

Preface

With the Wisconsin Association of Agriculture Educators fast approaching a century of fostering agricultural education in Wisconsin it is a pivotal point in time to develop a strategic plan.

Looking forward with a strategic vision requires reflect, a wide angle lens for seeing what is in today, and an eagle's eye in strategically planning for tomorrow.

Purpose of the Wisconsin Association of Agriculture Educator's Strategic Plan is to provide a focus for Wisconsin Agricultural Education Leadership. It serves as a reference tool as those in the mission of agricultural education work to educate others within the agriculture, food and natural resource systems.

As the continuum of time surfaces new initiatives and objectives, the dynamics of this strategic plan will mirror those adaptations. However, this strategic plan is only as valuable as to the degree WAAE members absorb ownership and bring its entities into action.

Strategically, our organization can meet the escalating demands of the industry with unprecedented avenues. We must keep in mind the orientation to continue to serve the industry with foundational education built by those who have served before us. Keeping the three-circle model at the center of our compass.

Let us be reminded that the future can hold many imaginings. With focus, we eagerly serve today, reflecting on its related values. We must face the future with a driven enthusiasm equipped with sound reasoning and a vision exuding sound professionalism and excellence.

Gratitude to all who help serve, within their capacity, to meet the mission, vision, values, and goals set before us.

Reflection, Service & Vision...Focused Excellence

Wisconsin Association of Agriculture Educators

WAAE Mission: Dedicated to leading agricultural education professionals in the development of knowledge throughout our ever evolving global community.

WAAE Vision: To be the collective agricultural education leadership voice in Wisconsin.

WAAE Values: Collectively, we value

*WAAE Goals: *Achieve high teaching standards through innovative methods in teaching.
*Foster a professional network within the agricultural community.
Advocate for the agricultural industry.

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator	
<i>Reflection</i>						
I.) Archives						
A.) Maintain a historical library of achievements and milestones within the Wisconsin Association of Agricultural Educators. <u>Rationale:</u> <i>It is important to know where we have been, learn from the past, to create vision for a durable and high-impacting future.</i>	1.)Form an archival committee with membership from the <i>20-Year Club</i> .	*Archival Committee	*Propose idea at the <i>20-Year Club Luncheon</i> .	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	* <i>20-Year Club Luncheon Proposal</i>	
	2.) Develop an archival committee with membership from the <i>20-Year Club</i> .		*Forward committee names to the <i>WAAE board for official records</i> .			*Archival Committee names forwarded to the <i>WAAE board for official records</i> .
	3.) Provide updates to the WAAE membership of archival progress.		*Relate archival goals to the <i>Archival Committee</i> .			
	*Electronic or in-person <i>Archival Committee reports to WAAE Board</i> .					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Service</i>					
I. Promote Professional Member Involvement.					
A.) Encourage and promote professional award application participation.	1.) Continue nominations. 2.) Continue news release of awards. 3.) Continue photography of WAAE award winners for immediate news release.	*WAAE Promotions & Public Relations Committee *WAAE Executive Director	*Congratulatory letters to school officials on notification of award nominees. *Highlight award winners on Ag Ed Team Network sites.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Full slate of award nominations with results. *Full slate of award applicants for all state and national awards.
<i>Rationale: WAAE membership is an on-going initiative due to new instructors entering the field.</i>					
B.) Encourage active involvement in the NAAE Regional/National activities.	1.) Promote NAAE Regional/National activities through all communication channels. These include: a.) Listserve b.) WAAE Website c.) Fall District Meetings	*WAAE Executive Director *WAAE Officers	*Initial Announcements *Periodic Reminders through Electronic Channels of Communication	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Record and monitor attendance from year-to-year and publish attendance record through WAAE website.
<i>Rationale: Involvement speaks purposeful action towards achievement.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
C. Provide awareness at collegiate level through WAAE member presentations.	1.) UW-River Falls, Dean of the College of Agriculture contact WAAE membership for presenter.	<i>*UW-River Falls (Department Chair for Agricultural Education Department)</i>	<i>01.) WAAE member presentation at University of Wisconsin-River Falls and University of Wisconsin-Platteville.</i>	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Record of WAAE member presentation at University of Wisconsin-River Falls and University of Wisconsin-Platteville.
1.) New member orientations.	2.) UW-Platteville, Dean of the College of Agriculture contact WAAE membership for presenter.	<i>*UW-Platteville; (Department Chair for Agricultural Education Department)</i>			
<i>Rationale: Building a strong awareness of WAAE membership and involvement is an insurance towards the future of the organization and its purposes.</i>		<i>*WAAE Executive Director</i>			

