

County Program Planning



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Consumer Program Ideas

AITC committees may choose to focus on promoting agriculture to the general public and consumers. Ultimately all students will become consumers and will need to make informed decisions about agriculture.

Here are suggestions and ideas for consumer program development:

- **County Fair Displays**

County fairs have always been considered a way of showcasing home arts and agriculture, harvest seasons, and community events that focus on agriculture. Hosting a booth display at your county fair can be a unique opportunity to reach a large number of consumers/public as well as targeted groups such as children and teachers all in the same venue!

Ideas for a booth:

- Free brochures/pamphlets/posters/stickers promoting agriculture
- Educational resources for teachers/parents to take
- Fun hands-on activities that can be facilitated for students
- Facts and information about agriculture in your county
- County Farm Bureau membership information
- Materials providing links to other resources for agriculture literacy

If you plan to often leave your booth unstaffed, remember to only provide materials that you want to distribute...you may find that your resources disappear very quickly!

- **Newspapers in Education (NIE)**

Local newspapers and other publications are often interested in featuring educational information in a special segment or insert piece. Check with your local papers to find out if a *Newspapers in Education* (NIE) division exists or if it would be possible to include *Agriculture in the Classroom* information in an insert piece.

*Contact CFAITC to get copies of *What's Growin' On in California?* This 16-page educational supplement was developed in partnership with the *Fresno Bee* NIE division.

Consumer Programs Ideas

- **Mall/Community Centers/Library Displays**

Other opportunities to educate the public and provide materials for consumers are plentiful within your local community. Displays can encompass a variety of venues for your AITC committee to interact with many different audiences. The following is a brief list of ideas for displays and promotions:

- Health and nutrition fairs
- Science expositions and educational fairs for students
- Children's literature displays at the library
- Permanent displays (i.e. within a glass display case) in the mall

Check out
www.agday.org

- **National Agriculture Week**

Held in March of each year, the Agriculture Council of America provides a wealth of information on promoting agriculture awareness during this week of celebration. The Web site includes information on:

- Planning an ag day event
- Creating art, writing, or speech contests
- Facilitating field trips to local farms and ranches
- Organizing an animal display
- Inviting local agriculture representatives into a class
- Organizing a food drive

Teacher Program Ideas

Planning Summer Agricultural Seminars

The Nuts and Bolts...

The rewards of sponsoring a Summer Agriculture Seminar (SAS) event can be very gratifying and can help secure additional exposure and credibility for the county Farm Bureau and your AITC committee.

Many Summer Seminars have taken shape into a 2 or 3 day event with a mixture of field trips, industry panels, lectures, demonstrations, and hands-on activities for the educators. Costs associated with putting on a SAS vary from a few hundred dollars to several thousand dollars depending on size, scale, length of the program, and additional funding that may be secured by other donors.

You can find samples of different Summer Agriculture Seminar agendas and programs in the County Scrapbook section.

Where to Begin...

In preparation for a summer event, plans and committee meetings will start many months earlier.

8-10 months out

- Form your staff committee
- Plan committee meetings to discuss responsibilities and organization for the event
- Determine length of event (1-day or multi-day)
- Set the date for the event
(keep in mind school year calendars in your local area)
- Identify a site for the event
- Identify a time line and tentative plan for how the event will be organized
- Identify potential presenters for the event
- Survey educators to find out what presentations they would attend
- Begin to secure funding for event

**Questions?
Call CFAITC we
will help you find
answers!**

Teacher Program Ideas

Planning Summer Agricultural Seminars (cont.)

6 months out

- Send out a request for presenters
- Begin to organize resource materials to be shared with the participants
- Draft promotional correspondence and flyers to be mailed to schools
- Contact a local college/university to arrange for CEU credit information
- Begin to plan any off-site tours/panels/discussions to be held
- Mail/distribute flyers to schools
- If possible, set up a Web site with event information

3 months out

- Confirm presenters needed throughout the event
- Confirm tours/panels/discussions & lectures to be held during the event
- Begin to organize the agenda or program plan for the event
- Send reminder notices for the event to presenters and participants
- Contact volunteers to make sure everyone is on track
- Continue to collect resources to be given to participants

1 month out

- Finalize agenda for the event
- Print any programs or correspondence for attendees/presenters/volunteers
- Confirm attendees and presenters with confirmation letter
- Plan food needs based on attendance
- Secure donated items and funding for event
- Confirm site for the event and all related travel plans for off-site events

Teacher Program Ideas

Planning Summer Agricultural Seminars (cont.)

