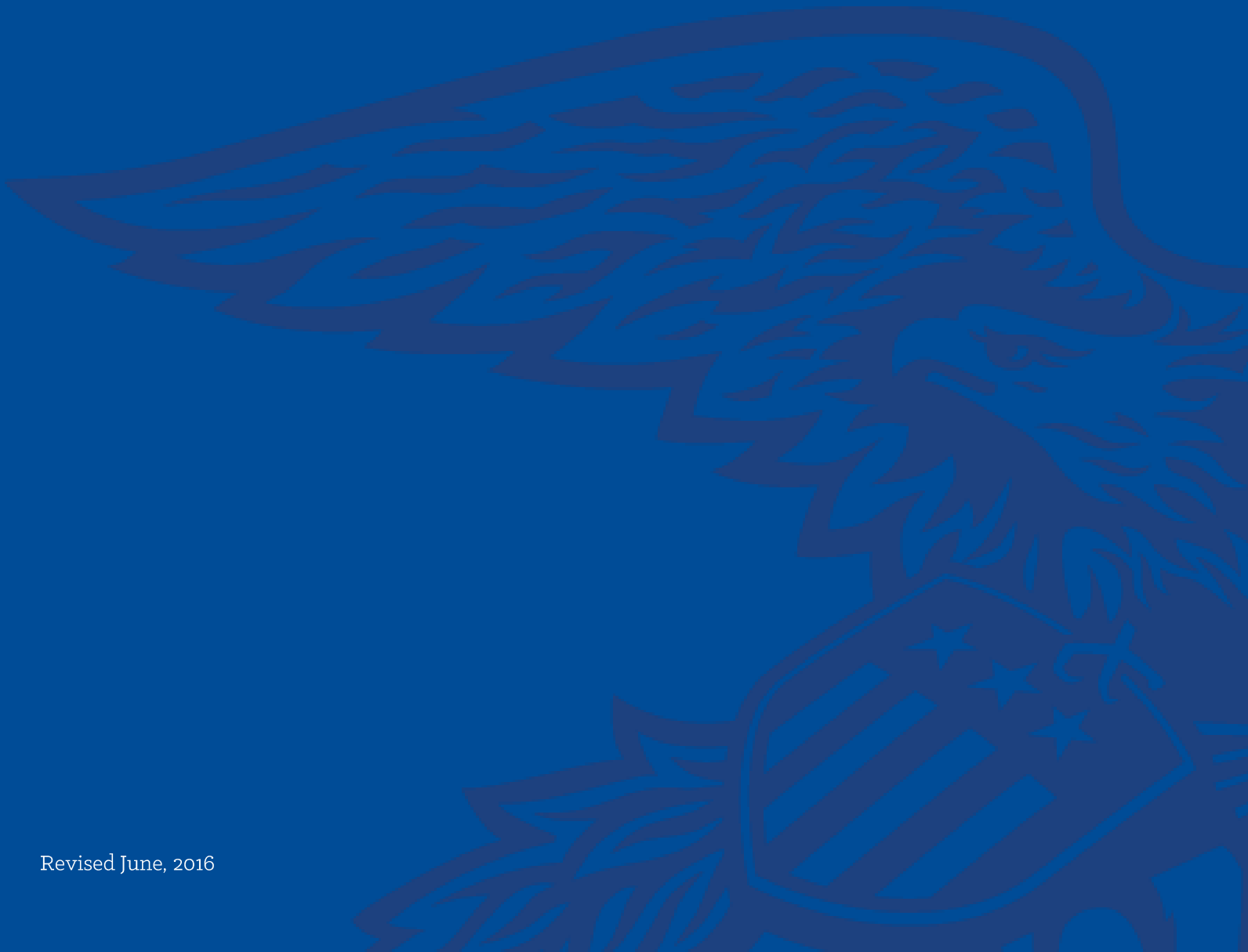


INDIANA FFA  
ASSOCIATION  
**Strategic Plan**





# Strategic Plan

## I. Introduction

It is an exciting time for the Indiana FFA Association and agriculture as a whole. Numerous other entities, including; the National FFA Organization, the Indiana FFA Foundation, Indiana FFA Leadership Center, Purdue College of Agriculture, Purdue Department of Youth Development and Agricultural Education, and Indiana Agriculture as a whole; have taken a very reflective look of their activities and goals to generate overall visions and goals. This has manifested in various strategic plans being developed for each group. The Indiana FFA Association staff believe now is the time for our organization to also be reflective and develop a strategic plan to guide our decisions and programs in the coming years. Over the past few months, with input from numerous stakeholders, association staff have identified the strengths of the organization and opportunities for growth. This strategic plan, along with its' primary themes and goals, will be a guiding light for staff, advisors, and members as they work with and experience the programs of the Indiana FFA Association.

Thank you to everyone that provided input for the creation of this plan. While this information is nice to know, it is not valuable unless it can be used. Further assistance will be needed as each individual program of the Indiana FFA Association is reviewed and for that assistance we are grateful.