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<p>D. Promote professionalism. 1. Encourage members to present a professional image at all WAAE events to enhance interest in the agricultural education and professionalism of WAAE.</p>	<p>1.) Integrate a “Polish for Professionalism” workshop at the annual Professional Development Conference on an Intermittent Basis.</p>	<p><i>*Selected Workshop Presenter of WAAE</i></p>	<p><i>*Professional Dress</i> <i>*Build a Library of Professional Resources and List on WAAE Website</i> <i>*Include a Professionalism Guide at New Member Orientation.</i> <i>*Identify Workshops Beyond WAAE that can Elevate Personal Professionalism.</i></p>	<p>0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.</p>	<p><i>*Polish for Professionalism” Workshop Participant Numbers</i></p> <p><i>*Number of Professional Guides distributed each year.</i></p> <p><i>*Volume of Listings in Library of Professional Resources</i></p>
<p><i><u>Rationale:</u> Professionalism serves as a mark of excellence. It serves as a linkage to connect a diverse team as new heights are achieved while earning respect of on-lookers through an active and authentic image of professionalism.</i></p>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
E. WAAE Membership	1.) Website	*WAAE	*Develop a Recruitment Committee that forms a plan of action that is designed to reach those instructors that are not yet members. *Word –of-mouth. *Offer one year free membership to an instructor not yet a member. *News article promotions.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*WAAE membership numbers.
1.) Promote membership through WAAE website.	2.) Free Membership ~ one per year to a non-member.	Executive Director			
2.) Communicate types of memberships & related benefits.	3.) Recruitment Committee Formed to develop a plan of action that can be implemented on a yearly basis.	*WAAE Officers			
3.) Support student organizations (FFA, PAS).		*WAAE Members			
		*WAAE Recruiting Committee			
<i><u>Rationale:</u> When members are actively involved, professionally, a reciprocate energy is created generating positive outcomes for everyone in the learning environment of agricultural education.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
II. Financial Stability					
A.) Review and evaluate current budgeting process.	1.) Regulatory review during standard WAAE Officer meetings.	*WAAE Executive Director	*WAAE Officer Meetings. *Build partnerships beyond the circle of agriculture.	0: No action. 1: First year Progress.	*Financial condition of organization at all levels.
B.) Explore opportunities for external funding.	2.) Outreach to non-agriculture partners.	*WAAE Officers	*Form a Grant Writing Team	2: Multiple year progress.	*New partnerships and related financial ties.
C.) Explore income generating opportunities.	3.) Seek potential grants.	*WAAE Members		3: Mission accomplished.	*Level of grant income.
D.) Identify best financial management practices currently in use.					
<i>Rationale: Financial stability needs to be in place for longevity of the organization and the associated results.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
III. Agriculture, Food, and Natural Resource Standards	A.) Provide workshops on integration of standards.	*WAAE Executive Director	1.) Member involvement.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Number of Student Learning Objectives.
	B.) Continue to build a platform of understanding and application.		2.) Continue collecting Student Learning Objectives.		
	C.) Build student learning objectives.	*WAAE Officers			
	D.) Emphasize the application of PRE-K through 12 grade Agricultural Literacy.	*WAAE Members			
	E.) Create an atmosphere of impact that the standards have in relation to the newly adopted Educator Effectiveness.				
<i><u>Rationale:</u> Training and absorption of the new standards into all agricultural education programs is critical if we are to advance outcomes.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IV. Public Relations					
A.) Maintain communications with school boards and administrators.	1.) Recognition of news-worthy items promoting agricultural education in Wisconsin and beyond the borders.	<i>*WAAE Executive Director</i>	1.) <i>Member Involvement</i>	0: No action.	<i>*Number of</i>
B.) Recognize the value of involvement at Wisconsin's Agriculture Technology Days and World Dairy Expo.	2.) Stay connected with local news channels.	<i>*WAAE Board</i>	2.) <i>Consistent correspondence with key public relation personnel connected.</i>	1: First year Progress.	<i>Spotlighted-Public</i>
C.) Share a voice with Wisconsin Agriview, The Country Today, Wisconsin State Farmer, and Grow Wisconsin.	3.) Include news items in non-traditional media venues.	<i>*WAAE Members</i>	3.) <i>Promote agricultural education activities through local school facebook pages and other forms of social media.</i>	2: Multiple year progress.	<i>Relation updates</i>
D.) Share a voice with key radio stations in local and regional areas within the state.		<i>*Identified Newspaper Correspondent</i>		3: Mission accomplished.	<i>through current Ag Ed Listserv</i>
		<i>*Identified Radio Correspondent</i>			
		<i>*Identified Television Correspondent</i>			
<i><u>Rationale:</u> We need to maintain a continuum of public relations in a variety of avenues to reinforce significance of WAAE and related initiatives. Telling our story in a positive light sheds a positive view on our entire organization.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<p>V. Equity Sensitivity A.) Maintain equity sensitivity of students and instructors to include: gender, race, social, religious, and economic diversities.</p> <p><i>Rationale: We live in a world with immediacy in terms of news. Holding and practicing a recognition related to sensitivity will strengthen positive outcomes while lessening negative outcomes.</i></p>	1.) Carry out proactive steps to increase positive outcomes while lessening negative outcomes.	<p><i>*WAAEEx-ecutive Director</i></p> <p><i>*WAAE Officers</i></p> <p><i>*WAAE Members</i></p>	1.) <i>Provide equal opportunity.</i>	<p>0: No action.</p> <p>1: First year Progress.</p> <p>2: Multiple year progress.</p> <p>3: Mission accomplished.</p>	<i>*Records of equity sensitivity.</i>

