



BUILDING PARTNERSHIPS WITH BUSINESS AND INDUSTRY TO ADVANCE AMERICA'S WORKFORCE

Kent Schescke
Director of Strategic Partnerships
National FFA

OVERVIEW

- Provide background on who we are and who we serve
- Role of partnerships with industry associations
- Discuss three models/relationships that have enabled us to advance agricultural education
- Local ideas, opportunities and strategies

WHY AGRICULTURAL EDUCATION?

WHY NOW?

- Safe, abundant affordable food
- Environmentally sustainable
- Projected population growth
- Climate change
- Changing demographics
- Increasing urbanization
- Increasing use of technology and science

CRITICAL CHALLENGES FACING FACING THE WORLD

- Projected increase in World Population from 6 to 9 Billion People
- Today 1 Billion people suffer from hunger and malnutrition
- The need to produce more food, fiber, fuel with less
 - Land
 - Water
 - Fertilizer and other inputs

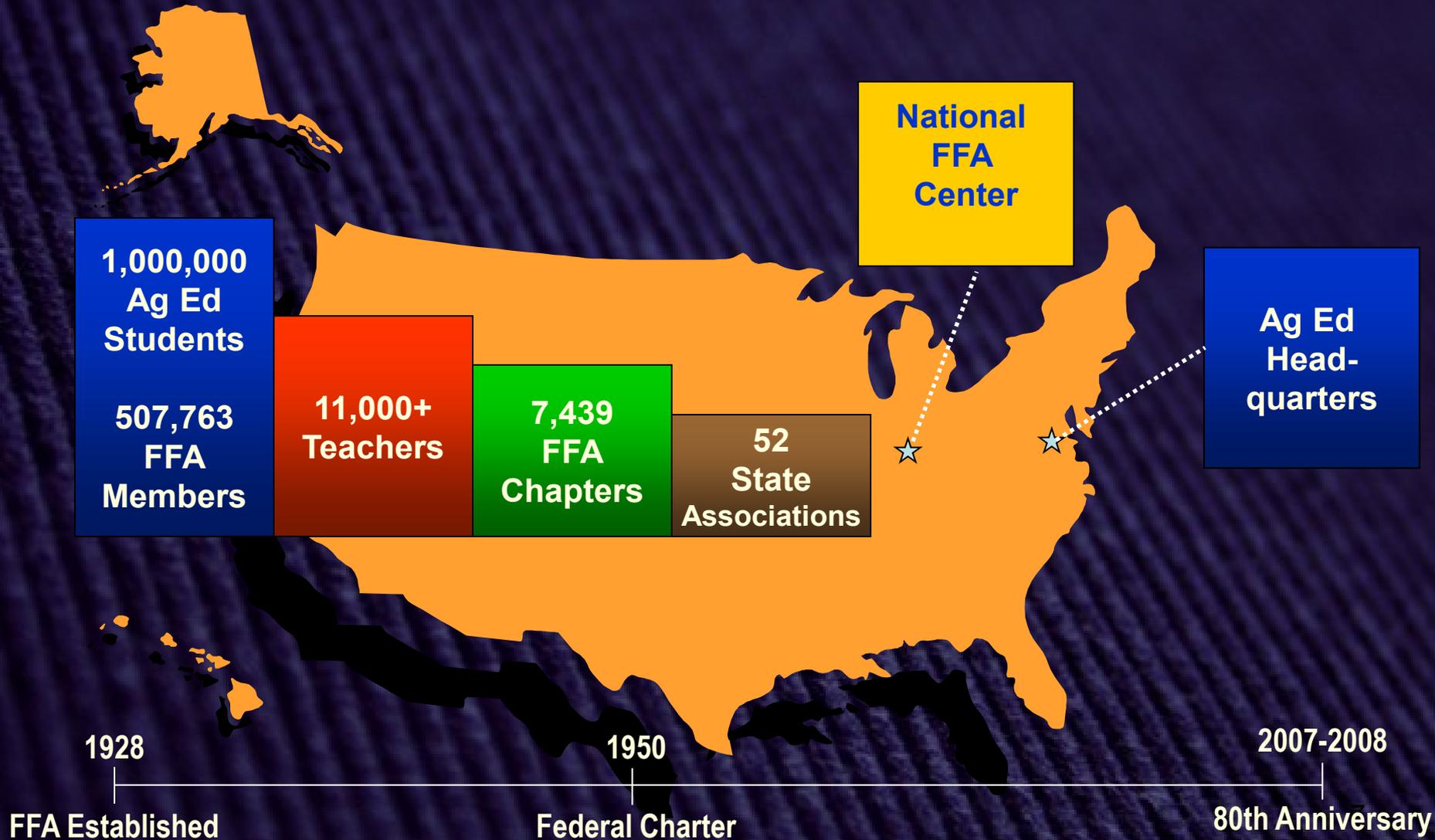
CRITICAL CHALLENGES FACING AGRICULTURE AND AG ED TODAY

- Prepare the next generation of producers, scientists, teachers and related careers
 - Technology transfer
 - Leadership, diversity and workforce preparation for all fields of Agriculture
- Secure human capital and infrastructure for agriculture and rural communities
 - Baby boomer retirements
 - 17 percent in agricultural/food workforce
 - Rural Community viability and growth
- Promote food and agricultural literacy
 - Food supply, security, safety issues
 - Knowledgeable consumers, decision makers and citizens

