



## Standard 6: Partnerships & Marketing

**Standard Statement:** Key stakeholders are continually engaged, consulted and invested in the agricultural education program.

Standard 6 Evidence Documents:

Marketing Plan  
Recruitment and Retention Plan

**Quality Indicators:**

1. School and community partners (School Board, Administration, Advisory board, Alumni, parents, media, decision makers, agricultural industry leaders and community) are familiar with the agricultural education model (classroom, SAE and FFA), are involved in shaping and strengthening the program and promoting program accomplishments and success.

| Rating Scale                | Descriptors/Indicators for 6.1   |
|-----------------------------|--|
| <p>Exemplary:<br/>5</p>     | <ul style="list-style-type: none"> <li>• Stakeholders are familiar with the agricultural education model, are active in shaping and strengthening the program and continually promoting program success.</li> <li>• An agricultural communication and marketing plan is developed, implemented and documented.</li> <li>• Stakeholders participate in six (6) school or community meetings, events or communication avenues to increase awareness of the program.</li> <li>• Relationships are built with local, state and national decision makers, including elected officials, through education and outreach.</li> </ul> |
| <p>Distinguished:<br/>4</p> | <ul style="list-style-type: none"> <li>• Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success.</li> <li>• An agricultural communication and marketing plan is developed and implemented.</li> <li>• Stakeholders participate in five (5) school or community meetings, events or communication avenues to increase awareness of the program.</li> <li>• Relationships are built with local and state decision makers, including elected officials, through education and outreach.</li> </ul>                                |
| <p>Qualified:<br/>3</p>     | <ul style="list-style-type: none"> <li>• Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success.</li> <li>• An agricultural education communication and marketing plan is developed.</li> <li>• Stakeholders participate in four (4) school or community meetings, events or communication avenues to increase awareness of the program.</li> <li>• Relationships are built with local decision makers, including elected officials, through education and outreach.</li> </ul>  |

|                    |  |
|--------------------|--|
| Basic:<br>2        | <ul style="list-style-type: none"> <li>Stakeholders are familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success.</li> <li>Stakeholders participate in three (3) school or community meetings, events or communication avenues to increase awareness of the program.</li> <li>Relationships are built with local decision makers, including elected officials, through education and outreach.</li> </ul> |
| Below Basic:<br>1  | <ul style="list-style-type: none"> <li>Stakeholders are not familiar with the agricultural education model, are involved in shaping and strengthening the program and promoting program success.</li> <li>Stakeholders don't participate in school or community meetings, events or communication avenues to increase awareness of the program.</li> </ul>   |
| Non-Existent:<br>0 | No or limited relationships exist with local decision makers.  |

2. Agricultural education program stakeholders and supporters are recognized for their support of the agricultural education program.

| Rating Scale        | Descriptors/Indicators for 6.2  |
|---------------------|---|
| Exemplary:<br>5     | <ul style="list-style-type: none"> <li>Outstanding school, FFA and community partners are nominated when appropriate through the FFA, agricultural industry associations, community organizations and education groups for recognition at the state and/or national level.</li> <li>Recognition of partners occurs annually through the agricultural industry associations, school, community and FFA Chapter's special program(s), and communication avenues.</li> </ul> |
| Distinguished:<br>4 | <ul style="list-style-type: none"> <li>Outstanding school, FFA and community partners are nominated when appropriate for recognition through the FFA at the state and/or national level.</li> <li>Local recognition of partners occurs through the school, community and FFA Chapter's special program(s), and communication avenues.</li> </ul>  |
| Qualified:<br>3     | <ul style="list-style-type: none"> <li>Outstanding school and community partners are nominated through the FFA when appropriate for recognition at the state level.</li> <li>Local recognition of partners occurs annually through appropriate programs and communication avenues.</li> </ul>   |
| Basic:<br>2         | School and community partners are recognized through local programs and communication avenues.  |
| Below Basic:<br>1   | School and community partners are not recognized in a formal setting.   |
| Non-Existent:<br>0  | No evidence is presented.   |

3. Community volunteers (FFA Alumni or others) are organized and involved in supporting the agricultural education program.

| Rating Scale        | Descriptors/Indicators for 6.3   |
|---------------------|--|
| Exemplary:<br>5     | The program has an established FFA Alumni Chapter that supports the agricultural education program. The local FFA Alumni chapter conducts or participates in six (6) events per year (fundraisers, workshops etc.).  |
| Distinguished:<br>4 | An active agricultural education booster group or FFA Alumni chapter exists that supports the agricultural education program. The agricultural education booster group or FFA Alumni Chapter conducts or participates in five (5) events per year (fundraisers, workshops etc.). |
| Qualified:<br>3     | An active agricultural education booster group exists that supports the agricultural education program. The agricultural education booster group conducts or participates in four (4) events per year (fundraisers, workshops etc.)  |
| Basic:<br>2         | An active agricultural education booster group exists that supports the agricultural education program. The agricultural education booster group participates in three (3) events per year (fundraisers, workshops etc.)   |
| Below Basic:<br>1   | No agricultural education booster group exists that supports the agricultural education program. The agriculture booster group participates in less than three (3) events per year (fundraisers, workshops etc.)   |
| Non-Existent:<br>0  | No evidence is presented.  |