Indiana FFA Association Staff  
Tami Neighbors, Rob Hays, and Joe Martin

## II. Purpose

This strategic plan has been developed for the following reasons:

- Direction
- Focus
- Consistency
- Vision
- Structure for Programming
- Forward Thinking
- Evaluation Tools
- A Common Story
- Public Relations
- Manageable Overall Program

## III. Outcome

The strategic plan will provide the Indiana FFA Association the ability to evaluate programming in order to develop a consistent plan of action giving direction toward our common story and overall vision.

## IV. Key Stakeholders

Input was sought and received from the following groups of individuals that have direct buy-in for the programs of the Indiana FFA Association.

- Current Members
- Student Leaders
- Advisors
- Alumni
- Past State Officers
- Board of Trustees
- IAAE Board of Control
- Team AgEd



V. Mission & Vision

<b>Mission</b>		<b>Vision</b>
WHAT WE DO!	HOW WE DO IT!	WHY WE DO IT!
Premier Leadership Personal Growth Career Success	Membership Opportunities Student Leaders Volunteer Network Public Relations Advisor Support Association Staff	Grow Leaders Build Communities Strengthen Agriculture

VI. Timeline

- a. 2016
  - i. December – Initial Brainstorming and SWOT Analysis
  - ii. January/February – Initial Stakeholder Surveys
  - iii. March – Initial Results Summarized & Themes Identified
  - iv. April – Advanced Stakeholder Surveys
  - v. May – Themes and Goals Solidified
  - vi. June – Initial Strategic Plan Rollout
- b. 2016-2020
  - i. Review individual programs.
  - ii. Implement necessary changes and strengthen overall organization.
  - iii. Evaluate results and theme objectives.

VII. Next Steps

This document, the 6 themes outlined on the next page and their individual goals/priorities, is simply the first steps. These themes will establish the directives as each program of the association is reviewed. These reviews will be meant to strengthen the programs, ensuring the activities and services provided to members, advisors, and their communities are absolutely top notch. FFA is often described as being one of the premier leadership and student development organizations and the Indiana FFA strives to maintain that definition.

Advisors and other stakeholders will be asked to serve on various committees to assist with the review process. Each program will be evaluated to: determine if it meets the needs of those involved, define rules/expectation, generate timelines and supplies required, and guarantee alignment with the mission and vision of the Indiana FFA Association.

Upon identifying the strengths, weaknesses, and opportunities for growth of the entire association, the following six themes were selected as guiding principles. All activities of the association should utilize one or more of the following themes in order to be a successful and worthwhile investment for the Indiana FFA Association.



**Indiana FFA Association Strategic Plan**

**Themes and Priorities**

**Theme 1: *Membership Opportunities***

**Goal:** Support the enrichment of premier leadership, personal growth, and career success by strengthening and aligning opportunities to best meet the needs of a growing and diverse membership.

Priority 1. Update and review all CDE rules and policies.

Priority 2. Develop direct lines of communication to both advisors and members about various opportunities.

Priority 3. Enhance training resources related to activities and applications.

Priority 4. Evaluate industry and standard relevance of all programming.

**Theme 2: *Student Leaders***

**Goal:** Develop leadership abilities through training and resources at multiple levels of leadership opportunities/ offices.

Priority 1. Evaluate definition of officer roles and expectations on all levels.

Priority 2. Provide more tools for student leaders on all levels to increase success in their roles.

Priority 3. Provide enhanced training opportunities for student leaders.

**Theme 3: *Volunteer Network***

**Goal:** Engage volunteers in meaningful ways at local, district, and state levels to enhance programming.

Priority 1. Increase the number of volunteers statewide and implement volunteer training procedures.

Priority 2. Strengthen communication of opportunities available for volunteers.

Priority 3. Generate a volunteer network, including engagement of Alumni and Collegiate FFA programs.

Priority 4. Provide training and support to local chapters in relation to alumni affiliates.

**Theme 4: *Public Relations***

**Goal:** Share the common FFA story and successes to supporters and the public through recognition, print and web media, and large events.

Priority 1. Continue to enhance the materials and information available on the Indiana FFA website.

Priority 2. Engage government/local officials and the general public to better understand the vision and viewpoints of the FFA organization.

Priority 3. Provide regular opportunities throughout the year for individuals and members to learn about Indiana FFA through a variety of media outlets.

**Theme 5: *Advisor Support***

**Goal:** Provide resources and training to assist advisors in order for them to be as successful and effective as possible in running their FFA/AgEd program.

Priority 1. Better equip teachers with information and tools that will increase efficiency and the quality of programs offered at the local level.

Priority 2. Establishment of professional development created and presented by Indiana FFA.

Priority 3. Generate tip guides/frequently asked questions for various programs.

Priority 4. Define a network of experts within all Indiana FFA program areas.

**Theme 6: *Association Staff***

**Goal:** Generate program structure and policies to aid staff members with the implementation of all programs, activities, and behind the scenes tasks of the association.

Priority 1. Evaluate policies and procedures related to Indiana FFA programs establishing better definition and clarity.

Priority 2. Continue to develop partnerships and educate key stakeholders about the mission and vision of the Indiana FFA.

Priority 3. Reduce liability concerns and aligning insurance coverage with association needs.

Priority 4. Increase the amount of professional development for state staff to better meet the needs of a growing membership.

Priority 5. Reduce association staff turnover.