

## GVATA Tactical Plan 2010

Committee: **Professional Membership and Relations Services**

**1-14-10**

Purpose: To promote enrollment and retention of NAAE and GVATA members.

Committee Chair: Shannon Lawrence

2010-Committee Members: Jason Cantrell(2), Steven Sheram, Jay Borden, Josh Drew, Terry Brown, Abby Tippens.

**Ways and Means: Develop and implement a membership drive program aimed at achieving annual growth in total numbers of active GVATA and NAAE members. Focus areas would include: active teachers, UGA, FVSU, and ABAC student membership, University staff membership, state staff and adult staff membership.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Develop a notebook and lesson plan for students in Agricultural Education and all new teachers. The packet will highlight information about GVATA and NAAE. Packet should include information about history, mission, current dues structure, contests and recognition available through NAAE and GVATA.	Committee Chair	9-01-10
2(A) GVATA Area Directors will contact GVATA members to visit UGA (Athens and Tifton), FVSU, and ABAC to encourage students to become involved and explain benefits of membership as well as current dues structure.	GVATA Area Directors	5-01-10
2(B) GVATA President will visit UGA (Athens and Tifton), FVSU, and ABAC to encourage students to become involved and explain benefits of membership, and current dues structure.	GVATA President	5-01-10
3. GVATA Area Directors and fellow teachers contact each teacher inviting them to join GVATA and NAAE.	Area Directors	10-31-10

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| 4. | GVATA President will send letters to state staff, area teacher staff, and University staff to ask them to encourage teacher membership in GVATA and NAAE. | GVATA President | 10-31-10 |
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| 5. | Develop a pamphlet to give to prospective members promoting the benefits of GVATA membership and distribute at the Mid Winter Conference Student Teacher Luncheon.  | Committee Chair      | 1-15-11 |
| 6. | The Region Coordinators will assist the GVATA Area Directors in identifying new teachers especially those coming from out of state in order to inform them about the benefit of becoming a member of GVATA. | GVATA Area Directors | 9-01-10 |

**Ways and Means: Conduct a leadership/orientation workshop about the opportunities of membership in GVATA and NAAE.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Conduct a "New Teacher Registration" at summer conference. A GVATA officer and selected members will attend and provide information on all the opportunities that membership in GVATA provides. Members of this committee will be present to assist with registration.	President-Elect	6-10
2. GVATA Area directors will be familiar with membership Opportunities and pass along these opportunities to teachers during area meetings	GVATA Area Directors	9-10

3. Update GVATA website on a frequent basis

David Turner

Monthly

**Outcome of committee: (Professional Membership and Relations Services)**

Committee: **Professional Improvement and Program Development (STANDARDS)** 1-14-10

Purpose: To serve as a means of self-evaluation leading to improvement relating to professional growth and program development.

Committee Chair: Josh Allen

Committee Members: Zach Lumpkin, John Harrison, Scott Register, Fanisha Maze, Ray Greeson, and Brittany Neff

**Ways and Means: Evaluate professional development workshops needed for members and make recommendations considering industry advised changes in technical information.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Develop and post a needs assessment survey relating to in-service training to be attached to the end of the yearly program of work evaluation.	Area Teachers and GA Ag Ed Curriculum Coordinator	3-31-10
2. Survey specific agriculture industries to determine necessary employment skills and subsequent changes/updates in technical information	Area Teachers	on-going

**Ways and Means: Provide encouragement through an incentive plan to increase teacher participation in professional development workshop activities.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Continue to offer PLU credits for Mid-Winter and Summer Leadership Conference.	State Director	annually
2. Encourage workshops that promote educational materials for participants.	State Director & State Staff	on-going
3. Secure grants that would reimburse participants for expenses other than local funds.	State Director & State Staff	annually

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| 4. | Provide opportunities for PLU credit statewide throughout the year. | State Director | on-going |
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**Committee: Professional Leadership and Service**

**1-14-10**

Purpose: To develop and evaluate the agriculture education program for leadership and services by promoting activities that recognize agricultural teachers and programs for distinguished achievements.