1 week out

- Organize volunteer committee to help coordinate free teacher resources
- Confirm and print final event agenda/program
- Organize site. If possible decorate and set-up room(s) prior to the event (including resource library, tables/chairs, audio visual equipment, refreshment station, etc.)
- Meet with the local volunteer committee, assign duties, responsibilities, review agenda for the event

Week of Event

- Organize daily agendas, handouts, evaluations and prizes
- Make any last minute contacts with presenters/tour sites
- Seminar facilitation
 - Be prepared
 - Make agenda for each day clear
 - Be a strong and positive representative for agriculture
 - Make sure to take pictures
 - Remember to have participants evaluate the event
 - Give lots of freebies and door prizes
 - Have fun!

Post-Wrap Up ... (Your work is not quite over!)

- After event, make sure to meet with your volunteer committee
- Properly thank everyone involved in the event for their help
- Review evaluations from the event
- Discuss changes and ideas for future events
- Send thank-you letters to sponsors, volunteers, tour site guides, etc.

Teacher Program Ideas

Planning a Make-N-Take Workshop Event

Make-N-Take sessions are considered to be an easy format to attract teachers because of their hands-on application. Not only are educators interested in learning ideas that physically engage their students, but they are also sometimes more willing to give up a day of their time versus a longer commitment such as a week-long seminar that may require travel time, etc.

This page has been designed to identify key concepts in developing a Make-N-Take workshop event to be held for one day with a very minimal budget.

Getting Started

(*note: Please refer to the section on hosting a SAS beginning on page 20 as many of the planning steps are very similar. The following are specific concepts that are key to hosting a Make-N-Take event.)

- ⇒ Set a date, reserve a facility, determine agenda for event and begin planning!
- ⇒ Determine your budget and, specifically whether you will charge a fee for participation.
- ⇒ Invite presenters who will offer hands-on information that can be distributed for low-cost and can be offered to a large group of participants.
- ⇒ Develop correspondence several months before event to invite educators to attend.
- ⇒ Plan to have backup presenters in case of cancellations.
- ⇒ Food is a good thing! Plan to have refreshments for the participants.
- ⇒ Determine if you will offer a Continuing Education Unit for participation. If so, make necessary arrangements with a local university.
- ⇒ If possible, invite different presenters with new and different



Agriculture in the Classroom Make-N-Take Workshop for Teachers

- What's it all about:** A Make-N-Take workshop for teachers! You will have the opportunity to rotate through multiple presentations and experience sample activities that you can take back to your classroom and integrate using agricultural themes.
- When:** Date and Time will be announced. (Saturdays are preferable)
- Who:** K-12 educators; the first 35 applications will be accepted for the workshop.
- Cost:** \$20.00 per person will include cost of materials and a box lunch. Make checks payable to (sponsoring AITC/Farm Bureau program).
- Where:** County Farm Bureau building

One unit of educational credit will be offered through a 4-year university with a credit/no credit grading option. You may register for the CEU credit at the workshop, cost will be \$_____. Make checks payable to the University.

If you are interested in attending, please complete the form below and return it to the County Farm Bureau office. You will be mailed additional information with details for the day.

-----Detach and Return-----

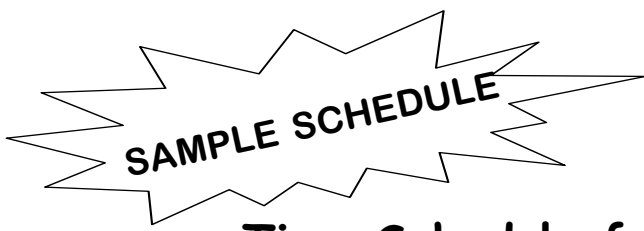
Please send me additional information about your Make 'n Take Workshop.

Name _____ Address _____
Home

Telephone () _____ City, State, Zip _____
Home Home

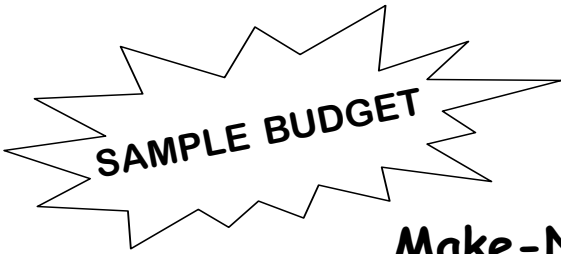
School _____ Telephone () _____
School

Address _____ City, State, Zip _____
School School



Time Schedule for a Make-N-Take Workshop

8:15 - 8:45 am	Registration/CEU Credits/Breakfast snack
8:45 - 8:55 am	Introduction, Group Assignments, Questions and Answers
9:00 - 9:25 am	First Rotation
9:30 - 9:55 am	Second Rotation
10:00 - 10:25 am	Third Rotation
10:30 - 10:55 am	Fourth Rotation
11:00 - 11:25 am	Fifth Rotation
11:30 - 11:55 am	Sixth Rotation
12:00 - 12:45 pm	Lunch Break
12:55 - 1:20 pm	Seventh Rotation
1:25 - 1:50 pm	Eighth Rotation
2:00 - 2:35 pm	Evaluation, Closing, Thank-you and Good-Bye
2:35 - 3:00 pm	Clean-Up



