

TAGGED to *Take* Ag Ed!

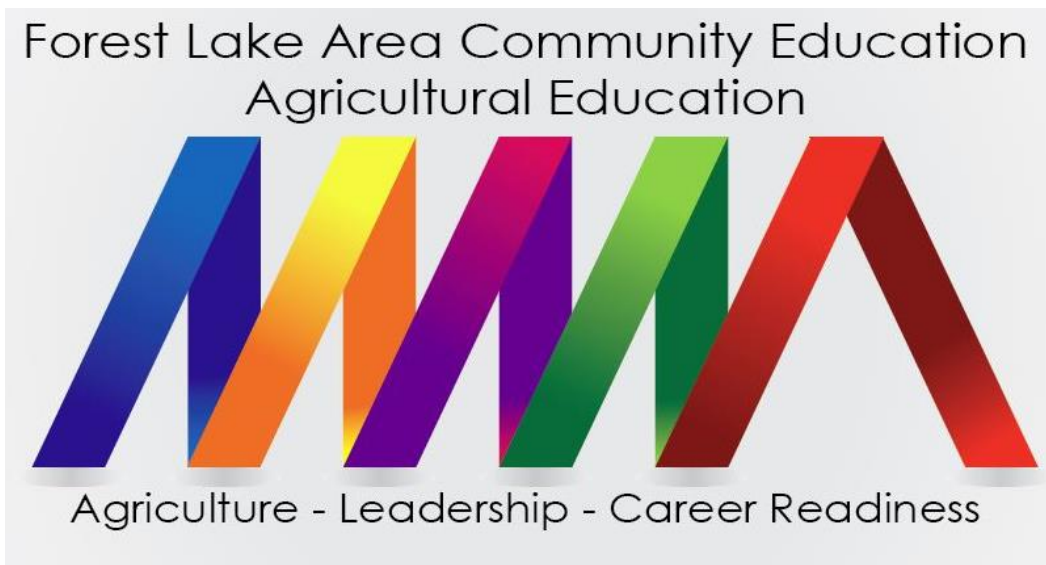
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**Agricultural Communications CDE
October 2015**

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Executive Summary

TAGGED to *Take Ag Ed* is a media plan that has been designed to aid in promoting course enrollment numbers in the Forest Lake Area Community Education Agricultural Education (FLACE Ag Ed) Program for the summer of 2016. The FLACE Ag Ed Program has been established to increase agricultural literacy among seventh through twelfth grade students in the community. Before creating media to promote the FLACE Ag Ed Program, a variety of objectives were developed and three target audiences were identified. We analyzed the significance of each of the objectives and acquired valuable information about the demographics of our audiences in order to develop beneficial forms of media. Upon implementation, these media forms will ensure that you see an increase in student enrollment in the FLACE Ag Ed Program. We are confident that all of our media forms will serve as a reliable vehicle in promoting the FLACE Ag Ed Program to all individuals within the target audiences.

In addition, this plan includes information on how the plan should be executed, a timeline to assist you in determining when each phase should be executed, and a detailed budget. By implementing this media plan, the total cost will be less than \$9,000. These expenses will allow students, parents and community members, to be informed about the FLACE Ag Ed Program and the value of Agricultural Education and will serve as a way to increase enrollment.

The TAGGED to *Take Ag Ed* initiative will encourage more students to be a part of the FLACE Ag Ed Program, educate students and parents about the endless opportunities available in Agricultural Education Programs, and introduce them to the FFA. This media plan will serve as an excellent way to involve more students in the FLACE Ag Ed Program. We hope that you find the information contained within this media plan to be helpful, informative and insightful.

Introduction and Overview

Introduction

Agricultural Education is a major component of many different schools throughout the United States of America. Agricultural Education allows for students to find value in agricultural pursuits, demonstrate leadership and develop countless career readiness skills. The Forest Lake School District has its own Agricultural Education Program for junior high and senior high school students. However, since many students are unable to find time to take Agricultural Education courses during their school day, the Forest Lake Area Community Education Program has partnered with the Agriculture Department to create community education agriculture courses, otherwise known as FLACE Ag Ed. These courses are not credit bearing and are taught in the evening. The purpose of the FLACE Ag Ed Program is to allow for students to still be actively involved in Agricultural Education and increase their agricultural literacy even if their daily schedule does not allow. The FLACE Ag Ed Program also serves as a way to provide students with opportunities to participate in a variety of local FFA activities, establish their own Supervised Agricultural Experience Programs, and serve the community. The FLACE Ag Ed Program began in 2012, but has recently been experiencing low enrollment numbers because many students are not informed about the courses that are being offered.

According to Mr. Joel Larsen, the Minnesota State FFA Advisor, there are approximately 400,000 students in grades seven through twelve attending Minnesota schools. Of those students, only about 24,000 are enrolled in an Agricultural Education Program (Larsen, J., personal communication, November 11, 2014). This means that 94 percent of Minnesota's students are not enrolled in Agricultural Education courses. It is the mission of the FLACE Ag Ed Program to decrease this percentage so that future generations can be informed about agriculture.

Overview

We have worked diligently to create an informative plan that will maximize participation in the Forest Lake Area Community Education Agricultural Education Program in the summer of 2016. We know that this plan will give you the ability to foster growth in this budding program. This plan contains a plethora of resources and ideas relative to the objectives, audience, timeline, evaluation and budget of the program. The first main component included in this media plan is identification of key target audiences and an analysis of each of these audiences. Through the utilization of this section, you will be able to determine different ways of appealing to many groups of individuals residing in the Forest Lake community.