4. The agricultural education program provides relevant data/information to key stakeholders and other entities.

| Rating Scale        | Descriptors/Indicators for 6.4  |
|---------------------|---|
| Exemplary:<br>5     | <ul style="list-style-type: none"> <li>The agricultural education program develops a five-year plan and annual goals to identify needs and strategies for program improvement.</li> <li>The five-year plan, annual goals and program data are review by the agricultural education advisory board and school administration.</li> <li>Program data is collected annually and is used to create an annual communication and marketing plan for all key stakeholders that are used to promote and improve the program.</li> </ul>   |
| Distinguished:<br>4 | <ul style="list-style-type: none"> <li>The agricultural education program develops a five-year plan and annual goals to identify needs and strategies for program improvement.</li> <li>The five-year plan, annual goals and program data are review by the agricultural education advisory board and school administration.</li> <li>Program data is collected annually and is used to create a bi-annual communication and marketing plan for all key stakeholders that are used to promote and improve the program.</li> </ul> |
| Qualified:<br>3     | <ul style="list-style-type: none"> <li>The agricultural education program develops a five-year plan and annual goals to identify needs and strategies for program improvement.</li> <li>The five-year plan, annual goals and program data are review by the agricultural education advisory board and school administration.</li> <li>Program data is collected annually and is used to communicate with key stakeholders to promote and improve the program.</li> </ul>  |

|                    |  |
|--------------------|--|
| Basic:<br>2        | <ul style="list-style-type: none"> <li>• The agricultural education program develops a five-year plan and annual goals to identify needs and strategies for program improvement.</li> <li>• Program data is collected annually and is used to develop, promote and improve the program.</li> <li>• The five-year plan, annual goals and program data are reviewed by the agricultural education advisory board and school administration.</li> </ul> |
| Below Basic:<br>1  | <ul style="list-style-type: none"> <li>• The agricultural education program does not have a five-year plan developed.</li> </ul>   |
| Non-Existent:<br>0 | No evidence is presented.  |

5. A recruitment and retention plan is annually developed and implemented for prospective and current students.

| Rating Scale        | Descriptors/Indicators for 6.5   |
|---------------------|--|
| Exemplary:<br>5     | A formal recruitment and retention plan is in place to inform students, parents, employers, counselors and administration about the agricultural education program. A variety of activities and materials are used for program promotion. Feedback from the recruitment and retention activities is documented and used for future planning. |
| Distinguished:<br>4 | A formal recruitment and retention plan is in place to inform students, parents, counselors and administration about the agricultural education program. A variety of activities and materials are used for program promotion.   |
| Qualified:<br>3     | A formal recruitment and retention plan is in place to inform students and parents about the agricultural education program. Some activities and materials are used for program promotion.   |
| Basic:<br>2         | A recruitment and retention plan is in place to inform students and parents about the agricultural education program.  |
| Below Basic:<br>1   | Agricultural education program recruitment and retention is implemented; but no plan exists.   |
| Non-Existent:<br>0  | No evidence is presented.  |

6. Follow-up data is collected and maintained on all agriculture program graduates.

| Rating Scale        | Descriptors/Indicators for 6.6   |
|---------------------|--|
| Exemplary:<br>5     | The Perkins follow-up data form 5S1 is completed and submitted to the Idaho Division of Career-Technical Education (CTE) annually. The Concentrator Student follow-up data forms are completed annually and kept on file in the local agricultural education program. The data is used by stakeholders in the development of the five-year plan, annual goals, student recruitment and retention documents and communication and marketing plan. |
| Distinguished:<br>4 | The Perkins follow-up data form 5S1 is completed and submitted to CTE annually. The Concentrator Student follow-up data forms are completed annually and kept on file at the local agricultural education program. The data is used by stakeholders in the development of the five-year plan, annual goals and student recruitment and retention documents.  |
| Qualified:<br>3     | The Perkins follow-up data form 5S1 is completed and submitted to CTE annually. The Concentrator Student follow-up data forms are completed annually and kept on file at the local agricultural education program. The data is used by stakeholders in the development of the five-year plan and annual goals.   |
| Basic:<br>2         | The Perkins follow-up data form 5S1 is completed and submitted to the Idaho Division of Career-Technical Education annually.   |
| Below Basic:<br>1   | The Concentrator Student follow-up data forms are completed annually and kept on file in the local agricultural education program.   |
| Non-Existent:<br>0  | No evidence is presented.  |