



Budding Oregon's Summer Ag Institute

Ag Communications Media Plan

2013

Oregon
North Clackamas

Katelin Walker

Katie Fuller

Allison Smith

Table of Contents:

Executive Summaryii

Introduction1

Overview2

Target Audience

Audience A3

Audience B4

Strategic Plan

Objectives5

Key Messages6

Media Selection8

Timeline11

Evaluation12

Budget13

Conclusion14

References15

Appendices

News Story Sample16

Press Release Sample17

Flier Sample18

Brochure Sample19

Executive Summary:

With a continually urbanizing society, consumers are becoming further removed from their food source, and therefore the need for agricultural education in youth and adults alike continues to grow.

This plan suggests strategies to implement in recruiting participants in an agricultural education course known as the Summer Ag Institute (SAI) which is a three-credit, week-long, graduate-level class through Oregon State University that educates K-12 teachers with little or no background in agriculture. The goal of SAI is to help educators use agriculture as a context for teaching standard subjects like science, math, social studies, and English.

The goals of this proposal include raising awareness of SAI to recruit participants, growing the program and also engaging possible sponsors of the event so that further expansions can be made for increasing the number of teachers that can attend each year.

There are a variety of media tactics that can be applied to help communicate to the public the key messages including news stories, videos for YouTube Channels and presentations, student tours, modified websites and much more. Some of the key messages to be conveyed include the importance of agricultural literacy in all ages, the importance of hands on learning in the classroom, the potential benefits of promoting local agriculture and the career benefits of partaking in SAI.

The communication, involvement and growth of the Summer Ag Institute is vital to the success of educating teachers about the true story of agriculture and promoting a healthy and active future in the industry.

Introduction:

Our current commercialized society has left many detached from agriculture which leads to an uninformed consumer base and distrust in food suppliers, pushing the agriculture industry to search for unique ways to connect consumers with their food.

Studies collected by Pearson Child Psychology show that students age 6 through 11 exhibit the greatest signs of cognitive development; therefore are able to connect cause and effect, become more independent, develop their own opinions and are more likely to be influenced by outside forces (Joan Cook, 2005). Many companies and organizations utilize this stage of mental development to sell their personal agendas. These include groups such as the People for the Ethical Treatment of Animals (PETA), who targets young school age children leaving students and teachers alike with misconceptions of the food industry.

Looking into the Oregon educational system, there are over 28,000 Kindergarten through 12th grade teachers teaching 600,000 students enrolled in public schools (Oregon Department of Education, 2008). Within the 197 school districts in Oregon, which encompasses 1329 public schools, there are only 115 agricultural education high school programs, impacting only about 1.7% of public school students (Lee Letch, 2013). While groups like the FFA, 4H, and Farm Bureau are helping educate young adults, many agricultural education venues are still missing the most impressionable students in the state.

Oregon Agricultural Education Foundation's Summer Ag Institute (SAI), hosted by Oregon State University and funded through private donations, provides a context and resources, particularly for elementary academia teachers, to incorporate agriculture into their science, math, social sciences and reading program of study. It provides hands-on labs, reliable information about the agricultural industry and personal context. Teacher's current curriculum can be easily

adapted to incorporate agricultural examples, even when curriculum development time is minimal. The program's goal is to increase agricultural literacy by educating our educators.

There are two SAI sessions, the West Side conference, held in Corvallis (25 slots available) and East Side Conference held in La Grande (15 slots available). The West Side conference fills their seats, because of its proximity to the population base. The East Side has 15 slots available that are slow to fill, because of their remote location and smaller population. The West Side Coordinator, Dr. Greg Thompson, expressed a need for Southern and Central conferences to increase attendance, and convenience. It has been an expressed desire to develop an advanced course to provide the opportunity to further education in agriculture, and expand the resources in which they have to educate their students.



Overview:

This plan targets specific audiences utilizing media tactics to best spread key messages, a timeline for the plan of action and a budget which will enhance and grow SAI.

The purpose of this communications plan is; first, to communicate the opportunity of the SAI to academia teachers, therefore increasing attendees and agricultural literacy among non-agriculture educators. The second component of this proposal is to reach out to business and industry to secure funding for the expansion of SAI and provide monetary support to relieve the financial stress of applying to the institute. The cost of a week of SAI is estimated at \$2,800 per teacher, including the costs of food, housing and graduate credits (Oregon Farm Bureau, 2013).