Secondly, a strategic plan has been included, which details the goals of the program, how you should go about achieving these goals, and justification for our chosen forms of media. A timeline has also been created so it is clear as to when you should execute each component of the plan. The strategic plan section will provide clarity regarding the purpose of the media plan and allow you to develop an understanding of how to reach the outlined objectives and goals.

Thirdly, it is critical that individuals are able to evaluate progress in achieving the goals outlined in the strategic plan. Therefore, we have proposed methods of evaluation so that you can determine their progress in instituting the media plan. This will allow for you to assess all aspects of the media plan and determine areas of strength and areas that need more attention.

Finally, we have included an approximate budget towards the end of this media plan. By using this budget, you will have a better idea of how much the implementation of the plan will cost. We truly hope that all of the resources and components that we have included will assist in promoting the Forest Lake Area Community Education Agricultural Education Program to a more diverse population.

Audience

Figure 1: Students in Grades 7-12 for the 2015-2016 Academic Year (Target Audience #1)

School Name	Number of 7 th through 12 th Grade Students
Century Junior High (Grades 7-9)	987
Southwest Junior High (Grades 7-9)	507
Forest Lake Senior High (Grades 10-12)	1,518
TOTAL	3,012

Figure 2: Students in Grades 5-6 for the 2015-2016 Academic Year (Target Audience #2)

School Name	Number of 5 th and 6 th Grade Students
Central Montessori Elementary	32
Columbus Elementary	94
Forest Lake Elementary	219
Lakes International Language Academy	144
Lino Lakes Elementary	121
Linwood Elementary	93
Scandia Elementary	138
St. Peter's Catholic School Elementary	68
Wyoming Elementary	80
TOTAL	989

Figure 3: Parents of Students in Grades 7-12 for the 2015-2016 Academic Year (Target Audience #3)

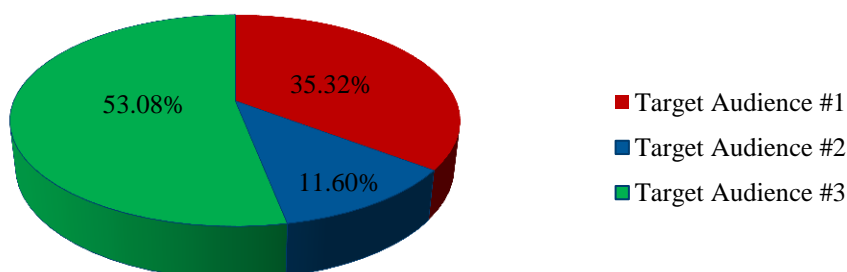
Category	Number of Parents	Number of Households
Parental Data	4,526	2,403
TOTAL	4,526	2,403

Figure 4: Total Size of Audience

Target Audience Number	Total Number of People	Percentage of Total Size
Target Audience #1	3,012	35.32%
Target Audience #2	989	11.60%
Target Audience #3	4,526	53.08%
TOTAL SIZE	8,527	100.00%

Figure 5: Graphical Display

Total Size of Target Audiences



Target Audience #1: Students in Grades 7 through 12

The first target audience is comprised of students in grades seven through twelve who are registered to attend a school within the school district during the 2015 to 2016 academic year. Since the FLACE Ag Ed Program is designed for students in these grades, it is critical that they are aware of the program. This awareness will be fostered through a trivia booth during lunches at the junior high and the high schools. Students can spin the wheel of agriculture, answer a trivia question and receive a FLACE Ag Ed pencil and candy as an incentive. If a student answers their question correctly, they can enter their name into a drawing for a free FLACE Ag Ed t-shirt or collapsible water pouch. At each visit, at least 30 winners will be selected. All winners will be notified and their prize will be delivered to them. Additionally, each FFA member will receive a t-shirt and flyers will be distributed so students can interact with FLACE Ag Ed on social media.

Target Audience #2: Students in Grades 5 and 6

An additional target audience that has been identified is students in grades five and six who are registered attend an elementary school within the school district during the 2015 to 2016 academic year. A community education worker will visit all of the fifth and sixth grade classrooms within the district and facilitate interactive lessons that excite students about the FLACE Ag Ed Program. At each visit, all fifth grade students will receive a FLACE Ag Ed pencil and all sixth grade students will receive a FLACE Ag Ed collapsible water pouch.

Target Audience #3: Parents of Students in Grades 7 through 12

The final target audience is the parents of students in our first target audience. All parents will receive a letter that promotes the FLACE Ag Ed Program and have access to registration materials through the school website, making registration a more convenient process. It is crucial that parents are informed about the program so they can encourage their students to participate.

Strategic Plan – Objectives

Objectives

We have confidence that the following objectives will be met through the implementation of our media plan. All objectives are accompanied with a brief description of how they will be met.

- **Objective 1:** To have at least 30 students enroll in FLACE Ag Ed Courses in the summer of 2016.
 - This objective will be met or exceeded by promoting the Agricultural Education courses to all eligible students residing in the Forest Lake School District using the different forms of media which are outlined in this plan.
- **Objective 2:** To promote Agricultural Education, FFA and the FLACE Ag Ed Program by visiting both junior high schools and the senior high school by May 1, 2016.
 - You will be able to meet this objective by interacting with students via an agriculture trivia booth that will be set up during lunch in each school's cafeteria.
- **Objective 3:** To visit all nine of the elementary schools within the school district to educate students about the opportunities they will have in Agricultural Education in the future by providing them with a hands-on introduction to agriculture and the FLACE Ag Ed Program by March 1, 2016.
 - You can make sure this objective is met by preparing and facilitating a presentation about the FLACE Ag Ed Program to fifth and sixth grade students.
- **Objective 4:** To receive 600 additional likes on the FLACE Ag Ed Facebook page and an additional 150 followers on the FLACE Ag Ed Twitter account by June 1, 2016.
 - You will be able to meet this objective by promoting these forms of social media on flyers, posters and in-person at our school visits.