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
VI. Professional Development Conference A.) Maintain the long-standing annual Professional Development Conference of the Wisconsin Association of Agriculture Educators with quality member services.	1.) Promote dates of conference well in advance of actual conference.	*WAAEExecutive Director	*Invitations to attend the Professional Development Conference.	0: No action.	*Survey Responses
	2.) Provide a general handout for workshop guidelines that elevate overall success of conference.	*WAAE Officers	*Select workshops based on current trends, survey responses, high urgency/high priority topics.	1: First year Progress.	*Number of WAAE conference attendees
	3.) Invitations to all potential conference attendees.	*WAAE Members	*Focus on hands-on and classroom ready take-aways.	2: Multiple year progress.	
	4.) Plan program for spouse/family members during conference.		*Seek motivational speaker to serve as a key "re-fueler."	3: Mission accomplished.	*Number of WAAE workshop participants.
	5.) Review conference agenda for inclusion of all key segments.		*At the conclusion of the conference always ask, "How can we make it better?"		
	6.) Provide adequate facilities and accommodations.		*Active listening to all members.		*Key Milestones
	7.) Encourage inclusion of social activities.		*Celebrate key milestone anniversaries of the organization/conference.		
<p><i>Rationale: It is evident that the Professional Development Conference is worth while and a critical segment of WAAE. It can often serve as a "refueling" time for members to gain a renewed spirit along with a collage of new ideas to take back to the classroom for integration into the program.</i></p>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
VII. Committee Operations	1.) Review committee membership each year.	*WAAEEx- <i>ecutive</i> <i>Director</i>	<i>01.) Identify most convenient times for committee meetings.</i>	0: No action.	*Committee <i>List.</i>
Statewide:	2.) Appoint time for committee reports.		<i>02.) Committee report forms (electronic) making the process efficient.</i>	1: First year Progress.	*Committee <i>Members.</i>
*Ideas Unlimited	3.) Insure each committee has an elected chair.	*WAAE <i>Officers</i>	<i>02.) Announce committee meeting times well in advance for planning purposes to insure greatest number of committee members at the designated meeting.</i>	2: Multiple year progress.	
*Teacher Retention	4.) Insure each committee has adequate number of committee members based on required tasks/ assignments.	*WAAE <i>Members</i>		3: Mission accomplished.	*Committee <i>Reports.</i>
*TEACH Ag					
*SAE Committee					
*Fund Raising					
*CDE (Career Development Events)					
*Safety					
*Curriculum					
*Soil Conservation					
*Farm Business & Production Management					
*New Teacher & Mentor Resources					
*Promotions & Public Relations					
*Post-Secondary					
*Past Presidents					
*Wellness					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
VII. Committee Operations (continued)					
Standing:	1.) Review committee membership each year.	*WAAE Executive Director	01.) Identify most convenient times for committee meetings.	0: No action.	*Committee Reports
*Technology & Communications (Section I)	2.) Appoint time for committee reports.		02.) Committee report forms (electronic) making the process efficient.	1: First year Progress.	(verbal and written forms.)
*FFA Foundation (Section II)	3.) Insure each committee has an elected chair.	*WAAE Officers	02.) Announce committee meeting times well in advance for planning purposes to insure greatest number of committee members at the designated meeting.	2: Multiple year progress.	
*Social (Section III)	4.) Insure each committee has adequate number of committee members based on required tasks/ assignments.	*WAAE Committee Chair and Members		3: Mission accomplished.	*Minutes of WAAE business meetings.
*Southern Experience (Section IV)					
*Agri-Science (Section V)					
*TEACH Ag (Section VI)					
*Forestry (Section VII)					
*Northeast Golf Outing (Section VIII)					
*Resources (Section IV)					
*Banquet Accommodations (Section X)					
*Door Prize Committee (Rotate by Sections)					
*Finance Committee (Rotational basis by section.)					

