Board Members Present:
Ed Osborne, AAAE President
Bill Camp, AAAE President Elect
Bob Martin, AAAE Past President
Jeff Maierhofer, NAAE President
Allan Sulser, NAAE President Elect
Roger Teeple, NAAE Past President
Steve Brown, NASAE President
Joel Larsen, NASAE President Elect
David E. Hall, NASAE Past President
Dr. Gary E. Moore, ACTE Rep.
Richard Baumann, Adult Level Instructor Rep.
Larry Gundrum, Agribusiness Rep.
Edsel L. Williams, Production Agriculture Rep.
Brad Schloesser, Agribusiness Educator
Norman Gay, Alumni Representative
Larry Case, National Advisor (Ex-officio without vote)
Wm. Jay Jackman, NAAE Executive Director (Ex-officio without vote)
Becky Meyer, Executive Treasurer (Ex-officio without vote)
C. Coleman Harris, Executive Secretary (Ex-officio without vote)

Others Present for All or Part of the Meeting:
Keri Haars, Advocacy Manager, ACTE
Doug Loudenslager, COO, National FFA Org.
Kent Schescke, Division Director, National FFA Org.
Steve Rhea of Rhea and Kaiser

Friday, March 4, 2005

Executive Committee Meeting – Ag Ed Headquarters
The Executive Committee (Osborne, Trivette, Gundrum, Teeple, Schloesser) with (Meyer, Case, Harris, Jackman and Holbert) reviewed finances, The Council meeting agenda and plans for the orientation of new Council board members.

Orientation of New Council Board Members
The Executive Committee conducted a one-hour orientation for new Council board members (Baumann, Larsen, Sulser and Williams). Items covered were as follows:

1. Introductions
2. Review of Council membership and structure
3. Larry Case and Coleman Harris roles
4. Executive Committee membership and responsibilities
5. Vision and Mission of The Council
6. Council history
7. Council income and expenses
8. Relationships with other organizations and agencies
9. Meetings
10. Roles and responsibilities of Council members
11. 2004-06 Strategic Plan
12. Current priorities and initiatives
13. Council website
14. Other topics

**Business Session I – Ag Ed Headquarters**
President Osborne called the meeting to order at 4:00 p.m. Ed welcomed the new board members. Following introductions he called on Larry Gundrum for his report.

**Marketing Plan and Communications Strategy – Larry Gundrum**
Larry Gundrum provided background and indicated that the proposal is a work in progress but that a rather aggressive plan for communications and marketing for agricultural education has been developed by Rhea and Kaiser. Gundrum then introduced Steve Rhea who made the presentation *(Attachment #1)*. Questions and discussion followed and The Council board was very impressed with the plan of action and most appreciative of Rhea and Kaiser’s work. The proposal and action plan are pro bono by Rhea and Kaiser. There will be further discussion later in the meeting.

**Saturday, March 5, 2005**

**Business Session II – Ag Ed Headquarters**
President Osborne called the meeting to order at 8:00 a.m.

**Minutes – Coleman Harris**
MOTION: Moved by Norman Gay, seconded by Brad Schloesser and carried to approve the minutes (full Council board) 1/26/05.

MOTION: Moved by Nancy J. Trivette, seconded by Jeff Maierhofer and carried to approve the minutes (Executive Committee) 2/16/05.

**Treasurer’s Report – Becky Meyer**
Following an in-depth review of the current financial statement and the projected budget for 05/06 (July 1 – June 30) the following action occurred.

MOTION: Moved by David Hall, seconded by Steve Brown and carried to approve the treasurer’s report. *(Attachment #2)*

Further review and adoption of the 05/06 budget will occur later in the meeting.

Treasurer Meyer then led a discussion of audit and financial review processes. Doug Loudenlager FFA COO reported on actions taken by FFA regarding financial processes and audits. He suggested that The Council board should have an Audit Committee. The Executive Committee of the Council is the Audit Committee and will plan to meet before the October meeting for an audit review for the year ending June 30, 2005.

MOTION: Moved by Roger Teeple, seconded by Norman Gay and carried to add Edsel Williams to the Executive Committee for the audit review.
Note: There is interest in having more training for the full board regarding finances. The Council books are audited every other other year.

**Administrative Items**

- **MOU** to develop a partnership with the State Directors to lead the Agriculture, Food and Natural Resources Career Cluster – Ed Osborne *(Attachment #3)* After a complete review the following motion was made.