Strategic Plan – Key Messages & Themes

Key Messages

As a result of this media plan, many positive key messages will be sent out to individuals in our target audiences and to members of the community. Some of these key messages include:

- **Key Message 1:** Agriculture is the heartbeat from which everything emerges and it plays a role in every person’s life.
 - Through this media plan, it will be possible to show the public that agriculture is a key aspect in each of our daily lives and that it is critical to the future.
- **Key Message 2:** Agricultural Education should be a part of all students’ educational careers.
 - Whether students take agriculture courses for credit or not, it is important to show them that Agricultural Education is a phenomenal opportunity for students to experience agriculture in a contextual setting.
- **Key Message 3:** Agriculture is more than just farming – agriculture is a diverse pursuit.
 - It is essential to show our target audiences that agriculture has a place for everyone. Even if students choose not to enroll, it is likely that students will learn more about their role in agriculture through our marketing techniques.

Overarching Theme: TAGGED to *Take Ag Ed*

- Inspired by the National Association of Agricultural Educators’ “TAGGED to Teach Ag Ed” initiative, the “TAGGED to *Take Ag Ed*” focuses on getting more students enrolled in Agricultural Education courses rather than getting prospective educators to teach agriculture.

Strategic Plan – Media Justification

Media Tactics Justification

A variety of media tactics have been carefully selected to achieve the best communication possible.

FLACE Ag Ed Water Pouch – Sixth grade students will receive a collapsible water pouch so that remember the FLACE Ag Ed Program and the agriculture industry. Students will be more likely to participate in the classroom visit and in the program if they are rewarded with a prize (Shindler, J., 2008, para. 9). This water pouch serves as an excellent prize because it can be used daily in public. Some of these water pouches will also be given away in the drawings during the junior high and high school lunch visits (Objectives #1, #2 and #3; Target Audiences #1 and #2).

FLACE Ag Ed Pencils – Fifth grade students will receive their own FLACE Ag Ed pencil to help them remember that they can enroll in the FLACE Ag Ed Program in the near future. Additionally, high school and junior high school students can earn a pencil through participating in the trivia activity during school lunches. When the student uses their pencil, he or she would be promoting the FLACE Ag Ed Program to others around them. Pencils are an excellent way to promote the program because they will always be in demand by students – regardless of their age (Objectives #1, #2 and #3; Target Audiences #1 and #2).

Posters – An equal quantity of two different versions of posters will be placed in strategic locations around school campuses and several businesses so that all students and their parents are reminded of the opportunities that are available in the FLACE Ag Ed Program. Because these posters will be vibrant and colorful, they will be an excellent way to promote the program to individuals who enjoy looking at visual graphics. The posters will also promote the existing FLACE Ag Ed social media accounts (Objectives #1 and #4; Target Audience #1 and #3).

School Announcements – Before new classes begin in the FLACE Ag Ed Program, they will be introduced during the morning and afternoon school announcements at both junior high schools and the senior high school. The script will be identical to that of the radio announcement script. All of these announcements will be catchy and concise so students can easily remember the program. The announcements will also promote the FLACE Ag Ed social media accounts as a way to foster interaction online (Objectives #1 and #4; Target Audience #1).

FLACE Ag Ed T-Shirts – All Forest Lake FFA Chapter members and all students who win the prize drawing during lunches can wear these maroon t-shirts so that they promote the program throughout the community. The school's colors are maroon and gold, so these shirts can be worn to a wide variety of school events and serve as a sign of unity among students. Additionally, these catchy t-shirts will appeal to individuals who prefer receiving information through reading and through visual design. This is because the t-shirt's overall message is very clever and catchy and because the design and font are both professional, yet creative. This will assist in increasing enrollment because the t-shirts emit a positive image about agriculture and the FLACE Ag Ed Program (Objective #1; Target Audiences #1 and #3).

Flyers – Flyers are considered to be one of the most effective guerrilla marketing tools (Roberto, N., & Roberto, A., 2011, para. 8). In order to promote FLACE Ag Ed in an innovative way, an equal quantity of two different versions of a catchy flyer will be distributed during the lunch visits and posted in strategic locations around school campuses. Additionally, local businesses will be given flyers so that they can post them for the public to see. These flyers will be concise, informative, and will include a modern look to attract those who enjoy looking at visual graphics. They will also encourage our target audiences to interact on the established FLACE Ag Ed Program social media accounts (Objectives #1 and #4; Target Audiences #1 and #3).

Commercial – A catchy commercial will air on the local television station so that students and their parents easily remember the FLACE Ag Ed Program. The commercial will be an excellent way for individuals in the community to be introduced to the program and the importance of agriculture. This media will attract those who prefer receiving information aurally and visually and will serve as a way to increase enrollment, therefore assisting in meeting the first objective (Objective #1; Target Audiences #1 and #3).