The Summer Ag Institute has the opportunity to be a unique resource to educate teachers about agriculture, so they in turn can educate their students. Through communication and proper education, the true story of agriculture will begin to spread like wildfire.

Target Audience:

The target audience is two categories in order to achieve the objectives of this program.

Audience A: K-12 School Educational Staff

Description: This include teachers and administrators who are looking to further their agricultural knowledge. There is an average of 43,000 students per grade level in K-12 public schools in Oregon. Oregon teachers include 1,934 kindergarten teachers, 18,759 elementary school teachers and 9,266 secondary school teachers (Oregon Department of Education, 2008). This results in the average student to teacher ratio at 21 to one. With many teachers having class sizes of 20 and above, there is very little time for curriculum development, leaving many courses the same for years without unique adaptations (National Education Association, 2011). Teachers are making an average entrance salary of \$33,000 and averaging across Oregon at \$51,918 per year. With almost 22,000 administrative staff in Oregon Public schools who support the professional development plans of educators, there is an opportunity to also reach that audience to educate them about the value of SAI and the importance of agriculture.

Justification: This program provides education and curriculum support for K-12 academia teachers. By targeting teachers that have little to no in education of agriculture SAI will provide the opportunity to increase agriculture literacy amongst our educators who help shape the opinions and minds of our youth. The elementary teachers are a bigger focus, because of the large percentage of staffing they hold. With the understanding that teachers and students share a similar background and environment, targeting this audience is an opportunity to also increase agricultural literacy in our youth, through the teacher's updated curriculum.

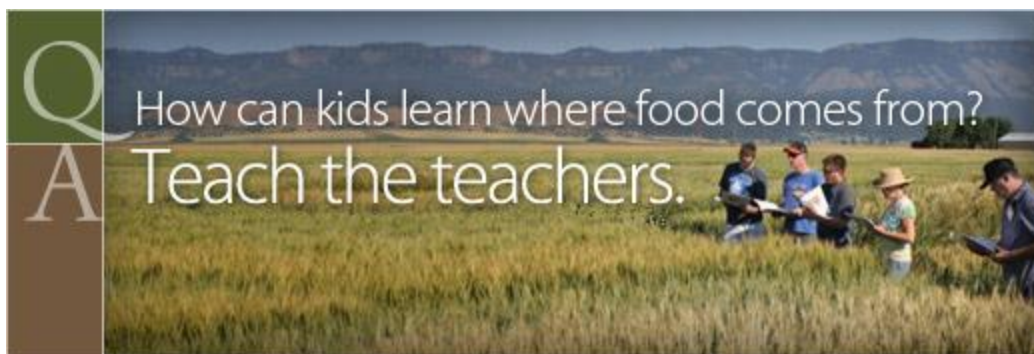
Having a unified understanding in a school, and support from administrators can be significant to not only support students, but also teachers in their curriculum development.

Audience B: Business and Industry Partners

Description: Business and industry who are interested in ensuring the future of agriculture and enhancing agricultural education. Partners will prioritize agricultural literacy, but are not restricted to agricultural businesses. The individuals or companies targeted should not be limited by magnitude, type or size of donation.

Justification: Summer Ag Institute relies on sponsors to fund the program. Teachers currently pay \$600 to attend the conference. Through sponsorship, businesses have the opportunity to support an interest of their specific commodity or industry, and develop relationships with consumers and educators alike. These sponsorships are not only important for financial support of SAI but also for developing relationships with sponsors to further teacher's educational resources, such as tours, answers to agricultural questions or contacts to help with specific units in updated curriculum.

By reaching out to business and industry members, the program has the ability to secure funding for the current conferences, relieving the financial stress on the teachers, as well as funding for the development of Central and Southern Oregon conferences and an advanced course. These partnerships are vital to the continued success of SAI and the future expansion of the program.



Strategic Plan:

Objectives:

In order to have an increase in attendees and business and industry (B&I) partnerships, communication efforts for SAI must meet all of the following objectives:

1. Increase Business and Industry Involvement

- Develop five Business and Industry (B&I) “resources” for teachers in each region
- Communicate to B&I members the value of SAI encouraging partnership with teachers

2. Develop a Level Two Summer Ag Institute

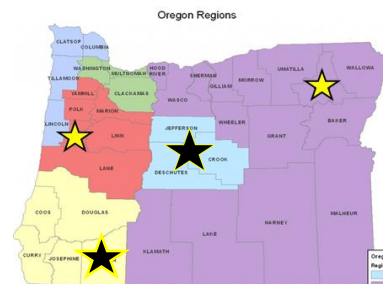
- Create an advanced conference for returning teachers to dive deeper into agriculture