05-Committee Chair: Reggie Beasley

Committee Members: Sallie McHugh, Hank Majeski, Dennis Gay, Olin Cannon, John Pettit, and Jessica Bowden.

**Ways and Means: Encourage participation in GVATA and NAAE workshops by all agricultural educators at state, regional and national conferences.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Provide area director with information on fall and winter workshops by e-mail, telephone, postal mail or fax.	Exec. Sec.	Fall/Winter Meeting
2. Promote fall and winter workshops verbally and through dissemination of written material at area meetings	Area Director	Fall/Winter Meeting
3. Provide workshop information in all GVATA newsletters	Exec. Sec.	Quarterly newsletter
4. E-mail workshop information to GVATA members prior to dates.	Exec. Sec.	on-going
5. Provide Professional Learning Units to GVATA members attending approved workshops.	Region Coordinator	Following workshop

**Ways and Means: Agriculture Teachers attend the GVATA and NAAE Conference.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Plan Mid-Winter conference	State Staff	Exec. Meetings
2. Promote GVATA Mid-Winter verbally.	Area Director	Fall/Winter meeting
3. Provide mid-winter conference information in fall newsletter.	Exec. Sec.	Fall newsletter
4. E-mail mid-winter conference information to members.	Exec. Sec.	Fall newsletter
5. Provide professional learning units to members participating in mid winter conference.	State Staff	After conference
6. Provide registration prior to conference.	Region Coordinator Fall meetings	
7. Provide funding in travel and sustenance to executive board to represent body at NAAE Convention.	Exec. Sec.	December
8. Plan GVATA summer conference.	Exec. Board	April-July
9. Promote GVATA summer conference verbally and through dissemination of written material at area meetings.	Area Director	Winter/Spring Mtg.
10. Provide GVATA summer conference information in newsletter	Exec. Sec.	Spring Newsletter
11. E-mail summer conference information to GVATA members.	Exec. Sec.	Spring
12. Provide professional learning units to members participating in summer conference.	State Staff	July 09

13. Provide registration prior to summer conference. State Staff May-July

**Ways and Means: Name and recognize a state winner in the NAAE “Outstanding Young Member Award”, “Outstanding Middle/Secondary Agricultural Education Program Award”, “Outstanding Postsecondary/Adult Agricultural Education Program Award”, “Outstanding Agricultural Teacher Award”**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Nominate one eligible GVATA member per area for each of the four NAAE award categories.	Area Director	March
2. Area nominees will be notified by the Area Director and receive an application and instructions for State and National recognition prior to due date.	Area Director	March
3. Area representatives will complete the application with the assistance of area director.	Applicant	April
4. The state winner will be selected by the GVATA Executive Committee.	GVATA President	April
5. Application will be forwarded to the NAAE Region Vice-President	Exec. Sec.	May
6. State winners will be recognized at GVATA Awards Luncheon.	GVATA President	July

**Ways and Means: Recognize those individuals who will receive the “Teacher of Teachers”, Thirty Minute Club”, “Years of Service”, and “Ideas Unlimited” awards.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
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| 1. | Eligible teachers will be encouraged to apply     | Area Director   | Area Meetings |
| 2. | Executive committee will determine state winners. | Exec. Committee | April         |
| 3. | Awards will be ordered by Executive Secretary     | Exec. Sec.      | May           |
| 4. | Awards will be presented at summer conference.    | GVATA President | July          |

**Ways and Means: Name the GVATA Outstanding Ag. Ed. Team Member**

- | <u>Activities (Steps) needed to complete Ways and Means</u>       | <u>Responsible</u> | <u>Completion Date</u> |
|---|--------------------|------------------------|
| 1. Appoint a committee of GVATA members from each region.         | GVATA President    | Mid-Winter Conf.       |
| 2. Committee will select an Ag. Ed. Team member to receive award. | Committee          | Mid-Winter Conf.       |
| 3. Winner will be recognized at the GVATA Summer Conference       | GVATA President    | July                   |