Radio Announcement – A brief radio announcement will be aired on local radio stations to promote the classes to students and their parents. The object of the radio advertisement is to have an additional way for those who prefer receiving information orally to do so. The radio announcement will serve as an additional way to promote the courses and inform individuals about the value of the FLACE Ag Ed Program. Additionally, the announcement will provide target audiences with information about the program in general and direct listeners to the established social media platforms. (Objectives #1 and #4; Target Audiences #1 and #3).

FLACE Ag Ed Program Website – A website will continue to be maintained so that current or prospective students and their parents are informed about the courses and the value of Agricultural Education. The website will serve as an excellent way to promote the courses and showcase the interactive curriculum that is being taught in each course. It will primarily serve as a way to promote what is happening in the classroom and as a way to educate individuals about the FFA and the credit bearing Agricultural Education courses offered at the junior high schools and at the senior high school (Objective #1; Target Audiences #1 and #3).

Facebook and Twitter – Social media is one of the most effective ways to promote any program, company, or organization. In fact, “74 percent of consumers have a more positive brand impression after interacting with a company through social media” (Funk, T., 2013, pp. 2). A FLACE Ag Ed Facebook and Twitter account will be updated frequently so that current or prospective students and their parents are aware of the opportunities available through participation in the FLACE Ag Ed Program and Agricultural Education Programs in general. Social media will be a great way for you to promote agriculture, FFA and the FLACE Ag Ed Program and it will serve as a convenient way to interact with current and prospective students (Objectives #1 and #4; Target Audiences #1 and #3).

School Website – A brief announcement will be placed on both of the junior high schools’ websites and the senior high school’s website so all that parents can be reminded of the FLACE Ag Ed Program. This publication will be identical to the announcement that will be aired through the school and radio announcements, but will be included on the website so that parents are reminded of the courses through an additional form of media, since they will not be able to hear the announcements in the schools (Objective #1; Target Audience #3).

Parent Letter – A letter will be sent to each household where a seventh through twelfth grade student resides. The purpose of this letter is to inform parents about the FLACE Ag Ed Program and the opportunities students have through enrolling in Agricultural Education courses. This letter will be mailed to all parents before registration opens so that they have an adequate amount of time to determine which course(s) would be best for their children. It will also encourage the parents to stay up-to-date with the FLACE Ag Ed Program by following the social media accounts. The letter will allow for parents to be reminded of the FLACE Ag Ed Program if they prefer to receive communication via mail (Objectives #1 and #4; Target Audience #3).

Timeline

This media plan is designed to be implemented in January 2016 and end in June 2016, when the summer FLACE Ag Ed courses begin.

January 2016

- 1/ 2: Contact administration for all of the elementary schools and get visit dates approved (listed below).
- 1/12: Visit Montessori Elementary
- 1/13: Visit Columbus Elementary
- 1/14: Visit Forest Lake Elementary
- 1/15: Visit Lakes International Language Academy
- 1/20: Visit Lino Lakes Elementary
- 1/21: Visit Linwood Elementary
- 1/22: Visit Scandia Elementary
- 1/25: Visit St. Peter's Catholic School Elementary
- 1/26: Visit Wyoming Elementary

February 2016

- 2/19: Mail letter to parents.
- 2/23: Hang posters up in the junior high schools and the senior high school.

March 2016

- 3/1: Post flyers in public locations.
- 3/2: Contact administration for all of the junior high and senior high school visits and get visit dates approved (listed below).
- 3/22: Southwest Junior High lunch visit.
- 3/23: Century Junior High lunch visit.
- 3/24: Senior High lunch visit.
- 3/25: Publish Press Release in *The Forest Lake Times*.
- 3/30: FLACE Ag Ed registration opens.

April 2016

- 4/1: Begin Airing radio announcement and television commercial until 5/31 (61 days total).

June 2016

- 6/15: FLACE Ag Ed summer courses begin.

General Note: All forms of social media (including the website) will be updated every Monday, Wednesday and Friday at a minimum.

Evaluation

- **Objective 1:** To have 30 students enroll in the 2016 Summer FLACE Ag Ed Program.
 - You will evaluate this objective based off of the number of students who enrolled in the FLACE Ag Ed Program. You can print rosters of each class and determine the total number of students enrolled once the program begins on June 15, 2016.
- **Objective 2:** To promote Agricultural Education, FFA and the FLACE Ag Ed Program by visiting both junior high schools and the senior high school by May 1, 2016.
 - By determining the amount of visits that were conducted within the timeframe, you can evaluate this objective. You can also distribute copies of the survey included in Appendix L to school staff to assess the effectiveness of the visits.
- **Objective 3:** To visit all nine of the elementary schools within the school district to educate students about opportunities they will have in the future by providing them with a hands-on introduction to agriculture and the FLACE Ag Ed Program by March 1, 2016.
 - You can evaluate progress on this objective by determining the amount of elementary school visits that were completed within the timeframe. You can also distribute copies of the survey included in Appendix M to adult observers as a supplementary method of receiving feedback and suggestions for improvement.
- **Objective 4:** To receive 600 additional likes on the FLACE Ag Ed Facebook page and an additional 150 followers on the FLACE Ag Ed Twitter account by June 1, 2016.
 - You can evaluate progress on this objective by checking the amount of Facebook likes and the amount of followers on the Twitter account. Since there are 97 Facebook likes and 67 Twitter followers (as of September 11, 2015), there must be 697 likes and 217 followers by June 1, 2016 in order to meet the objective.