Rationale: An organized operation of committees lessens the work load for all, builds a positive working atmosphere, and facilitates the efficiency of the entire organization and what it aspires to accomplish.

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
VIII. Advocacy					
A.) Encourage advocacy of agricultural education programs at the local level and provide a mainstream of tools to do so.	1.) Maintain WAAE channels for advocacy.	*WAAE Executive Director.	01.) Member challenge to correspond with state representatives at least once each year.	0: No action. 1: First year Progress.	*Success stories.
B.) Advocate for support of current agricultural education program through identified legislative pathways.	2.) Integrate knowledge of advocacy within local agricultural education programs.	*WAAE Board	02.) Offer advocacy refresher workshop during Professional Development Conference on an intermittent basis.	2: Multiple year progress. 3: Mission accomplished.	*Number of Advocacy Workshops.
C.) Advocate for agricultural education program through identified legislative pathways.	3.) Support FFA Day on the Hill program.	*WAAE Members	03.) Share success stories during WAAE conference. 04.) FFA Day on the Hill		*Participating numbers in the FFA Day on the Hill program.

Rationale: Advocacy is a critical action in order that our voice be heard, in a collective spirit, especially when critical issues are on-the-line. Advocacy begins locally on a day-to-day basis. However, it also needs to be active at all levels in an efficient, effective, and consistent manner.