**Ways and Means: Purchase and award NAAE jewelry, jackets, caps, certificates, and plaques in GVATA awards and recognition programs.**

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|---|--------------------|------------------------|
| 1. Awards will be ordered by GVATA Executive Secretary      | Exec. Sec.         | May                    |
| 2. Awards will be presented at summer conference.           | GVATA President    | July                   |

**Committee: Public Relations and Communications  
1-14-10**

Purpose: To increase and improve communications among all elements of the GVATA on the national, state, and local level; and, to effectively utilize communications in such a manner as to inform the public of the activities and progress of the GVATA and its members.

Committee Chair: Lauren Jarrett

Committee Members: Jennifer Helms, Tim Hanson, Michael Kirkland, Yvette Smith, Taylor Ginn, Kitty Simmons

**Ways and Means: Cultivate professional relations within the total educational system (i.e., local school officials, school board association, guidance counselor associations, administrator associations, etc.)**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Attend local Board of Education meetings.	Local teacher	on-going
2. Invite school officials to local FFA activities.	Local teacher	on-going
3. Invite leadership of other professional organizations to GVATA functions.	Exec. Sec.	As scheduled
4. E-mail GVATA newsletter to local principals, CTAE directors and superintendents.	Exec. Sec.	Quarterly

**Ways and Means: Improve effective communication between national, state, regional, and area levels of membership.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Post website address on quarterly newsletter.	Exec. Sec.	Quarterly
2. Exchange news and website information with NAAE	Exec. Sec.	Quarterly
3. Send delegates to National and Regional Activities.	Officers and Directors	As scheduled
4. Develop and maintain a listserve on the GVATA website.	David Turner/officers	on-going

**Ways and Means: Conduct a public relations program that communicates the goals and achievements of GVATA members to the public by providing news release information for those involved in national, regional, and state activities.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Publish and disseminate GVATA newsletter on listserv.	Exec. Sec.	Quarterly
2. Publish items in local newspaper.	Local teacher	As occurs
3. Update GVATA web page quarterly.	David Turner/officers	Quarterly
4. Provide news releases for teachers attending conferences.	Exec. Sec.	As occurs

**Ways and Means: Recognize sponsors of GVATA activities**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Provide invitation and space for vendors at summer conference	President-elect	7-10
2. Allow sponsors time on conference program.	President-elect	7-10
3. Send thank you notes to sponsors.	GVATA board	8-10

**Ways and Means: Cultivate strong partnerships with education sectors of nonprofit agencies, foundations, and businesses (i.e., Monsanto, Kellogg, John Deere, etc.)**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Invite educational partners to help conduct breakout sessions.	President-elect	1-09,7-09
2. Cooperate with FFA Alumni Association.	GVATA Board	on-going
3. Cooperate with FFA Foundation in cultivating sponsorships	GVATA Board	on-going
4. Develop relationships with local educational and industry	local teacher	on-going

organizations.

**Ways and Means: Profile on advisor and their program in the GVATA newsletter rotated by region.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Select one teacher to recognize in quarterly newsletter.	GVATA director	Quarterly

**Committee: Governmental Relations and Legislative Involvement  
1-14-10**

Purpose: To promote activities that encourage pro-active legislative involvement; develop legislative responses to meet program development needs; and document/ report activities of legislation.