Budget

Figure 6: Media Plan Table of Costs

Item Name	Used For	Audience	Cost/Unit	Quantity	Total Cost
Bags of Candy	JH/HS Trivia	#1	\$7.98	4	\$31.92
Commercial	Advertisement	#1, #3	\$18	61 Times	\$1,098.00
FLACE Ag Ed Pencils	Handouts	#1, #2	\$0.37	850	\$314.50
FLACE Ag Ed Collapsible Water Pouches	Handouts	#1, #2	\$1.65	750	\$1,237.50
FLACE Ag Ed Shirts	Handouts	#1, #3	\$6.98	240	\$1,675.20
Flyers (500 of each version)	Handouts	#1, #3	\$0.59	1,000	\$590.00
Letter to Parents (Postage; 1 to each household)	Direct Mailing	#3	\$0.49	2,403	\$1,177.47
Letter to Parents (Printing; 1 to each household)	Direct Mailing	#3	\$0.19	2,403	\$456.57
11" x 17" Posters (30 of each version)	Promotional	#1, #3	\$19.99	60	\$1199.40
Radio Announcement	Promotional	#1, #3	\$15	61 Times	\$915.00
Trivia Booth Table Cover	JH/HS Trivia	#1	\$19.96	1	\$19.96
Wheel of Agriculture	JH/HS Trivia	#1	\$105.98	1	\$105.98
FINAL COST OF MEDIA PLAN: \$8,821.50					

Conclusion

The Forest Lake Area Community Education Program has worked with the Agriculture Department to establish a variety of leadership and agriculture-based courses that encourage students to take time outside of school to further their levels of agricultural literacy. However, the program has been experiencing low enrollment numbers over the past couple of years. The implementation of this plan is intended to increase enrollment starting in the summer of 2016.

Through identifying three target audiences and creating media to attract these audiences, the FLACE Ag Ed Program will be promoted to a wide variety of students. In turn, this will greatly increase agricultural awareness and enrollment numbers in the FLACE Ag Ed Program. Our plan is cost-effective and emphasizes the importance of using different forms of media, from t-shirt distribution to the utilization of a Twitter hashtag. A community education employee will also visit all of the school district's elementary and secondary schools to promote the FLACE Ag Ed Program. As a result, if you implement this plan, many students and community members will be informed about the opportunities available in the FLACE Ag Ed Program.

As students, we recognize the importance of being organized, having a plan and setting concrete SMART goals. Therefore, we have carefully crafted goals, objectives and proposed methods for executing and evaluating media effectiveness as a part of our strategic plan. By following our media plan, you will have the tools necessary to reach all of the established goals.

Careers in agriculture are essential to the future. Since agriculture plays a role in every aspect of life and since the population is expected to continue to increase, it is in our nation's best interest to educate the future working class about agricultural careers. By instituting this plan, the Forest Lake Area Community Education Program will experience an increase in course enrollment in Agricultural Education courses, exposing more students to agriculture.

References

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Funk, T. (2013). *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*. New York, New York: Apress.

Larsen, J. (2014, Nov. 11). Email interview.

Roberto, N., & Roberto, A. (2011, June 23). *Will Flyers Help my Business Fly?* Retrieved March 8, 2015, from <http://business.inquirer.net/5032/'will-flyers-help-my-business-fly'>

Shindler, J. (2008, Jan. 1). *Examining Motivational Strategies – What Makes Your Students Care?* Retrieved February 15, 2015, from <http://web.calstatela.edu/faculty/jshindl/cm/Chapter7motivation.htm>

Appendices

Appendix A: FLACE Ag Ed Collapsible Water Pouches (Media Tactic #1)



Front Text (Left):

Agriculture = H₂O!

Healthiness!

Healthiness!

Happiness!

Opportunities!



Back Text (Right):

Thirsting to

know more?!

TAKE FLACE

AG ED!

Forest Lake Area

Community Education

Agricultural Education

flaceag.weebly.com

Appendix B: FLACE Ag Ed Pencils (Media Tactic #2)



Upper Text:

Forest Lake Area Community Education Agricultural Education Program

Lower Text:

Sharpening Agricultural Literacy in 7th through 12th grade students since 2012!

Appendix C: FLACE Ag Ed T-Shirts (Media Tactic #3)



Front Text (Left):

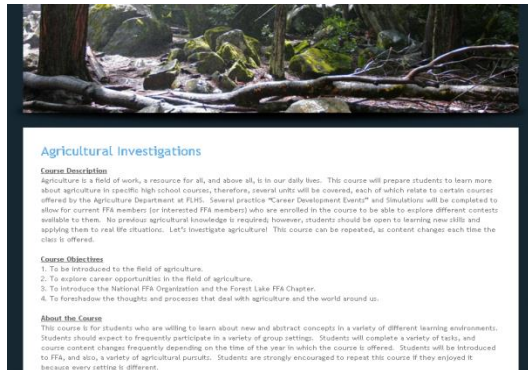
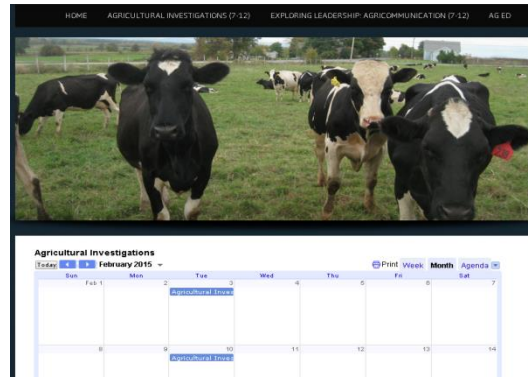
Top 10 Reasons to Take FL Community Ed Agriculture!