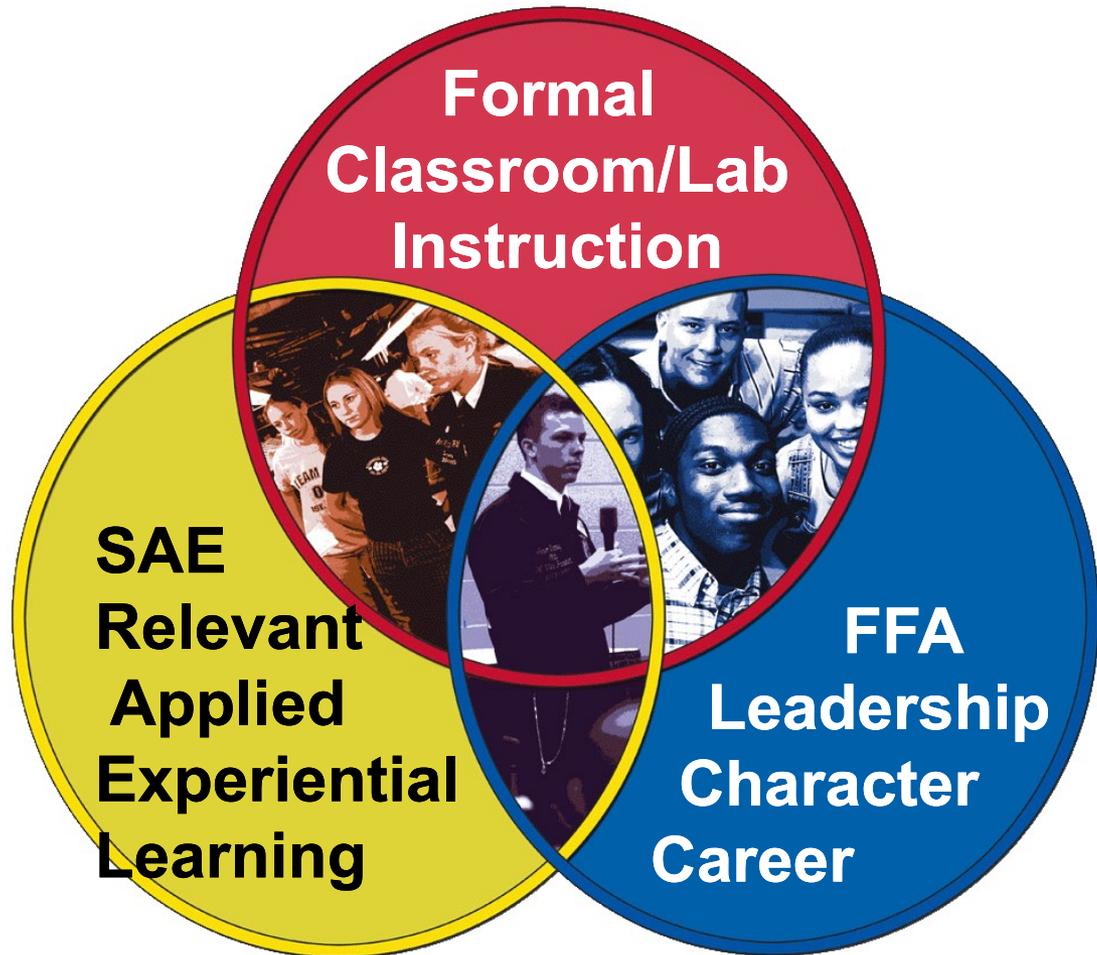
THE AGRICULTURAL EDUCATION MISSION

Agricultural Education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

TODAY'S AG ED AND FFA GROWING STRONG



THE INTEGRATED AG ED MODEL



**Every
Student.**

**Every
Classroom.**

**Every
Day.**

THE FFA MISSION

CHANGING LIVES FOR THE BETTER

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.