**MOTION:** Moved by Steve Brown, seconded by David Hall and carried to give The Council Executive Committee the responsibility to make necessary modifications then to finalize and sign the memorandum.

- **Bylaws – Larry Case**

**MOTION:** Moved by Nancy J. Trivette, seconded by Brad Schloesser to invite the Executive Director of AgroKnowledge to become a member of The Council Board - ex-officio without vote.

**MOTION:** Moved by Brad Schloesser, seconded by Jeff Maierhofer and carried to amend the motion by striking without vote.

**MOTION:** Moved by Roger Teeple, seconded by Bill Camp and carried to strike ex-officio.

**MOTION:** Moved by Norman Gay, seconded by Steve Brown and carried to strike Executive Director and insert representative.

Motion as amended carried and now reads as follows: Invite a representative of AgrowKnowledge to become a Council board member.

Note: Bylaws amended as follows: Add a new item 8 (making #8 now #9) in Section 1 General, E appointments by Council board to read as follows: (8) A representative of AgrowKnowledge recommended by AgrowKnowledge
Council Website – Nancy J. Trivette
Nancy reported for the committee of (Brown, Camp, Harris, Sulser and Trivette) (Attachment #4)

Council Brochure – Steve Brown
The board thanked Steve for his fine work and suggested that a PDF file version be on The Council website.

Long Range Coordinated Strategic Plan to Expand and Strengthen Agricultural Education – Doug Loudenslager and Kent Scheske
Loudenslager and Scheske explained plans for an Agricultural Education Opportunity Fund established by the FFA Organization and FFA Foundation. The purpose of the fund is to provide a source of funding to expand and strengthen the total program of Agricultural Education. The FFA Foundation will invest $1,000,000 to start the fund moving. The FFA Organization will invest 2% setaside annually of about $200,000. The goal is to grow the fund to $5,000,000. No withdrawals will be available until the fund total is 1.5 million. Proposals for the use of this fund will come through The Council and then to the FFA Foundation Trustees for approval. All other groups and individuals are encouraged to invest – members, teachers, supervisors, teacher educators, business and industry, FFA Staff, FFA Alumni, parents and others. To clarify the role of the Council see below.
1. To help identify major projects and initiatives which should be considered for funding
2. To serve as a screen (reviewer) of proposals which should be of highest priority and therefore sent to the FFA Foundation Trustees
3. FFA Foundation Trustees have the final say/vote to fund requested items

Each organization should consider supporting the fund.

MOTION: Moved by Richard Norris, seconded by Roger Teeple and carried to support the special opportunity fund.

MISSION AREA – Proactively Identify Current and Emerging Issues of National Concern

Annual Report on School Based Agricultural Education (SBAE) – Bob Martin
Bob explained that eight states provided data and that he planned to use this information to deliver an annual report. He further indicated that with unity of purpose, we could greatly expand this database to tell the full story of agricultural education across the nation. Bob plans to finish the report and will use the $5000 appropriated. He again related that this is only a start but clearly stated to The Council board that if requested by The Council, more states might invest time and resources to collect this data. (Attachment #4)

Important Note: Steve Brown related that at the annual NASAE meeting in October 2005 in Louisville, they would invest necessary time to narrow in on the data that needed to be collected. Based on the thinking of the states, combined with the Annual FFA State Report, perhaps a determination could be made on the key facts needed from each state and school.

This information is the basis of most everything we do –
• Funding
Advocacy
Curriculum

Kent Schescke explained that sponsors want to know how many students benefit and are involved at the local school/community level.

Thoughts:
- Should we collect both middle school and high school data?
- Should we engage a firm to work with NASAE to collect and validate information?

A committee (Brown, Camp, Harris, Martin, and Schescke) will work on a unified state agricultural education report.

MOTION: Moved by Bob Martin, seconded by Brad Schloesser and carried to approve the plan and the committee. Steve Brown agreed to chair the committee.

Prioritize List of Current and Emerging Issues and Trends – Ed Osborne
Osborne reviewed the report with the board. (Attachment #5) The three most pressing issues facing SBAE today are teacher shortages, local program funding, and NCLB. The question is how do we respond to the issues identified.