Back Text (Right):

1. It's neat to learn about what we eat!
2. 'SECOND!'
3. You'll learn why 'Robert Rules!'
4. You'll learn all about PUNnett Squares!
5. You'll SOW the seeds of success!
6. You'll learn about how to be a DOGGONE good pet owner!
7. You'll develop helpful career skills!
8. You'll MEAT new friends!
9. You'll understand your role in the field of agriculture!
10. So what the HAY, take ag!

Appendix D: FLACE Ag Ed Course Website (Media Tactic #4)

- Find us at www.flaceag.weebly.com



Appendix E: FLACE Ag Ed Facebook Page (Media Tactic #5)

- Find us by searching “Forest Lake Community Ed Agriculture” or “FLACE Ag Ed” on Facebook.



Forest Lake Area Community Education
Agricultural Education
Agriculture - Leadership - Career Readiness

Forest Lake Community Ed Agriculture - FLACE Ag Ed Community

Timeline About Photos Likes Videos

PEOPLE >

96 likes

ABOUT >

- Looking for information on the Forest Lake Community Ed Agriculture program? You've come to the right place! Stay tuned for trivia, pictures, and fun!
- <http://flaceag.weebly.com/>

PHOTOS >


Forest Lake Area Community Education
Agricultural Education
Agriculture - Leadership - Career Readiness

year, raise, enjoy
15 billion
is of
oni Thanks
oni!

Forest Lake Community Ed Agriculture - FLACE Ag Ed

10 hrs · 🌐

Did you know: Corn and soybeans are Minnesota's top producing crops #AgFactFriday



Like Comment Share

Appendix F: FLACE Ag Ed Twitter Account (Media Tactic #6)

- Follow us at @flaceaged on Twitter! Be sure to use #FLACEAgEd when you tweet.

The screenshot shows the Twitter profile for FLACE Ag Ed (@FLACEAgEd). The profile bio states: "Forest Lake Community Ed Agricultural Education Program - Teaching students about the importance of agriculture and leadership since 2012!". The location is "Forest Lake, MN" and the website is "flaceag.weebly.com". There is a photo or video gallery with four images showing students at a conference.

The main content area shows two tweets from FLACE Ag Ed:

- Tweet 1:** "Our awesome students had a great time at the Regional Leadership Conference last Thursday! Check out what they did!" (Feb 17). This tweet includes a grid of four photos showing students engaged in various activities at the conference.
- Tweet 2:** "#FFAWeek is already next week! Who's excited to promote the importance of #Ag to the community?!?!" (Feb 15).

On the right side of the profile, there is a sign-up form for updates from FLACE Ag Ed, with fields for "Full name", "Email", and "Password", and a "Sign up for Twitter" button. Below the form is a "Trends" section with a "Change" link and a list of trending hashtags and names: #OffendEveryoneIn4Words, #HappyBirthdayJustinBieber, #myfirst1Dusername, #21ReasonsWhyWeLoveJustin, #NeverHaveIEver, Frampton, Perry Ellis, The Blind Side, Anthony Mason, and CPAC.

Appendix G: Flyers and Posters (Media Tactic #7)

Poster (11" x 17") – Version I



Poster (11" x 17") – Version II

Are you trying to put
all of the pieces
together?!



Let the FL Community Ed Agriculture Program
help you out!



FLACE Ag Ed



@FLACEAgEd

Sign up for any of the Forest Lake Area Community
Education Agriculture Courses TODAY on SchoolView!

- ~AgriCommunication~
- ~Ag Investigations~
- ~Exploring Leadership~
- ~Food to the Max~

Visit us at faceag.weebly.com!

Looking for the steps to success?

Look no further than **FLACE Ag Ed!**

Forest Lake Area Community Education
Agricultural Education



Agriculture - Leadership - Career Readiness



We offer free,
hands-on courses for
7th through 12th
grade students!

Students are able to develop countless
skills in the areas of agriculture,
leadership and career readiness!

LEARN MORE!

Visit flageag.weebly.com or
use SchoolView to sign up!

PLUG IN!

Facebook: [FLACE Ag](#)
Twitter: [@FLACEAgEd](#)

Are you searching for a way to
BLOSSOM
your leadership potential and career
preparation skills this summer?!



The Forest Lake Area Community
Education Agriculture Program is
committed to helping you **GROW!**

We offer 4 **FREE** classes!
Register **TODAY** on SchoolView!

Stay **ROOTED** by
following us on social
media and checking out
[flaceag.weebly.com!](http://flaceag.weebly.com)