TODAY'S FFA

SERVING A CHANGING STUDENT BODY

- Educating students in rural, suburban and urban areas
 - 64% from rural/farm areas
 - 25% from small towns
 - 11% from urban/suburban areas
 - 16 of 20 largest U.S. cities have FFA chapters
- Expanding demographics of membership
 - 41% female
 - 78% Caucasian, 13% Hispanic, 4% African-American and 3% Native American

AG ED AND FFA

ENGAGING ALL OF AGRICULTURE



More than 300 diverse careers in agriculture

- Animal Systems
- Plant Systems
- Food Products and Processing Systems
- Agribusiness Systems
- Biotechnology Systems
- Power, Structural and Technical Systems
- Natural Resource Systems
- Environmental Service Systems

AFNR Cluster Skills

Foundational Concepts That Apply to All Pathways

Eight Pathways

Agribusiness
Systems

Animal
Systems

Environmental
Service
Systems

Food Products
and Processing
Systems

Natural
Resource
Systems

Plant
Systems

Power, Structural
and Tech
Systems

Biotech
Systems

Performance Elements

Designate Major Topics Within Each Pathway

Performance Indicators

Aligned to National Academic Standards

Measurement Statements

Three Levels

INDUSTRY CERTIFICATION CHALLENGES

- Agricultural Education is very broad and encompasses many areas and disciplines
- There are probably a 100+ industry associations across the eight AFNR Career Pathways
- Certification is a relatively new area in most agricultural areas
- Many existing certification require 2 or 4 year post-secondary education

NATIONAL FFA FOUNDATION

- Created in 1944 as a link between the public and private sector
- Today about 1,000 industry, 3,000 individuals plus private foundations and government agencies
- Raised \$14.45 million to support FFA and Agricultural Education (\$ 200 million since 1944)
- Industry input and involvement in FFA and agricultural education

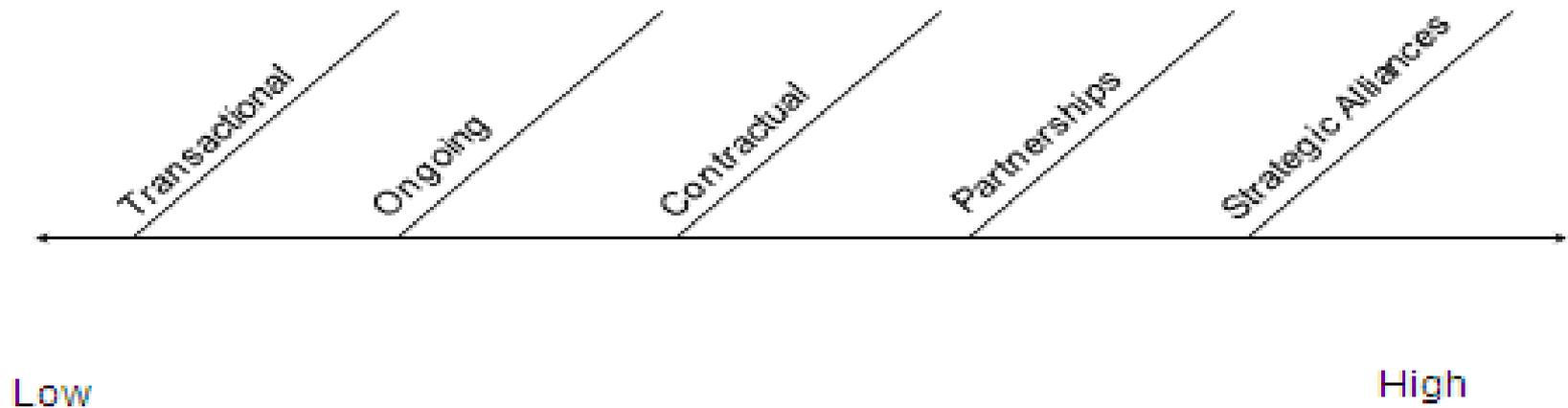
THE NATIONAL FFA STRATEGIC PARTNERSHIPS

Provides support to FFA and agricultural education through the development and management of relationships with

- Government agencies, key policy makers,
- Agriculture industry and producer associations
- Youth membership and youth development organizations
- Education organizations
- Overlaps between National FFA Organization and FFA Foundation

RELATIONSHIP CONTINUUM

RELATIONSHIP CONTINUUM



STRATEGIC PARTNERSHIPS

Three examples of strategic partnerships that benefit agricultural education, FFA and the agricultural industry

- American Farm Bureau (AFBF) and its state affiliates
- National Pork Board (NPB)
- Association of Equipment Manufacturers (AEM)

AMERICAN FARM BUREAU (AFBF)

- 50+ year relationship
- Funding (national, state and local)
- Advocacy (national, state and local)
- Florida Partnership (Skill Certification)
- Mutual interests
 - Next generation of producer, scientist and entrepreneurs in agriculture
 - Agricultural literacy
 - Productive environment for the agricultural industry