Mission AREA – Providing Innovative Solutions in Response to Current and Emerging Issues

Reading Research Team Report – Ed Osborne
Chairman Osborne presented the report of the workgroup, which met in Orland, Florida November 17-19, 2004. (Attachment #6) The accomplishments of the workgroup are as follows:
- Developed research themes and priorities for content area reading in agriscience
- Reviewed and updated current models that inform CAR teaching and research
- Identified potential grant opportunities and aligned with interests of participants
- Agreed that the AAAE SIG on Strengthening Academic Learning Through Agricultural Education
- Clarified research needs, approaches, designs, and desired outcomes
- Clarified participant interests in specific research priorities and developed lead faculty and collaborators on research and grant projects

As per this list, the group is pursuing grant projects to continue the work identified. Proposals for funding are pending.

Monographs – Larry Case
Larry explained the distribution of the three monograph booklets and further related that they are on the website. The cost was just under the $2000 budget and there are no more copies available.

AAAE Research Agenda – Ed Osborne
AAAE is working with USDA to pull together a group of some twenty-five individuals to hammer out a research agenda for agricultural education.

Communication Skills and Their Role in SBAE Program – Bob Martin
Bob Martin provided a progress report to the board. *(Attachment #7)* Bob will be using $3,000 from The Council and $3,000 from FFA to complete the project. The goal is to complete the work by May of 2006. The purpose of this effort is to examine current theories of student achievement as they relate to developing and using communication skills (writing, oral, visual, and electronic) in school based agricultural education programs.

The conclusion of this activity will likely be a monograph similar to those completed and referred to earlier in the minutes.

**Updating the Strategic Plan**
Bob Martin will stay with both the communication study and the annual report. Larry Gundrum and Norman Gay are replacing Billy Keels in the plan. The Strategic Plan will be reviewed and updated at the October Council meeting.

**MISSION AREA – Provide Innovative Solutions in Response to Current and Emerging Issues**

**White Papers – Gary Moore**
Gary is attending the ACTE Board meeting at the Capitol Hilton in Washington. This report will be presented later in the meeting. Note: The board did identify a committee (Camp, Osborne and Schloesser) to propose white paper topics at the October meeting.

**Council Website – Nancy J. Trivette**
This report was given earlier in the meeting.

**Professional Growth Series (PGS) – Ed Osborne**
At the February In-service in Indianapolis, the Executive Committee and Karen Hutchison met to discuss the PGS MOU signed by The Council and the National FFA Foundation. Kent Schescke proposed several questions that The Council discussed. The following points were made in the meeting.

- Kent has identified from industry two areas for PGS material development – pollinators and energy in agriculture.
- Topics could come from industry through Kent, from The Council, or from organizations represented by the board.
- Preferred lesson format – how to develop – David Hall’s group may have input.
- Proposal coming to The Council with a proposed format. It may be ready for the April meeting.
- To what extent do we want the market place (teachers) to drive the materials to be developed?
- Doug suggested that The Council should lead, but that they have to get funding for projects that industry will support and that Ag Ed needs.
It is important to include the three circles (classroom, FFA and SAE) in each instructional item developed.

It is important to connect to national standards – math, science, and reading. (Help teachers teach math, science, and reading.)

Responses from round tables at in-service will be helpful.

Teachers need more activities to teach the curriculum that is already being used.

Teaching materials, instructional tools and techniques is what we are about.

Communications to Curriculum Material Developers and Distributors
Continue to work with NASAE at the FFA Convention in Louisville. – Steve Brown and Coleman Harris

Invite Researchers to Share Brief SBAE Summaries and Recommendations for Practice – Post on Council Website – Ed Osborne
Ed explained the process that is being developed through AAAE (Attachment #8)

MISSION AREA – Coordinate the Efforts of Appropriate Entities in Strengthening Programs

Unified Definition – Gary Moore
Gary is attending ACTE Board meeting.

Quality Indicators – Steve Brown and Richard Norris
Secondary (Grades 9-12) Agricultural Education Program National Quality Indicators Survey (Attachment #9)
Information has been collected from NAAE (December 2004) and NASAE (October 2004). Information will be collected from AAAE in May 2005. A report will likely be available in July 2005. The quality indicators are important to lead the standards. Suggestions as follows:

- Survey PAS
- Pilot test the materials
- Need to validate the quality indicators

Curriculum Standards – David Hall
Developing National Content Standards for Agriculture, Food and Natural Resources Career Cluster/Field (Attachment #9) Chair Hall delivered an excellent PowerPoint report developed through the efforts of taskforce, which met in Indianapolis just prior to the February In-service. The report includes a timeline and the group will use the appropriated funds and there will be a need for additional funding.

MOTION: Moved by Steve Brown, seconded by Roger Teeple and carried to endorse the content standards report and ask the group to move forward.