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships					
A.) Organizational Partnerships	1.) Invite partnerships to annual Professional Development Conference.	*WAAE Executive Director	*Seek nominations from WAAE membership of companies/businesses for possible invites.	0: No action. 1: First year Progress.	*Number of Business Representatives (new to agriculture) participating in the workshop.
1.) Wisconsin FFA Foundations	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	*WAAE Officers	*Carry out workshop annually during Professional Development Conference.	2: Multiple year progress. 3: Mission accomplished.	
2.) Wisconsin FFA Alumni					
3.) Wisconsin Farm Bureau					
4.) Wisconsin Farmers Union		*Selected WAAE Workshop Coordinator			*Workshop survey responses.
5.) Dairy Farm Families of Wisconsin					
6.) Wisconsin Milk Marketing Board					
7.) Cooperative Network					*Increase in number of innovative partnerships.
B.) Collegiate Partnerships					
1.) UW College System					
2.) Wisconsin Technical College System					
3.) Alpha Tau Alpha– UW River Falls					

Rationale: It is significantly important to build organizational, collegiate, exhibitor, business, and team partnerships in order that WAAE is a viable organization with a progressive future. Resources, are often paramount in achieving goals and positive partnerships, can often contribute, to unforeseen projects and goals.

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships (continued)					
C.) Exhibitor Partnerships	1.) Invite partnerships to annual Professional Development Conference.	<i>*WAAE Executive Director</i>	<i>*Seek nominations from WAAE membership of companies/businesses for possible invites.</i>	0: No action. 1: First year Progress.	<i>*Number of Business Representatives (new to agriculture) participating in the workshop.</i>
1.) AgEd Net.com	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	<i>*WAAE Officers</i>	<i>*Carry out workshop annually during Professional Development Conference.</i>	2: Multiple year progress. 3: Mission accomplished.	
2.) Aslum Farms and Produce, Inc.		<i>*Selected WAAE Workshop Coordinator</i>			<i>*Workshop survey responses.</i>
3.) Blackhawk Technical College					<i>*Increase in number of innovative partnerships.</i>
4.) Blue Freedom Farm Markets, Inc.					
5.) Capital Microscope Services, Inc.					
6.) Arlin Sales/Progreen Plus					
7.) CASE					
8.) CEV Multimedia					
9.) Dairy Grazing Apprenticeship					
10.) Delmar/Cengage Learning					
11.) Dunn-Hill Marketing Solution, Inc.					
12.) Easyfarm-Vertical Solutions, Inc.					
13.) Florida Farm Bureau					
14.) Fox Valley Technical College					
15.) G & B Produce, Inc.					
16.) H & E M Inc.					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships (continued)					
C.) Exhibitor Partnerships (continued):	1.) Invite partnerships to annual Professional Development Conference.	<i>*WAAE Executive Director</i>	<i>*Seek nominations from WAAE membership of companies/businesses for possible invites.</i>	0: No action. 1: First year Progress.	<i>*Number of Business Representatives (new to agriculture) participating in the workshop.</i>
17.) Hovey Valley Coffee Traders	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	<i>*WAAE Officers</i>	<i>*Carry out workshop annually during Professional Development Conference.</i>	2: Multiple year progress. 3: Mission accomplished.	
18.) International Greenhouse Company		<i>*Selected WAAE Workshop Coordinator</i>			<i>*Workshop survey responses.</i>
19.) Lab-aids					
20.) LEAF Program					
21.) Mid-State Technical College					
22.) Minn-Tex Citrus, Inc.					
23.) Mud Hole Custom Tackle					<i>*Increase in number of innovative partnerships.</i>
24.) N.E. Wisconsin Fund-raising					
25.) Nasco					
26.) Northcentral Technical College					
27.) Paradigm Gardens					
28.) R & D AquaFarms, Inc.					
29.) Seroogy’s Chocolates					
30.) Wisconsin Farm Bureau-Ag in the Classroom					
31.) Wisconsin Farmers Union					
32.) Wisconsin FFA Alumni Association					
33.) Wisconsin FFA Foundation					
34.) Wisconsin Geological and Natural History Survey					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships (continued)					
C.) Exhibitor Partnerships (continued):					
35.) Wisconsin Milk Marketing Board	1.) Invite partnerships to annual Professional Development Conference.	<i>*WAAE Executive Director</i>	<i>*Seek nominations from WAAE membership of companies/businesses for possible invites.</i>	0: No action. 1: First year Progress. 2: Multiple year progress.	<i>*Number of Business Representatives (new to agriculture) participating in the workshop.</i>
36.) Wisconsin Trappers Association	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	<i>*WAAE Officers</i> <i>*Selected WAAE Workshop Coordinator</i>	<i>*Carry out workshop annually during Professional Development Conference.</i>	3: Mission accomplished.	<i>*Workshop survey responses.</i> <i>*Increase in number of innovative partnerships.</i>

