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STRATEGIC PLAN

BOOKLET

PLAN. LEAD. SUCCEED.

CHAPTER NAME:

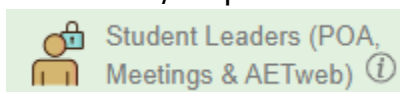
— AET —

Assigning Student Leadership Roles in AET

Use: This guide helps teachers assign student leaders/chapter officers to important functions in AET, allowing students to take ownership of their chapter and help with workload and chapter management.

A Quick-Start Guide for Ag Teachers

Effectively assigning leadership roles in AET helps students gain ownership in managing key parts of your chapter. All functions are in the “Tracker” section of the teacher/chapter AET account. Click on:



Use the drop-down menu to select chapter officers and other key student leaders. Grant meeting manager access and/or chapter website access as student names populate the screen.

✓ #1 Officer Team = Leading Strategic Plan, POA Events, Event Photos

Assign your full officer team as Student Leaders in AET. This will automatically grant access to:

-  **Calendar Manager** – Add/edit events
-  **Strategic Plan Manager** – Lead POA entries

These are foundational roles, and your officers are the best fit for handling them as a group.

#2 Add Other Roles - FFA Meeting Manager

This role unlocks:

-  Planning FFA meetings & adding them to the calendar
-  Creating agendas & recording minutes
-  **Sending messages via AET Message Center**
 - Can contact students and parents via AET Message Center, text, or email, so limiting access to a small number of trustworthy students is advised.

#3 Add Other Roles - AETweb Access

Usually, a limited number of students, as AETweb gives them the ability to:

- View/share **calendar photos, student-uploaded images, and files**
- Help maintain a public view of chapter events, POA, and more

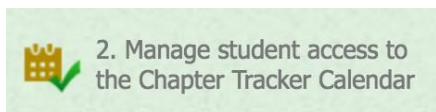


Developing Your Chapter's Strategic Plan

Purpose: This guide outlines the essential steps for developing a new strategic plan and involves students in the leadership process. Included in this guide are tips on building a quality mission statement and completing a SWOT analysis to create important POA activities and new initiatives.

Step 1: Establish Student Leaders

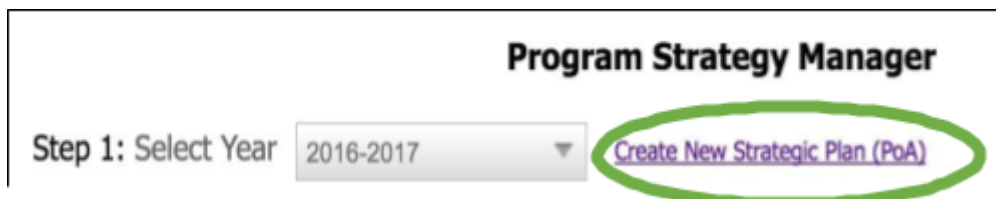
Using your student account list, select students to guide your program's strategic plan and activities.



Select students by clicking the "TRACKER" menu tab, then click the #2 menu item to assign student leaders.

Step 2: Develop your POA Planning Dates

Click "Develop and Manage your Strategic Plan" to develop your POA planning dates. (Typically 12 months.)



The following steps involve working with your student leaders in each area:



Step 3: Strategic Planning

These essential planning areas involve teachers and students exploring the program's mission and values to establish objectives and develop a strategic action plan for events.

1. Mission Statement:

Usually includes an action word such as "To achieve _____". Review these examples:

 MONSANTO "...committed to <u>supporting research</u> with academic and USDA scientists ..."	 "...is dedicated to <u>making a positive difference</u> in the lives of students by developing their potential for premier leadership..."	 "...to <u>enhance and strengthen</u> the lives of rural Americans ..."
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Build Your Program's Mission Statement using ideas such as:

Our Chapter is:	We exist to	We hope to:	Our goals are to:
Our mission at [Chapter Name] is to...	Recruit and develop young leaders...	Provide each an opportunity to...	Learn about agriculture and prepare students for their future...
Your Ideas are:			

2. Vision Statements (Objectives):

A one-sentence statement describing the clear and inspirational long-term desired change from your chapter. On average, these are about 10 to 15 words, and you can develop up to six statements. Our objectives are:

- 1:
- 2:
- 3:
- 4:
- 5:
- 6:

Be Creative &
Honest for this to
Work!

