Krista Pontius	PA	Charmi Pommerering	NV
Tyler Vester	TN	Susan McCullough	AK
Kristin Witte	NE	Jeremy Dabekow	MN
Rob Yates	MT		

**The committee worked to review the current NAAE Strategic Planning document.**

***The minutes of the Review of Strategic Plan:***

**Policy & Bylaws Committee Review**

- Strategic Planning review sub-chair – Ruby McCracken (GA) 423-605-0939.

Overarching question:

- Is there a set Policy Manual review that has the document reviewed every 3 years and as needed?

- Is the Strategic Plan reviewed every 5 years to analyze the mission & vision & goals to ensure they align with where we want our organization to go?
- 6.B.2 – Evaluate the by-laws to assess their adequacy in assuring election of a diverse Board
- Does there need to be a timeline for review of Bylaws so that the indicator has a measurable indicator?
- 6.B.3 – Evaluate the by-laws to assess the need to revise the makeup of the Board to ensure diversity in needed.
- Does there need to be a timeline for review of Bylaws so that the indicator has a measurable indicator?
- 6.G.1 – Create a consistent committee process that will ensure continuity and institutional memory
- How is institutional memory being created?

### **Public Policy Committee Review**

· Strategic Planning review sub-chair – Emily Sewell – 918.606.4310

Overarching question:

- Would it be helpful to identify specific examples of the indicator, instead of broad statements?
- Could hyperlinks be included in the indicator or outcome (new) column?
  - 1.B.2 – Expand the involvement of state leaders at the National Policy Seminar
    - Grow 1.B.2 to empower people with 1.B.4.
  - 1.B.4 – Provide advocacy tools and resources for members to use at the local, state, regional, and national levels.
    - What is our lobbying approach?
    - Would it be helpful to connect this to 1.B.2?
- 5.D – Collaborate with The National Council for Agricultural Education
  - Suggestion: this should be green for Public Policy (could be printer ink error, we are not sure)
  - What does this specifically look like?
  - Can we use ideas from the summit for ALL groups? How do Summit ideas fit into our strategic plan?
- 5.D.1 – Collaborate with ACTE
  - Should we ask clarity about the value of ACTE membership in combination with NAAE?

### **Finance Committee Review**

· Strategic Planning review sub-chair – Charmi – 775.790.3951

Overarching Questions:

- All Finance items are black – Can we get them updated with colors?
- Can we mark priority mark indicators?

- Possibly add a column so board, committee, regional committees, and/or others can determine areas that have precedence over other areas?
- Insert the approved column into the strategic plan.
- 2.B.2 – Support and expand the National Teach Ag Campaign
  - Yellow or Red?
  - Was the indicator (Increased funding by 10% for the campaign) met?
  - How do we get this information to those that do not know about it?
- 5.F – Collaborate with National FFA Foundation
  - Are we financially supporting (Support for special projects) or is there other support?
  - What are specific examples of that support?
- 6.H.1 & 2 – Ensure long-term financial planning in support of organizational goals
  - What was determined with – financial resources and availability of funds assessed

### **Marketing Committee Review**

- Strategic Planning review sub-chair – Tamra Herschbach – 775.434.9065
  - 1.A.1.a – Develop a set of messages related to the contributions of agricultural education in student success in STEM academic areas and achieving Common Core State Standards.
    - Would it be beneficial to have additional data on communications?
    - Who is the target market? Students, teachers, administrators, or other directions
  - 1.A.1.c – Develop as a set of messages related to the potential for students to earn college credit while enrolled in high school agricultural courses.
    - Who is developing this message and what is our message?
    - Who are we marketing to? Non-ag teachers, guidance, ACTE, Administration, Directors/CTE, PSA, legislators, students, parents?
    - This line item is duplicated in the strategic plan.
  - 2.A.1.a – Partner with National FFA Organization to build existing resources
    - Why is it an action to only partner with National FFA? Should we look to partner with business?
  - 4.B.2 – Disseminate information about barriers and best practices
    - Should we also focus on administration and legislators and educating them about agricultural education?
    - Suggestion: Add to another item in the indicator column – Create venues/COP resources that are easily accessible and marketed to disseminate the information to teacher and administrators.
  - 5.B.1 – Collaborate with ACTE
    - Partnerships should be ongoing with ACTE therefore this can never be red! We suggest adding another color that would be a sustained line item.

### **Strategic Planning Committee Review**

Strategic Planning review sub-chair - Nick Nordwald 573-472-8853

4.A.1 - Asses why some agriculture educators are NAAE members and some are not.

- Survey? Process or Vision

4.B.1 - Identify barriers and best practices of state association memberships

- Where is this available?

5.C. - Collaborate with NASAE

- Should this be in Public Policy or Professional Growth

### **Professional Growth Planning Committee Review**

Professional Growth Planning sub-chair - Kristen Witte 402-380-5232

Overarching Questions:

- Indicators need examples or tangible items. By region and or by state.
- For overlapping committee actions how do we know who is doing what?
- Add year when the action is done or updated.
- Color code each indicator
- Is the committee in charge of their area reviewing their changes when they meet?

1.B.1 - Educate members to understand advocacy, not limited to the political process, and their role as as advocates at all levels including community, state and national

- What workshops or professional development are they looking at?

2.A.1.b - use National Quality Standard (NQPS) to design and improve programs

- What programs are they going to stare? Examples

2.B.3 - Encourage certified agriculture teachers to enter the classroom.

- What opportunities or Scholarships

2.C.2 - Create mentoring training tools and resources to assist states in developing mentoring programs.

- STAR Program

2.C.3 - Provide professional development to help states use mentoring tools to implement or improve mentoring programs.

- STAR Program, Dollars for this program.

4.C.1 - Develop new professional development programs in emerging areas such as STEM

- Examples, Inquiry or CASE
- What counts as emerging?

### **Committee Recommendations for NAAE:**

1. Long term Strategic Planning reviews:
  - a. Review the bylaws and operating policy every three years and as needed

- b. Review the alignment of NAAE Vision & Mission with the Strategic Plan every five years
- 2. Expand the documentation of the Strategic Planning process:
  - a. Add an additional level to the color code progress monitoring system; blue will represent in progress and on-going activities
  - b. Add color coding progress monitoring system to the strategic planning indicator column; in addition to the current color coding in the committee responsible column
- 3. Enhance cohesive strategic planning across the country with grassroots collaboration and support by hosting statewide leadership meetings at NAAE and Region conferences.