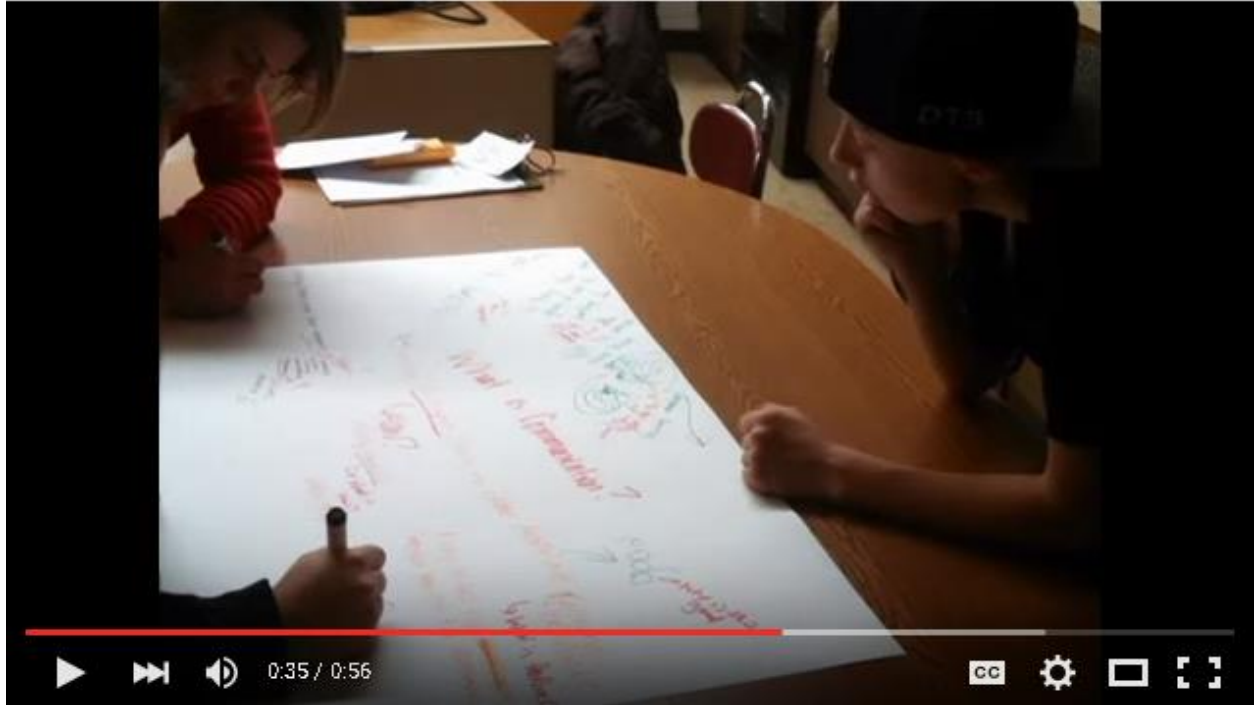
@FLACE Ag Ed



FLACE Ag Ed

Appendix H: TV Advertisement (Media Tactic #8)

- Our advertisement can be found on YouTube by searching “Take FLACE Ag Ed” or by entering the URL: <https://www.youtube.com/watch?v=ywfTXzvIG58>



Appendix I: Press Release to *The Forest Lake Times* (Media Tactic #9)

Media Contact:

Megan Palmer
651-328-7198

**Innovative Classes Allow for Agricultural Learning
For Teens in Forest Lake Community**

Forest Lake, February 22, 2015 – On a typical Tuesday evening in the Forest Lake Senior High School Agriculture Department, you can find students growing their leadership skills and building upon their knowledge of agriculture through the Forest Lake Area Community Education Program. The classes, collectively referred to as Forest Lake Area Community Education Agricultural Education (FLACE Ag Ed) Program, have been in full-swing for three years, providing the seventh through twelfth graders of the area with opportunities to expand their horizons and open their minds to a future in agriculture.

The courses have been a labor of love of the Forest Lake Area Community Education Program since 2012. Since many students are interested in taking agriculture courses during the school day, but are unable to due to schedule conflicts, the Agriculture Department and Community Education partnered to establish the FLACE Ag Ed Program. After taking these courses, students are able to explore a wide variety of concepts in the agriculture industry ranging from veterinary science to marketing and extension.

"The classes have helped me to develop my leadership skills and connect agricultural concepts to the real world," states Forest Lake High School junior Amanda Stafford. The classes are available through the Forest Lake Community Education system, on Tuesday nights from 5:00 to 6:30 p.m or 6:30 to 8:00 p.m. in Room 511 of Forest Lake Area High School.

About FLACE Ag Ed

Forest Lake Area Community Education Agricultural Education is a series of agriculture-based courses taught at Forest Lake Senior High School. Through combining agricultural concepts and applying them in a classroom setting, FLACE Ag Ed allows students to open their horizons to careers and opportunities in the field of agriculture. FLACE Ag Ed is offered on Tuesdays from 5:00 to 6:30 p.m. or 6:30 to 8:00 p.m. in Room 511 of Forest Lake Area High School. Register at www.forestlake.k12.mn.us/community_education/Programs/.

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Appendix J: Script for the Forest Lake Radio Station Announcement, the In-School Announcement, and the School Website Announcement (Media Tactic #10)

FLACE Ag Ed Announcement

Are you looking for a way to develop your leadership skills and learn more about the world around you? Are you or someone you know currently attending the Forest Lake School District as a seventh through twelfth grade student? If you answered “yes” to these questions, register for the Forest Lake Community Education Agricultural Education Program, otherwise referred to as FLACE Ag Ed! Agriculture is so much more than just cows, plows and sows! Agriculture is involved in every aspect in life, from the clothes you wear to the car you drive to work or school. The industry needs people, like you, to become involved! Through participating in the FLACE Ag Ed Program, you will be able to learn so much about agriculture and develop your leadership skills. To learn more find us on social media by searching “FLACE Ag Ed” on Facebook or @flaceaged on Twitter!

Appendix K: Letter to Parents (Media Tactic #11)

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Dear Parent,

I would like to welcome you to the Forest Lake Community Education Program for students in grades seven through twelve! The Community Education Program offers a variety of courses for students to enrich students' educational experiences. Today, I would like to take the opportunity to introduce you to a specific area within the Forest Lake Community Education Program – the Agricultural Education and Leadership Department.