3. Strengths, Weaknesses, Opportunities, and Threats (SWOT):

This section helps develop strategic and actionable events that enable your program to achieve its mission. Use this table to brainstorm ideas. Write short statements in each quadrant:

INTERNAL: THESE ARE ABOUT OUR CHAPTER, POTENTIALLY FROM STUDENTS	Strengths We are good at:	Weaknesses We lack confidence or need help in _____ area(s).
EXTERNAL: THESE ARE OUTSIDE OUR CHAPTER, BUT IMPORTANT TO CONSIDER	Opportunities Our chapter's current trends are:.	Threats _____ prevents our successes.

Matching & Converting: Use SWOT analysis results to...

1. Match Strengths to Opportunities: This will help identify areas for growth to strengthen the program.
2. Convert Threats/Weaknesses to Opportunities: Is it possible to convert threats or weaknesses into opportunities? If not, develop ideas that will minimize adverse effects on your chapter.



Photos: Pictures are a great way to not only document your chapter's activities and accomplishments, but to help tell your story in your POA for others to see. To get a picture to populate in your final POA/Strategic Plan report and/or the version you submit to your state FFA office (if required), you'll need to include a caption of a few words or sentences that describe what's going on in the photo. Pictures without captions do not print or show up in the final PDF.

Define Your Leaders, Develop Committees, and Develop Related Action Events!



Be sure to review our other POA guides for student leaders, action plans, and budgeting.



Activity Planning Worksheet

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Worksheet date: _____ Completed by: _____

Activity Name: _____

Date of Activity: _____ (Planning dates see section IV)

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"Check" one division & one quality standard for each activity in this worksheet

___ **1. Growing Leaders:**
(Choose a quality standard)

X Leadership: *Building student leaders*

___ **Healthy Lifestyle:**
Improving students

___ **Scholarship:** *Encouraging lifelong learning*

___ **Personal Growth:** *Helping students discover their talents and achieve life goals*

___ **Career Success:** *Promoting students involvement in agriculture and careers*

___ **2. Building Communities:**
(Choose a quality standard)

___ **Environmental:** *Promoting conservation*

___ **Human Resources:** *Promoting wellbeing of members and community*

___ **Citizenship:** *Encouraging community engagement*

___ **Stakeholder Engagement:**
Connecting with program stakeholders

___ **Economic Development:**
Developing economic growth in the community

___ **3. Strengthening Agriculture:**
(Choose a quality standard)

___ **Support Group:** *Cooperating with others to support agriculture education*

___ **Chapter Recruitment:**
Increasing student participation

___ **Safety:** *Improving safety in the community and with students*

___ **Agricultural Advocacy:**
Promoting ag education and encouraging action

___ **Agricultural Literacy:**
Promoting agriculture through educating the public

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IV. Important Planning Dates – List dates that relate to planning this activity (or see FFA.org Form 2)

Dates	Planning Actions

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Strategic Plan/POA Activity Ideas

Use: This guide shares ideas that align with the fifteen POA committee areas as defined by the National FFA. These activities are featured in recent National Chapter guides, as highlighted by the National FFA as ideas to be incorporated into any agricultural program.

Program of Activities/Strategic Plan Committee Examples

Category	Example Activities
Growing Leaders - Leadership	- Officer training retreats to set chapter goals - Team-building scavenger hunts ('Smells Like Team Spirit') - Leadership conferences like 'Own Your Brand'
Growing Leaders - Healthy Lifestyles	- Time management workshop ('How Do You Slice Your Pie?') - Hosting a barn dance with YMCA instructors to promote fitness - Creating jump ropes from recycled T-shirts for P.E. classes - Inviting a school nutrition specialist or athletic trainer to an FFA event
Growing Leaders - Scholarship	- Academic recognition events (Ice Cream Social) - Reading barns stocked with ag-related books for elementary students - Day of Agriculture event teaching Spanish + ag literacy
Growing Leaders - Personal Growth	- Student-led podcasts on self-improvement - Mentoring younger students with pen-pal letters - Leadership lessons in professionalism and personal finance
Growing Leaders - Career Success	- Career fair with industry professionals (veterinarians, welders, agronomists) - Welding career workshop with technical recruiters - Interviews with local ag professionals to explore career paths
Building Communities - Environmental	- Planting trees on Arbor Day - Maintaining a nature trail for public use - Make Main Street Bloom planter box beautification
Building Communities - Human Resources	- Teacher/staff appreciation project ('Giving Gratitude') - Creating gifts for nursing home residents - Donating pet supplies and toys to animal shelters