3. Create a Southern and Central Summer Ag Institute Conference

- Provide opportunities for local teachers to participate in SAI
- Emphasize and promote local commodities, which is applicable to teachers’ curriculum

4. Promote the Opportunities of the Summer Ag Institute to Academia Teachers

- Communicate to teachers the opportunity to attend the Summer Ag Institute to broaden the context of their teaching, and apply agriculture to their everyday lessons
- Fill current spots in the Eastern (15) and Western (25) Conferences
- Receive 50 new participants in SAI



5. Encourage Business and Industry Members to Sponsor the Summer Ag Institute

- Communication with B&I members on the goals and achievements of the SAI
- Acquire sponsorships from each specific region for that that regions institute
- Successfully recruit 100 new sponsors, with an average donation of \$1,250

Key Messages

The key messages for this proposal are specific to the target audiences, therefore are divided into two categories below.

Audience A: K-12 Educational Staff***K - 12 Academia Teachers and Administration:***

Key Message 1: *“Summer Ag Institute: Fun and interactive way to learn about our food!”*

The Summer Ag Institute is a fun and interactive conference where teachers can learn about agriculture to infuse in their curriculum, share with staff and students and create unique bonds within the school environment.

Key Message 2: *“Summer Ag Institute: Grow your educational career with agriculture!”*

Extended learning opportunities in which teachers can earn graduate credits through Oregon State University, learn about the agricultural industry, current agricultural happenings and understand the importance of agricultural education.

Key Message 3: *“Summer Ag Institute: Light up your classroom with hands on learning.”*

The Summer Ag Institute provides materials for all teachers, encouraging contextual and kinesthetic learning.

Key Message 4: *“Summer Ag Institute: Teach food, careers and future.”*

With schools goals to encourage further education and career success, SAI provides teachers and educational staff a connection and understanding of the agricultural industry; one of the largest employers nationwide.

Audience B:***Business and Industry***

Key Message 1: *“Summer Ag Institute: Teaching about the future of the agricultural industry.”*

The Summer Ag Institute provides an opportunity for teachers realize the wide and deep footprint agriculture holds in Oregon's economy, with a \$22 billion impact on sales and support of 12% of the state's workforce (Oregon Department of Agriculture, 2011). The promotion of agricultural literacy ensures the future of agriculture through education.

Key Message 2: *“Summer Ag Institute: Learn where YOUR food comes from!”*

Summer Ag Institute allows for the promotion and education of local commodities around their neighborhood schools.

Key Message 3: *“Summer Ag Institute: Sowing lifelong learning relationships.”*

Your participation will provide the opportunity for your local industry to establish relationships with teachers, local educators and consumers.

Key Message 4: *“Summer Ag Institute: Promote your industry through agricultural education.”*

Through involvement with SAI, teachers could promote your business. This will encourage future interest in employment and support for agriculture and your business.

Media Selection

The media tactics were chosen to reach, most effectively, our specific target audiences. Tactics such as TV and radio spots are not included because of their lacking specificity when reaching audiences, unlike the qualified media listed.

1. Videos

a. *YouTube/ Webpage video.*

An informational video should be created to be posted on a designated YouTube page, as well as on the Summer Ag Institute website.

This video would better educate potential students on the goals and

opportunities in the Institute, encouraging more people to enroll into the program. Providing it on YouTube and the SAI website allows for a quick, effective way to reach a broad audience.



b. *Video testimonials for Business and Industry members.*

These testimonials would be graduates of the Summer Ag Institute, explaining their experiences in the program and how it has benefited them in their career success. It would also include testimonials from students of those teachers, emphasizing the classroom experience. Testimonies from the 2013 conference should be collected as soon as possible. Sharing these testimonials with Business and Industry will encourage new and continued sponsorship by creating an understanding of the impact the institute. Some travel expenses have been allotted for representatives to travel to talk with sponsors.

2. Blog for former conference attendees of the Summer Ag Institute

This blog will be a place for former teachers of the Summer Ag Institute to talk about their personal experiences through the program. It will give them the opportunity to share ideas, lessons and further their agricultural context through ongoing communication and interaction

with each other. It will also give potential Institute a flavor of what it's like to go to the Summer Ag Institute and how it will benefit them and their careers. This is also a place where casual videos can be posted, emphasizing the fun and stimulating environment at SAI.