Committee Chair: Mike Bilow

Committee Members: Hugh Lanier, Lynne Cook, Ginger Bushey, JeriAnna Guthrie, Callie Landford, Robbie C. Harrison

**Ways and Means: Maintain a legislative plan to promote and implement state and national legislative objectives.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Develop a list of legislative objectives to be presented at summer conference using an online survey form accessible through Ag Ed website as part of Program of work	GVATA Board	5-10
2. Legislative objectives distributed to each GVATA member on GVATA website.	Exec. Sec. /PRC Chair	as needed

**Ways and Means: Contact Agribusiness commodity groups and/or agriculture production organizations to support and influence the promotion of legislation for agriculture education.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Obtain list of agriculture industry leaders from FFA Foundation.	President/Foundation	8-10
2. GVATA members identify agriculture industry leaders.	Local teacher	8-10
3. Publish legislative objectives and distribute to Ag industries to solicit their support.	Exec. Sec. /President Foundation Director	9-10
4. Encourage Ag teachers to participate in AG Awareness activities on state and local levels	Local Teacher	February

**Ways and Means: Provide information on contacting state Representatives.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Provide sources for identifying and contacting state legislators.	PRC Chairman	7-10
2. Make sample letters available via personal email as requested.	David Turner/officers	9-10
3. Maintain a link from GVATA website to state legislative website.	PRC Chairman Page 11	on going

**Ways and Means: Maintain a list of teachers for each area, and establish a chain of communication.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Utilize listserv and e-mail to contact members.	PRC Chairman President	on going

**Ways and Means: Inform legislators of the scope and effectiveness of the FFA and Young Farmer Programs.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. GVATA members identify Key legislators to personally invite to FFA and Young Farmer activities.	Local teacher	9-10
2. Send a copy of Agriculture Education Program Overview Guidebook to legislators.	Exec. Secretary	as needed
3. Utilize a listserv to issue annual spring reminder of including Legislators in banquet activities.	Area Directors	03-10

Committee: **Research and Development**  
**1-14-10**

Purpose: To promote and develop the Agricultural Education, FFA, Adult Activities, and GVATA program.

Committee Chair: Cheralyn Boettcher

Committee Members: Melissa Moulton, Chris Moss, Mike Tanner, Carl Nichols, Matthew Waters, and Sam Bowen

**Ways and Means: Encourage the use of the Agricultural Education video/power point that describes the function of classroom/laboratory instruction, FFA activities, and SAEP instructional opportunities that can be distributed to interested parties.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Provide promotional video and power point to all FFA advisors.	Ag. Ed Team	7/10
2. Update video/power point every five years.	Ag. Ed Team	on-going
3. Continue to include power points on the curriculum CD	David Turner	7/10
4. Distribute an Ag Ed Program Overview Guide Book to High School Counselors at their state meetings.	Region Coordinators	9-10
5. Post counselors guide book on website for high school teachers	David Turner	9-10

**Ways and Means: Identify and recruit high school and college students that have potential for being agriculture teachers and develop their interest through promotions.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. Insure state office/UGA/FVSU responds to members who indicate interest in teaching.	Dr. D.J. Sheppard UGA/FVSU Staff	on going

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| 2. | Provide a list of Ag. Ambassadors and/or Ag Ed students to be used as speakers.   | UGA/FVSU Staff/<br>Teachers        | on going |
| 3. | Breakout at success conference on majoring in ag. Ed.   | Hope Hatcher                       | on going |
| 4. | Provide a recruitment video on screen prior to sessions at FFA convention, FFA Summer Camp and have the video available on the Ag Ed website. | Ben Lastly and<br>Hope Hatcher     | on going |
| 5. | Provide a prospective teacher packet to be available on the Ag Ed Website and Curriculum DVD.   | UGA/FVSU Staff<br>And Dr. Sheppard | on going |

**Ways and Means: Identify relevant research topics and inform GVATA of research.**

<u>Activities (Steps) needed to complete Ways and Means</u>	<u>Responsible</u>	<u>Completion Date</u>
1. UGA, FVSU, and UGA Tifton Campus provide Ag Ed Research and findings to the GA Ag Ed Curr. Director	UGA, FVSU staff	1/11
2. Link added to GA Ag Ed website on research findings	David Turner	3/11