Strategic Plan/POA Activity Ideas

Building Communities - Citizenship	- Hosting Farm Forum breakfasts with politicians - Veterans recognition events & patriotic school assemblies - Helping with county fairs and civic festivals
Building Communities - Stakeholder Engagement	- Family Farm Safety Night with business sponsors donating gear - Partnering with the Chamber of Commerce on community displays - FFA Barnyard exhibit with fair boards
Building Communities - Economic Development	- Harvest markets for SAE products and local vendors - Shop-local planter campaign to support small businesses - Christmas festival with vendors, food, and crafts
Strengthening Agriculture - Support Group	- Donating hydroponic gardens to nursing homes - Partnering with alumni/booster groups on projects - Mentoring younger ag students through SAE tours
Strengthening Agriculture - Chapter Recruitment	- Open house 'Passport to FFA Night' - Petting zoo at Back-to-School Bash - Recruitment cookouts requiring each member to bring a guest
Strengthening Agriculture - Safety	- Family Farm Safety Night with safety gear distribution - Farm & equipment safety workshops at schools - ATV and hunting safety lessons
Strengthening Agriculture - Agricultural Advocacy	- Farm Forum with local legislators - FFA Day at the Capitol advocacy event - Social media campaigns promoting agriculture awareness
Strengthening Agriculture - Agricultural Literacy	- Reading Ag books during 'Read Across America' - Teaching elementary students to grow lettuce hydroponically - Hosting Ag Literacy booths at county fairs

AET Learn Guide: Submitting Your Chapter Strategic Plan/POA

Purpose of this Guide

Your Strategic Plan/Program of Activities (POA) is your FFA chapter's roadmap for the year. Submitting it in AET ensures your chapter's goals, activities, and results are officially recognized at the state level. This guide will help you and your officer team learn how to complete and submit the POA/Strategic Plan step-by-step.

Before You Start

- ✓ Make sure your Strategic Plan in AET is updated and reflects your chapter's goals.
- ✓ Review your state rules/policies for minimum requirements, if your state has these (as applicable).
- ✓ Decide which officer(s) will take the lead in this process.

Step 1: Log In

- Teacher logs into the chapter AET account.
- Officers should work with the teacher to ensure correct access in their individual AET accounts.

Step 2: Create the Submission Document

1. At the top menu, click Reports.
2. Select Degree/Application Manager.
3. In the dropdown 'add new chapter level application,' choose: AET Strategic Plan/POA.
4. Click Add. This creates your official submission document.

Step 3: Link Your Strategic Plan

1. Click Application next to the new POA entry.
2. Select Basic Setup.
3. Choose the Strategic Plan you want to submit based on the year from the strategic plan you have already built in the chapter "Tracker" menu.
4. Click Save.

AET Learn Guide: Submitting Your Chapter Strategic Plan/POA

Step 4: Submit to the State

1. Click Reports again at the top.
2. Select Submission Lists and Feedback.
3. Make sure the correct school year is displayed in the top left.
4. Scroll to find AET Strategic Plan/POA and click Edit List.
5. Click Browse (top right).
6. Click Add next to your POA/Strategic Plan application.

 Your POA/Strategic Plan is now submitted!

Step 5: Verify Submission

- Double-check that your application appears in the list.
- If needed, contact your state staff for confirmation.

 **Officer Role Idea:** Have the Reporter or Vice President confirm the submission and report back at the next officer meeting.

Officer Leadership Integration

Here's how officer roles can connect to the POA submission process:

Officer Role	Responsibility
President	Oversees the process and ensures deadlines are met.
Vice President	Verifies that all committees' work is represented.
Secretary	Reviews the accuracy of activities and records.
Treasurer	Ensures financial activities are included.
Reporter	Confirms submission and communicates results to the chapter.
Sentinel/Other Officers	Assist as needed in organizing details.

Wrap-Up Activity for Officers

- Hold a short officer meeting after submission.
- Discuss:
 - What went well in building and submitting the POA?
 - What could be improved for next year?
 - How will officers share the POA with the whole chapter?

Chapter: _____

Date: _____

Lined area for notes, consisting of 28 horizontal lines.