3. Create an individual website for the Summer Ag Institute

Currently, the only webpage for the Summer Ag Institute is a page on the Oregon Farm Bureau and Oregon State University website. By creating a separate website for the Summer Ag Institute, we will be able to provide information on the Institute, which is updated frequently, unique to the program, and includes easy access to other media sources, such as videos, printable flyers and access to the blog. The website will have two portals; one for teachers and one for business and industry members. There is also an opportunity to have a sponsor recognition page.

4. News Story in the Oregon Education Association magazine

The OEA magazine, reaches 45,000 Oregon Education Association members, including certified teachers, education support professionals (including paraeducators, instructional assistants, transportation, administrative assistants, secretaries, food service, school nurses, technicians, and custodians) and community college faculty and staff. The news story will provide information about the goals about the Summer Ag Institute, location and dates. It will also provide quotes from former conference participants explaining their experience going through the program.

5. Brochures and Fliers

These brochures and fliers will be designed to provide quick information on the Summer Ag Institute and the different classes available. These brochures and fliers can be made available at teacher conferences, in-services, via mail, or provided to schools to distribute at their discretion. It will give information about course advisors, dates, deadlines, costs, available

locations, ways to support the program and other sources of media available. The brochures and fliers could also be sent to business and industry participants to provide them with information to review. Some travel expenses have been allotted for SAI representatives.

6. Recruitment Venues and Student Tours

For this form of advertisement, we will identify current venues that teachers are already using for field trips or agri-tourism such as pumpkin patches or petting zoos hosted by local FFA



chapters. These tours will host information about the SAI through fliers and brochures which will be made available.

These venues will be beneficial for two reasons; they will educate teachers and their students on agriculture, as well as give them information on the Summer Ag Institute. Some

travel expenses and print media expenses have been allotted for SAI representatives.

7. Press Release

We will create a template press release that will be provided to business and industry members to publish with information of their support of SAI that they can submit to local newspapers and schools newsletters. These will include information about the progress the Summer Ag Institute is making and also current events. It will state who is involved in the Institute, when and where the conferences take place, and what the program has to offer as well as goals or achievements of the Institute. By publishing this press release, we will be increasing the awareness of the Institute to potential teachers, as well as increasing the chances of funding through B&I partners. One will be created for each conference.

Timeline: This plan is developed to be completed over the course of five years, with all objectives having been met by the end of that period.

0-6 Months:

- Collect testimonies for videos. Finished within a month.
- Develop the informational and testimonial video, to be completed within three months.
- Create the independent SAI website. Complete a draft within a month and published by three months.
- Develop the blog to be completed within a month.
- Develop a list of conferences, conventions and schools where the SAI fliers and brochures can be sent.
- Develop and distribute the press release, brochures and fliers for B&I by five months.

6 Months-1 Year:

- Update the SAI Website if needed (effective portals, update videos, etc.).
- Develop and distribute the press release, brochures and fliers for teachers by six months.
- Develop and publish the magazine article three months before the first conference.
- Contact with sponsors about tour opportunities three months before the first conference.

1-5 Years:

- Develop relations with sponsors to have five “resource” B&I members in each region.
- Have contracted at least 20 first time sponsors, averaging donations at \$1,250 each year.
- Have retained 50 annual sponsors by the end of year five.
- Have all electronic media active, viewed and monitored and updated as needed.
- Secure funding for ongoing communications tactics by the end of five years.

Evaluation:

The Summer Ag Institute has two sessions each year: the first session starts June in Corvallis and the second session starts July in La Grande. We will evaluate the effectiveness of this and how well the objectives were met via the methods below.

1. Monitor Attendance and Participation of Target Audiences

- Fill preexisting spots that the West and East Sessions already offer.
- Reach Target Audiences: Gain 50 new participants
- 20 new sponsors, average of \$1,250 **OR** annual total donations of \$25,000, yearly
- Retain 50 annual sponsors at the end of five years

2. Complete Creation of New Sessions

- Successfully create a level two Summer Ag Session within five years
- Successfully create a Southern and Central Oregon conference within five years

3. Online Counters

- Track the website, YouTube and blog measuring the effectiveness of each media source.

4. Surveys

- Survey recently “graduated” teachers to gauge their development through SAI
- Survey “graduates” of the program within five years to understand classroom tactics.
- Survey students whose teachers completed SAI, measure unique lesson plan success.

6. Monitor Business and Industry Participation

- Have five new B&I per region, creating partnerships and tours for local teachers.