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships (continued)					
C.) Business Partnerships	1.) Invite partnerships to annual Professional Development Conference.	<i>*WAAE Executive Director</i>	<i>*Seek nominations from WAAE membership of companies/businesses for possible invites.</i>	0: No action. 1: First year Progress.	<i>*Number of Business Representatives (new to agriculture) participating in the workshop.</i>
1.) CAERT	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	<i>*WAAE Officers</i>	<i>*Carry out workshop annually during Professional Development Conference.</i>	2: Multiple year progress. 3: Mission accomplished.	<i>*Workshop survey responses.</i>
2.) Accelerate Genetics, Baraboo		<i>*Selected WAAE Workshop Coordinator</i>			<i>*Increase in number of innovative partnerships.</i>
3.) Badgerland Financial, Baraboo					
4.) CHS, Inc., St. Paul, Minnesota					
5.) Cooperative Resources International, Shawano					
6.) Dairyland Power Cooperative, Lacrosse					
7.) East Central Select Sires Cooperative, Waupun					
8.) Foremost Farms USA, Baraboo					
9.) Frontier FS Cooperative, Jefferson					
10.) GROWMARK, Inc., Bloomington, Illinois					
11.) Landmark Services Cooperative, Cottage Grove					
12.) Greenstone Farm Credit Services, Green Bay					
13.) United FCS, Wausau					
14.) DuPont Pioneer					
15.) Animart					
16.) Alliant Energy Foundation					
17.) Oscar Meyer					
E. Team Partnerships					
1.) Don & Mary Josko					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
IX. Build Partnerships (continued)					
F. Media Partnerships	1.) Invite partnerships to annual Professional Development Conference.	<i>*WAAE Executive Director</i>	<i>*Seek nominations from WAAE membership of companies/businesses for possible invites.</i>	0: No action.	<i>*Number of Business Representatives (new to agriculture) participating in the workshop.</i>
1.) The Country Today	2.) Adopt a “New to Agriculture/Building Partnerships” workshop during the conference where a minimum of two business (non-traditional) representatives are invited to present their company’s attributes. This type of interaction will assist in building innovative partnerships.	<i>*WAAE Officers</i>	<i>*Carry out workshop annually during Professional Development Conference.</i>	1: First year Progress.	<i>*Workshop survey responses.</i>
2.) Wisconsin State Farmer		<i>*Selected Workshop Coordinator</i>		2: Multiple year progress.	<i>*Increase in number of innovative partnerships.</i>
3.) Wisconsin Agri-View				3: Mission accomplished.	
4.) WAXX Radio Station					
<i><u>Rationale:</u> Building strong and positive media partnerships builds strength within our organization. It assists in developing a energetic enthusiasm for working within agricultural education. It also assists in forming new partnerships that stir innovative ideas and opportunities.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
X. Gratitude					
A. Be mindful of those who support our organization and its members through a spirit of gratitude. 1.) Letters of gratitude. 2.) Electronic “red flags” of appreciation. 3.) Nominations for service awards.	*01.) Identify individuals, families, organizations, businesses, who need to receive a note of gratitude. 02.) Make it happen.	*WAAE Executive Director *WAAE Officers *WAAE Members	*Take individual action to write a note of gratitude. *Forward names with contact information of those individuals, families, organizations, or businesses where a <u>state level</u> organization thank you would be most appropriate.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Identify those that have received thank you notes at state level.