Make-N-Take Estimated Costs

INCOME

35 participants X \$20 each	\$700
AITC Donations / Reserve Fund	\$350

TOTAL \$1050

EXPENSES

Lunch Meal (51 boxed lunches X \$6.00)	\$306
*Presenter lunches included	
Ice & Beverages	\$30
Donuts, Juice	\$35
Presenter Costs 16 x \$25	\$400
Paper for flyers and workshops	\$100
Postage	\$75

TOTAL \$946

Helpful Tips:

- County Farm Bureau may be able to help defray paper/postage/ duplication costs
- Leftover supplies can be stored for another event
- Funds can be used from the CFAITC Ag Ed Assistance Fund to help defray costs (up to \$1000 each year).



Make-N-Take Workshop Outline Presenter Application Form

Name _____ Organization _____

Address _____

City, State, Zip _____ Phone _____

E-Mail _____ Fax _____

Name of Activity: _____

Brief description of your Make-N-Take activity:

- Please plan for 35 participants; K-8 grade teachers
- There will be 8 rotations, each session lasting 25 minutes
- There will be a \$25 honorarium paid to each presenter to help defray costs
- Refreshments and lunch will be provided
- If you must cancel your presentation, please contact the AITC Chair as soon as possible.

Please return this sheet to _____ by date _____.

If you have any questions, please contact the AITC Committee Chair at the following phone number: _____.

Teacher Program Ideas

Planning an Ag/ Farm Day Event

NOTE:
Testing student participants can be useful for assessing knowledge. After the step-by-step guide pages, a sample test and key for an Ag Day has been provided. This test was used in a demonstration event with 3rd grade students.

Portions of information in this section adapted from Nancy Harris' "Recipe for an Ag Day"

Why An Ag/Farm Day?

Interactive experiences and hands-on learning are all part of a Farm Day for children of all ages. Not only can the event teach children about agriculture, but even more about the world in which they live. A Farm Day can be small or large and cost a little or a lot! However you choose to structure the event, it will have a huge impact on children in your community.

Farm Days come in all shapes and sizes, say the experts. What works for one school or county may not work for another. Use the following guidelines as a general rule of thumb, keeping in mind that situations vary according to such factors as school size, whether it's an agricultural or non-agricultural region, or even whether the volunteer group is an active force at that site. Don't hesitate to eliminate some of the suggestions below, or to add others. Each Farm Day is unique!

Where to Begin...

A detailed guide begins on the next page.

Start Small

Avoid the urge to over do it the first time! Results will be more quantifiable and the sense of accomplishment greater. It also will be easier to plan for specific learning opportunities, types of displays and exhibits, and presenters who can focus on one age group. As the event grows in years to come, its content can expand.

Plan Early

Several months prior to the date, hand pick a committee which can be trusted to work hard and get organized. Don't fear calling on allies with the greatest network of contacts and resources to subsidize the event.

Establish a Buy-In

It is essential to establish a buy in from those who will be directly involved with in the event. Make sure to include your local Farm Bureau members, school board members, school site administration, teachers who will be involved, and other volunteers you plan to have help with this event.



Teacher Program Ideas

Organizing a Farm Day

Several Months Out

Lay the Groundwork for the Event

Announce the idea to administrators and faculty, asking for approval and suggestions. Inform the school board.

Gather a committee (be sure to include a teacher or administrator) and establish a theme and deadlines.

Set a date and schedule it on the school's master calendar; make sure not to conflict with important school events, testing days, or times of the year known for bad weather.

Brainstorm a list of presenters, exhibitors, and other guests.

Invite the local community to support the event, both with participation as well as monetary or in-kind support.

Two Months Out

Program/Scheduling

Besides coordinating the date and times, this requires the most pre-planning.

Involve the faculty. *Assure them they can enjoy the day with minimal effort on their part.* Consider scheduling and organizing an in-service to prepare staff for what they can do to maximize the day for their own class.

Start planning the tentative program and schedule as responses come in from presenters and guests.

Organize times, rooms, and schedule, making sure to let school officials and faculty know.

Share the schedule with the entire committee for feedback.

Presenters/Exhibits

With your focus being ag-based, ask the committee's "ag person" to contact producers or processors. (They will have contacts you may not have known even existed!)