7. Business and Industry Feedback

- Surveys and questionnaires are a viable feedback choice in order to monitor the attitude of participating business and industry members.

Communications Budget:

Year one budget is based on quotes and estimates from a variety of companies and media options. Finances for future maintenance cost will be generated by sponsorship dollars.

	Quantity	Cost/Unit	Total Cost
Advertising			
<i>Electronic Media:</i>			
Professional Video	2	\$3,500/ video	\$7,000.00
-Video Discs	500	<i>Included in Video Cost</i>	
Blog Maintenance	12	\$200/month	\$2,400.00
<i>Website:</i>			
Website Design	1	\$5,500/website	\$5,500.00
Website Maintenance	6	\$200/month	\$1,200.00
<i>Print Media:</i>			
Brochures	250	\$0.25/brochure	\$62.50
Fliers	250	\$0.10/flyer	\$25
Magazine Article	1	\$250/article	\$250.00
Press Release	2	\$70/release	\$140.00
<i>Other Expenses:</i>			
Mileage	14,000	\$0.57/mile	\$7,980.00
		Total Expenses:	\$24,557.50

Conclusion:

This plan, partnered with the unique opportunity that SAI offers, has the potential to reach hundreds of teachers, administrators, students and communities. It will touch the lives of individuals by opening up the eyes of schools and neighborhoods to the true story of agriculture. With the ever growing need for a safe, expanding, healthy food source, both agriculturalists and consumers alike are looking for unique opportunities such as SAI to educate themselves and others about the food sources consumers have become so distant from.

Through a variety of electronic and print media as well as personal interactions this plan will allow the Summer Ag Institute to continue to grow, increase membership and increase sponsorship. By utilizing these techniques there is an opportunity to reach a broad number of people across the state of Oregon, within the allowed budget for communication.

Just as it is true for agriculture and our story, it is true for the Summer Ag Institute that communication is a key for the success. This passionate plan has allowed for not only the success of the current conference, but also for the future expansion of the conference and therefore the success of our teachers and the ever growing need for educated educators.

“Through six people, you can know the world,” John Guare, Six Degrees of Separation

As SAI takes the powerful step forward to teach our educators about agriculture, this plan helps in allowing these teachers to not only educate their students about agriculture, but also in being the voices behind the support and continuation of the Summer Ag Institute, which is vital to the future of our agricultural industry.



References:

Oregon Department of Education. (2008). Oregon Schools. State Information for Public Schools.

Retrieved from: http://www.localschooldirectory.com/stateschools/OR?update_page_cache=yes#state_information_for_public@students_faculty

Letch, Lee. (2013, April 21). Oregon FFA Association. Telephone Interview.

Cook, Joan. (2005). Pearson Child Psychology. *Learning Across the Ages*, 217-218.

Thompson, Greg. (2013, April 22). Email Interview.

Oregon Farm Bureau. (2013). Summer Ag Institute.

<http://www.oregonfb.org/programs/summer-ag-institute/>

National Education Association. (2011). Class Size. Class Size Reduction Program.

<http://www.nea.org/home/13120.htm>

Executionists. (2013). How Much Does a Small Business Website Cost in 2013?.

<http://www.executionists.com/blog/website-design/cost-to-build-websites-2013/>

SDRS. (2012). Media Planning and Buying Calculators. Print Media.

http://www.srds.com/frontMatter/sup_serv/calculator/cpm/

University of Oregon. (2010). Travel Reimbursement Rates.

<http://ba.uoregon.edu/staff/travel-reimbursement>

Earn Graduate Level Credits by Going to Camp This Summer

CLACKAMAS, OR. -- Every summer Oregon State University hosts the Summer Ag Institute in Mid-July, in which 25 teachers have the opportunity to learn about the agricultural industry and how to implement agriculture into their curriculum.

This program is allowing urban teachers to learn about where their food comes from, and the importance of learning the true story in agriculture. The Summer Ag Institute is a four day program in which academia teachers, generally who know little-to-nothing about the agricultural industry, have the unique experience of getting to work with agricultural instructors and learn about the importance of agriculture and how they can apply real world examples of it into their math, reading, writing, social science and science courses.

One student, Jon Smith, said that the hands on experience he got with agriculture has truly opened his eyes to a whole new world. "I hope to take back what I have learned to my students and make an impact on their lives with this information, just as it has my life," Smith said. This conference had 25 teachers from the west side of Oregon attend, all who will go home and implement agricultural examples, and hands on career experiences into their academic lessons.