Rationale: It is simply good manners of our organization to express gratitude and appreciation to those who help us along the way. Current statistics show that more than 2 million people each month are quitting their jobs because they do not feel valued or appreciated even while there is a 7.8% unemployment rate (Forbes, March 2013).

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
Vision					
I. Agriscience Research:					
<p>Seek out agriscience research opportunities for agricultural educators and/or programs. These research opportunities can be linked with specific agriculture-based companies who specialize in research to further the industry of agriculture as a whole.</p> <p><i>Rationale: Science, technology, engineering, AGRICULTURE, and math (STEAM) are the elements that are going to drive agricultural education forward. Strengthening the linkage of research-based agricultural education will strengthen the future of agriculture and the foundation of agricultural education.</i></p>	01.) Identify list of agriscience instructors interested in teaming up with interested parties on agriscience research projects.	*WAAE Executive Director	*Formulate a list of agriscience instructors interested in agriscience research projects. *Carry out a survey of agricultural-based businesses who rely on or conduct agriscience research.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Number of potential research opportunities.
	02.) Conduct a survey of agricultural businesses who rely on or conduct agriscience research.	*WAAE Officers	*Plan a Wisconsin Agriscience Summit with UW-Madison's Institute for Discovery.		*Identify programs who have piloted agriscience research projects in a cooperative team partnership and share success stories.
	03.) Hold a Wisconsin Agriscience Summit	*WAAE Members	*Identify a limited number of agriscience research partnerships for high potential research projects.		
	04.) Pilot a limited number of teamed research projects.	*WAAE Partnerships	*Pilot a limited number of agriscience research projects. *Follow-up, with media, on success of agriscience research piloted team projects and related results.		

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					
II. Technology: Continue to build and strengthen relationships with technology-based companies in order to build partnerships that can foster increase of these technologies which ultimately advance efficiency within agricultural education. <i>Rationale: Technology-based instruction will continue to advance as an avenue of instruction.</i>	1.) Identify potential businesses who are technologically oriented.	*WAAE Executive Director	01.) Use Listserve to seek out technology-based based companies businesses from various points throughout the state.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Number of potential technologically-oriented businesses generated. Number of technological-oriented workshops provided. *Workshop survey responses related to technology-based instruction.
	2.) Build a portal of technology-based companies serving as ideal tour sites to help build the bridge between agriculture and technology.	*WAAE Officers	02.) Identify those technology-based businesses that could provide workshops to help build strong connections.		
	3.) Invite technology-based companies to provide workshops at professional development conference.	*WAAE Members			