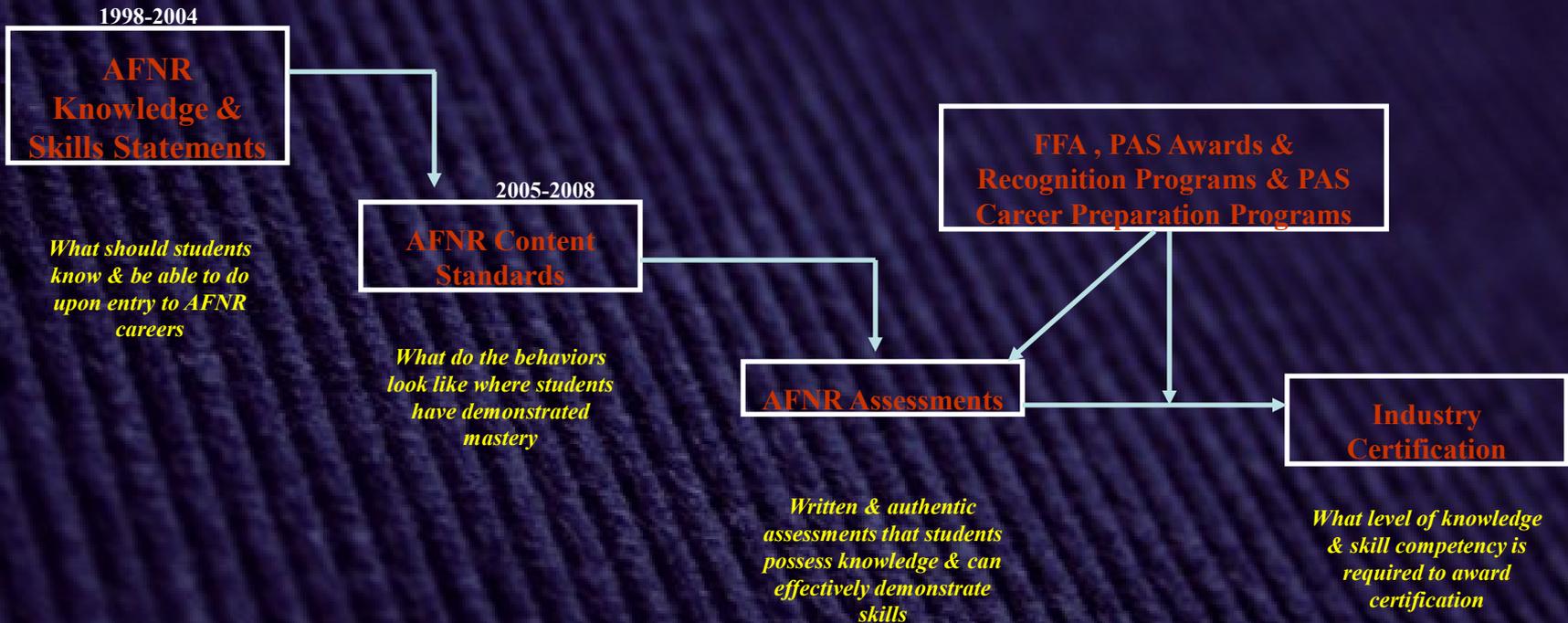
NATIONAL PORK BOARD (NPB)

- Producer funded check-off program that focus on research, education and expanding demand for Pork
- Funding and Collaboration Partner
 - Helped build our online Team Ag Ed Center
 - Founding Partner for Life Knowledge
 - Helping develop Middle School Instructional Resources focusing on agriculture, food safety and consumers attitudes toward agriculture

ASSOCIATION FOR EQUIPMENT MANUFACTURERS (AEM)

- International trade association focuses on
 - Agriculture
 - Construction
 - Forestry
 - Mining/Utility
- Mutual interests
 - Workforce development
 - Education
 - Equipment safety

Working Together Toward Industry-Recognized Certification



STRATEGIC PARTNERSHIPS

Relationship Characteristics

Strategically aligned

Multiple dimensions

Multiple levels

Multi-year

Multiple players

Require work, growth and maintenance

Require risk taking

LOCAL AND STATE OPPORTUNITIES

- Advisory Committees (state and local)
- Local/State Support Organizations such as alumni or booster organizations
- State/Local Chambers of Commerce
- Workforce Development Agencies
- Economic Development Agencies

**WORKING TOGETHER TO SECURE THE NEXT
GENERATION FOR AMERICAN AGRICULTURE**

Thank You

**Kent Schescke
Director of Strategic Partnerships
National FFA
1400 King Street
Alexandria, VA 22314
(703) 310-4323
kschescke@ffa.org**