Doug Loudenslager suggested using the PGS model to manage (pieces of the standards work) as special projects.
MISSION AREA – Serve as a National Advocate

NAAE Partnership – Jeff Maierhofer
Jeff Maierhofer and Jay Jackman reported on the advocacy work completed and the close cooperation with ACTE. Based on the actions of the delegates to the NAAE meeting at ACTE in December 2004, ($10.00 dues increase for advocacy) Jeff requested consideration of $15,000 of Council partnership funding for 05/06 year.

ACTE Partnership – Keri Haars
This report will be presented at the Sunday evening dinner during National Policy Seminar.

Note: Item under Mission Area – Coordinate Efforts (goal 4, page 9) of Strategic Plan Executive Committee is responsible for accountability report regarding progress of The Council. It was suggested that this be an electronic report to the website.

Gary Moore arrived from ACTE Board meeting and reported as follows:

White Papers – Gary Moore
- Michigan report should be available soon. (Rigor and Challenging)
- Middle School Paper – was reviewed by committee (blind review) and Barry Croom at NC State was selected.
- Standards and Accountability – Bill Camp at Cornell was selected.
- Recruitment and Preparation of Teachers of Agriculture – University of Florida was selected.

Note: Gary developed Contract. NC State signed contract has been submitted.

Unified Definition – Gary Moore
Work is to begin when all white papers are in the mill.

Rhea and Kaiser Plan
Discussion/Action/Questions
- Does The Council want to support a long term (3-5 years) awareness and education campaign?
- How does The Council engage in this effort and how does The Council fund such an effort?
- How does The Council prioritize the audiences for focus in this effort?

The general agreement was to start with the Agricultural Education Community.

MOTION: Moved by Steve Brown, seconded by David Hall and carried to pursue a long-term marketing and communications campaign plan with Rhea and Kaiser.
MOTION: Moved by Bill Camp, seconded by Roger Teeple and carried to focus on Agricultural Education target audience with funding of up to $18,000.

The group to work with Rhea and Kaiser will include Larry Gundrum, Jay Jackman, Jeff Maierhofer, Richard Norris, Brad Schloesser, Bill Stagg, Roger Teeple and Nancy J. Trivette. Larry Gundrum will lead the group.

05/06 Budget
MOTION: Moved by Larry Gundrum, seconded by Roger Teeple and carried to set aside one year of operating expenses in reserves which is approximately $52,000.

This means that about $65,000 will be available for Action Agenda (Strategic Plan items) in 05/06.

Note: All items on 04/05 budget will carry over to 05/06 if not spent as of 6/30/05.

   $18,000 – R & K Marketing
   15,000 – ACTE Partnership
   10,000 – National Content Standards
   5,000 – SBAE (7-12) Status Report

Note: Gary Moore, ACTE Agriculture Division Vice President, shared that there is a $6,000 fund at ACTE that can be utilized if necessary and desirable.

Report on ACTE Board Meeting – Gary Moore
Points of interest are as follows:

- Planning for annual ACTE meeting to be moved to each division
- USDE may be considering the elimination of OVAE
- No surprises
- Should be a very good policy seminar – attendance is up

Council Meetings
Future conference call meetings will be from 2:30 – 3:30 p.m. (Eastern Daylight Time). The next meeting is April 13 with the full board. The May, June, July, August, and September conference call meetings will be scheduled with approval from Ed Osborne and then announced to entire board.

Dates for the October meeting are 10/6 – 10/8 and start time will be 4:00 p.m. on Thursday, October 6, 2005.

At this time, Jay Jackman collected $20 from everyone for advocacy.

05/06 Budget
MOTION: Moved by Roger Teeple, seconded by Allan Sulser and carried to adopt the 05/06 Council budget with changes as noted. (Attachment #10)
Comments by Retiring Board Member Bob Martin

- The Council has come a very long way and has embraced changes in a positive manner.
- Bob encouraged the group to be a think tank for big ideas and not to get bogged down with the details.
- The emphasis should not be entirely school based.

MOTION: Moved by Norman Gay, seconded by Roger Teeple and carried to adjourn.

National Policy Seminar
A part of The Council Board meeting was participation in the ACTE National Policy Seminar. Twenty-three were registered for the meeting materials and registration badges were made available at the Ag Ed Headquarters. (Attachment #11)

In addition to the NPS Agenda, The Council participated in an Ag Ed dinner meeting with advocacy state representatives funded in part by NAAE. Dinner program is attached. (Attachment #12)