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision</i>					
<i>(continued)</i>					
III. Elevate “Agri-Cultural” Experiences:					
Develop avenues of building an understanding of the diversity and cultural understanding related to agricultural zones within the United States and abroad. These can include “department to department” exchange programs, cultural exchange via technology, and cultural rich program presentations centered on agriculture.	<p>1.) Identify potential organizations or sites interested in cultural diversity and expansion initiatives.</p> <p>2.) Build a portal of agricultural exchange and development activities to build bridges for understanding cultural diversity centered on agriculture.</p> <p>3.) Invite cultural-diverse speakers to present and provide workshops during the professional development conference.</p>	<p><i>*WAAE Executive Director</i></p> <p><i>*WAAE Officers</i></p> <p><i>*WAAE Members</i></p>	<p><i>01.) Use Listserve to seek out cultural-diverse activities/sites centered on agriculture.</i></p> <p><i>02.) Identify those channels that can help build bridges between cultural diversity centered on agriculture.</i></p>	<p>0: No action.</p> <p>1: First year Progress.</p> <p>2: Multiple year progress.</p> <p>3: Mission accomplished.</p>	<p><i>*Number of cultural-diverse activities/sites centered on agriculture.</i></p> <p><i>*Success stories relating agricultural exchange via agricultural education.</i></p> <p><i>*Workshop survey responses related to cultural diversity centered on agriculture.</i></p>
<p><i>Rationale: Agriculture has always been rich in diversity. Strengthening the knowledge-base of cultural partnerships, while building gateways for increased agricultural education exploration is vital. Doing this will increase instructor knowledge ultimately impacting students’ agriculturally-based and global understanding.</i></p>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					
IV. Heighten Financial Expertise:					
Increase workshops on financial literacy to place a heightened emphasis on financial management in our agricultural education programs.	1.) Identify potential organizations or sites interested in financial management. 2.) Build a portal of financial management resources. 3.) Invite financial management representative to present and provide workshops during the professional development conference.	*WAAE Executive Director *WAAE Officers *WAAE Members	01.) Use Listserve to seek out financial management activities/sites centered on agriculture. 02.) Identify those channels that can help build financial management wisdom.	0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.	*Number of financial literacy activities/sites centered on agriculture. *Success stories relating financial literacy via agricultural education. *Workshop survey responses related to financial literacy.
<i><u>Rationale:</u> Attention to financial management is alive and well within the Supervised Agricultural Experience program. However, according to current statistics credit card is considered to be the third largest indebtedness of households within the United States. This is an indicator that those in the circle of instruction via an agricultural educator would benefit from a strengthened instruction component of financial savings and investment.</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					
<p>IV. Step Up/Outreach Include workshops that allow for brainstorming to build a network of ideas on how we can build channels of communication with those individuals and businesses not normally connected to Wisconsin Agriculture. This will propel a plethora of ideas that can be used to step up and reach out to those outside of our industry.</p> <p><i>Rationale: Most often we are sending our message of the importance of agricultural education to those within our industry. We need to be making definitive strides in making sure our voice and actions go to those who are not normally connected to agriculture. Doing this builds bridges of understanding connected to agricultural education and what we are working to accomplish.</i></p>	<p>1.) Identify potential organizations or sites to assist us in stepping up and reaching out beyond the circle of agriculture.</p> <p>2.) Build a portal of individuals/businesses that carry potential to connect to Wisconsin Agricultural Education initiatives.</p> <p>3.) Invite potential partners to observe presentations and participate in a special networking session during our Professional Development Conference.</p>	<p><i>*WAAE Executive Director</i></p> <p><i>*WAAE Officers</i></p> <p><i>*WAAE Members</i></p>	<p><i>01.) Use Listserve to seek out potential partners in supporting and interacting with Wisconsin Association of Agricultural Educators.</i></p>	<p>0: No action. 1: First year Progress. 2: Multiple year progress. 3: Mission accomplished.</p>	<p><i>*Number of potential organizations or sites that can assist us in stepping up and reaching out beyond the circle of agriculture.</i></p> <p><i>*Success stories relating outreach initiatives.</i></p> <p><i>*Workshop survey responses related to Beyond Agriculture Networking Session workshop.</i></p>

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					

Strategy

Action

**Responsible
Party**

Ways & Means

**Review
Rating**

Indicator

*Vision
(continued)*

Strategy	Action	Responsible Party	Ways & Means	Review Rating	Indicator
<i>Vision (continued)</i>					

Strategic Plan Core Team Members

Keith Gundlach, Randolph High School Agriscience Instructor/Past President

Shari Graffunder, River Valley High School Agriscience Instructor/2013-14 WAAE President

Jeff Hicken, Agriculture & Natural Resources Education Consultant, Wisconsin Department of Public Instruction

Paul Larson, Freedom High School Agriscience Instructor/Past President

Bridgett Neu, WAAE Executive Director

Brenda J. Scheil, New Auburn High School Agriscience Instructor/Past President

Mark Stroschein, Green Bay Area Public School Agriscience Instructor/Past Board Member

“Over every mountain there is a path, although it may not be seen from the valley.”
Teddy Roosevelt

Strategic Plan "Plateau I" Team Members