The Forest Lake Community Education Agricultural Education and Leadership Department has been focusing on developing secondary students' leadership potential and agricultural literacy since July of 2012. The department offers a variety of free, non-credit bearing courses that are open to any student attending secondary schools in the Forest Lake Area School District. The courses are designed to introduce students to concepts related to leadership and the agriculture industry. I strongly encourage students to take advantage of the opportunity to enroll in as many of these courses as possible, because they will allow for students to explore many opportunities they might not have known were available to them.

The first course that is offered is entitled "Exploring Leadership." This course allows for students to develop their leadership abilities and be introduced to careers in agribusiness. Additionally, through this course, students are able to become involved in a variety of community service activities and learn how to take an active role in making the world a better place. After this course, students are more confident in their ability to work with others and develop a desire to pursue active leadership roles in their community.

In addition to a course focusing specifically on developing students' opportunities to become leaders, the program also offers a sister course that relates to developing communication skills. This course is known as "Exploring Leadership – AgriCommunications." Through taking this course, students will not only build upon their leadership abilities, but they will also greatly improve their communication skills and develop a variety of skills that are necessary to be successful in the workplace. Throughout the course, students are able to participate in job interviews, learn parliamentary procedure and compete in a variety of speaking events. This course is recommended for any student wishing to pursue careers in business, leadership, or education.

The program also offers a course that surveys the agriculture industry as a whole, known as "Agricultural Investigations." This course is designed for students who are considering a career in any science or agriculture related field. Topics of this course are dependent based on the time of year in which the student enrolls and based on student interest. Potential course topics include an introduction to leadership, animal science, pet ownership, genetics, plant science, greenhouse

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technology, agriscience experiments and more.

Finally, I am pleased to announce the program's newest course, "Food to the Max!" This course is also recommended for any student wishing to pursue a career in any science or agriculture related field. The course allows for students to explore food safety, sanitation, production, distribution, marketing and the scientific method. The course culminates in a final food production activity, where students are able to design, market and advertise their own food product.

I hope that you find these course offerings to be abundant and meaningful. You may register for any of these courses through TIES FeePay or by utilizing the course catalog registration form. Additionally, course resources, outlines and specific learner outcomes can be found on the program's website, flaceag.weebly.com. If you are interested in learning more, feel free to contact the Forest Lake Community Education Program directly at (651) 982-8110 or follow the agriculture courses on social media by searching FLACE Ag Ed on Facebook or Twitter! We look forward to your enrollment!

Sincerely,
Community Education Youth Secondary Department

Appendix L: Survey for Junior High and Senior High School Lunch Visits

Survey for Junior High and Senior High Lunch Visits

Note: The information provided on this form is intended to provide general feedback for the Forest Lake Area Community Education Agricultural Education (FLACE Ag Ed) lunchroom visit. Please provide honest feedback and return to the visitor before they leave the building.

Thank you for your responses and your time!

My Name (optional): _____

Name of the Visitor: _____

Location of the Visit: _____ Date: ____/____/____

Please rate your agreement with following the 11 statements below using a scale from 1 to 5, with 5 meaning “strongly agree” and 1 meaning “strongly disagree.” Please cross out the statement if it is not applicable.

The visitor was prepared	1	2	3	4	5
The visitor was friendly	1	2	3	4	5
The visitor did an excellent job promoting FLACE Ag Ed	1	2	3	4	5
The visitor was enthusiastic, energetic and passionate	1	2	3	4	5
The visitor was considerate of all students and their ideas	1	2	3	4	5
The visitor set-up and cleaned-up efficiently	1	2	3	4	5
The activity excited students about agriculture	1	2	3	4	5
The activity excited students about FLACE Ag Ed	1	2	3	4	5
The activity was meaningful	1	2	3	4	5
The activity drew a lot of students to the booth	1	2	3	4	5
The prizes distributed were age-appropriate and unique	1	2	3	4	5

Feel free to include any additional comments in the space below or on the back of this sheet.

Appendix M: Survey for Elementary Classrooms

Survey for Elementary Classroom Visits

Note: The information provided on this form is intended to provide general feedback for the Forest Lake Area Community Education Agricultural Education (FLACE Ag Ed) classroom visit that you are observing. Please provide honest feedback and return to the visitor before they exit.

Thank you for your responses and your time!

My Name (optional): _____

Name of the Visitor: _____

Location of the Visit: _____ Date: ____/____/____

Please rate your agreement with following the 12 statements below using a scale from 1 to 5, with 5 meaning “strongly agree” and 1 meaning “strongly disagree.” Please cross out the statement if it is not applicable.

The visitor was prepared	1	2	3	4	5
The visitor was friendly	1	2	3	4	5
The visitor had excellent facilitation skills	1	2	3	4	5
The visitor did an excellent job promoting FLACE Ag Ed	1	2	3	4	5
The visitor answered all students’ questions well	1	2	3	4	5
The visitor was enthusiastic, energetic and passionate	1	2	3	4	5
The visitor was considerate of all students and their ideas	1	2	3	4	5
The visitor’s activities kept students engaged	1	2	3	4	5
The visitor’s activities were meaningful	1	2	3	4	5
Students learned why agriculture is important to them	1	2	3	4	5
Students learned a lot about opportunities in FLACE Ag Ed	1	2	3	4	5
The prizes distributed were age-appropriate and unique	1	2	3	4	5

Feel free to include any additional comments in the space below or on the back of this sheet.