The Summer Ag institute has been impact teachers like Smith since 1989, and will continue to do so for many years, as west side director Dr. Greg Thompson announced their hopes for expansion in the future. The east side conference will be taking place next week in Union, OR. and will have 15 teachers attending.

For more information on the Summer Ag Institute, how to sign up, or how to support please visit: www.orsai.com.



FOR IMMEDIATE RELEASE
June 29th, 2013

Contact: Debbie Crocker
SAI Project Coordinator
541-740-5073
dcrocker@99webstreet.com

Teachers Learn How to Implement Hands-On Agriculture in Class

CORVALLIS, Oregon- The first Summer Ag Institute conference of 2013 was opened at Oregon State University to teachers on June 23rd and lasted until June 28th. This three graduate credit conference educated 25 K-12 teachers on agriculture, which they could then turn around and use in their own classes.

The conference gave teachers a close up, hands-on experience with agriculture. They were able to tour various farms and attend classes headed by professors at the university. Everyone who took part in the conference had the chance to immerse themselves in agriculture, including the chance to feel inside a cow's stomach.

"Taking part in the program has really opened my eyes to the world of agriculture. It has taught me a lot of new information that I want to turn around and teach to the students in my own classroom." Joan Rowley, a graduate of the program, said.

The Summer Ag Institute strives to provide teachers with an agricultural education that they can turn and provide their students. This summer 40 teachers have gone through the program in both Corvallis and La Grande. Since 1989, the institute has given teachers knowledge and materials that will reward the next generation of potential agriculturists. SAI has been awarded with the “Excellence in Education” Award by the Oregon Department of Agriculture and truly lives up to the title. Visit www.orsai.com for more information.

###



Summer Ag Institute

How Can Kids Learn Where Food Comes From?
Teach The Teachers



What Is It?

Teachers learn how to incorporate agriculture into their classroom through a week long session of hands on learning and earn three graduate credits

Who: Oregon's Kindergarten through 12th grade teachers

When: Session 1: June 23-28, 2013

Corvallis, OR

Coordinator: Debbie Crocker 541-740-5073

Session 2: July 14-19, 2013

La Grande, OR

Coordinator: Jana Lee Dick 541-562-5129

Register Now

Join the SAI team this summer for a dynamic, educational, and fun-packed hands on learning experience!



Phone: (503) 399-1701
Fax: (503) 399-1703
E-mail: SAI@OAEF.org
www.oregonfb.com/programs/summeragisntitute



Get Three Graduate Credits Through Oregon State University



Come join
the team at
Summer Ag
Institute and

learn how Agriculture can be used as a theme for teaching math, science, social studies, and English to enhance teaching and learning experiences . Learn all about our nations number ONE employer in a dynamic, educational, and fun-packed week of hands experiences!



Summer Ag
Institute
Teaching Teachers
Since 1989

Phone : 503-399-1701
Fax: 503-399-1703
E-mail: SAI@OAEF.org
oregonfb.org/programs/summer-ag-institute

Summer Ag Institute

How Can Kids Learn Where Food Comes From?
Teach The Teachers

Teachers learn how to incorporate agriculture into their classrooms and earn graduate credits



{ Phone 503-399-1701 }

Summer Ag Institute

Fun and Interactive Way to Learn About Your Food!

Summer Ag Institute Teaching Teachers Since 1989

The goal of SAI is to help educators use agriculture as a context point for teaching standard subjects like science and math.



The highlight of the week is an overnight stay on a working farm where the teacher has an opportunity to meet a real farm family.

Course No: AED 518, 3 Credits,
Oregon State University

Who:

Oregon's Kindergarten through 12th grade teachers who have little or no background in agriculture.

When:

Session 1: June 23-28, 2013;
Corvallis, OR

Coordinator: Debbie Crocker
(541) 740-5073

Session 2: July 14-19, 2013;
La Grande

Coordinator: Jana Lee Dick
(541) 562-5129

SAI has enrolled hundreds of Oregon teachers and has been recognized by the Oregon Department of Agriculture with the "Excellence in Education" award



Cost:

Approximately \$2,800:

- \$600 due by May 1st
- \$1,000 for three graduate credits
- Any other additional Expenses

Registration fee is non-refundable after June 10, 2013

Requirements:

On-sight participation (5 nights and 6 days) and an over-night stay with a host farm family (1 of the 5 nights) for all SAI candidates.



How Can Kids Learn
Where Food Comes
From?

...Teach The Teachers