Send invitations or make direct contact at least a month in advance. Invite local farmers, producers, processors, organizations, and parents linked to agriculture. (They might help as a back-up presenter for the day.) Approach more than needed to allow for those who decline or cancel.

Look for diversity among presenters, i.e., indoor vs. outdoor displays, interactive vs. lecture presentations. Emphasize those who have experience working with children.

Include livestock or other animals, as students especially remember those interactions. Ask FFA and/or 4-Hers or local producers to bring tame, well-socialized animals.

Plan presentations both indoors and out. Remember that rain or bad weather may affect large displays outdoors. Plan alternatives in the event of poor weather conditions.

Facilities

Find space for the event. Discuss with faculty which rooms might be available.

Visit with the custodian or grounds crew. Determine which areas of the campus would be best for farm equipment, livestock, or exhibits requiring electricity or water. What areas are off limits? Don't overlook safety issues and maintenance concerns.

Meal Planning

Develop an easy lunch menu for the presenters and guests. Ask the PTA or other service club to provide it. Look early for donations - meat, bread, paper products, drinks.

Tour the campus to decide where to feed presenters/guests.

One Month Out

Integrate agricultural literature, videos, and lessons into classroom curriculum and activities.

Assign presenter locations by needs or space requirements. Print up a room-by-room format with times, locations, and presenters' names. Distribute to staff and presenters.

Place first round of confirmation calls to presenters - very important to avoid miscommunication.

Form a guest list and confirm a meal count.

Submit necessary work requests to custodians.

Make sure, through your presenter contacts, that the presenters have the day's schedule, a map to the event, parking passes and/or visitor passes.

Enlist a volunteer photographer and submit a notice to the local newspaper and/or school newsletter (optional).

The Week of & Follow-up

The Week Of

Make reminder/confirmation calls to all presenters; plan accordingly for cancellations and have back-ups ready.

Make sure food, exhibits and facilities are all organized and last-minute requests are addressed.

Prepare students for the event; discuss behavior expectations, ideas and themes to be drawn from the Farm Day.

Follow Up

Thank everyone who participated, including staff, administrators, custodians, donors, community organizations, etc.

Prepare articles and photographs for media and other newsletters (optional).

Utilize the event to present new materials and information about agriculture to your students on an ongoing basis.

Sample Ag/Farm Day Test for Students

NAME _____

Circle: PRE POST

TEACHER _____

DATE _____

SCHOOL _____

SCORE _____ / 14 pts.

Agriculture Awareness Day

Test

1. TRUE or FALSE - From the dairy farm to the grocery store there are many different jobs involved in producing milk products.
2. Circle all of the following foods that are made from milk.
Butter Cheese Apples
Chicken Ice Cream Margarine
3. Cattle ranchers identify their cattle by marking them with a _____.
4. Circle the following products that are made from a beef or dairy animal.
Leather Soap Nylon
Medicine Paper Salt
5. Horses wear shoes for the following reason (circle the answer)
 - a) Protect their hooves
 - b) To look cool
 - c) To keep their hooves warm
 - d) Because it brings the horse good luck
6. TRUE or FALSE - In the past, horses were an important work animal on the farm.

7. Peaches, a fruit grown in several counties in California, grows on: (circle answer)
- a) Trees b) Vines c) Bushes d) Roots
8. Where do peaches fit in the Food Pyramid Guide? (circle answer)
- a) Breads, Cereals, Rice and Pasta
b) Milk, Yogurt, and Cheese
c) Meat and Poultry
d) Fruits and Vegetables
9. Who introduced almonds to California? (circle answer)
- a) Padres
b) Giants
c) Dodgers
d) Vikings
10. California counties rank high in agriculture production because of 3 key factors:
_____, _____ and water.
11. The Border Collie breed first came from which country? (circle answer)
- a) China
b) Mexico
c) Germany
d) Scotland
12. TRUE or FALSE - Sheep produce both clothing and food.
13. _____ is the #1 agriculture state in the USA.
14. TRUE or FALSE - Plants and animals are important parts of agriculture and provide us with food, clothing and shelter.

ANSWER KEY
Agricultural Awareness Day
Test

1. TRUE or FALSE - From the dairy farm to the grocery store there are many different jobs involved in producing milk products.

2. Circle all of the following foods that are made from milk.

Butter Cheese Apples
Chicken Ice Cream Margarine

3. Cattle ranchers identify their cattle by marking them with a BRAND.

4. Circle the following products that are made from a beef or dairy animal.

Leather Soap Nylon
Medicine Paper Salt

5. Horses wear shoes for the following reason (circle the answer)

- a) Protect their hooves
- b) To look cool
- c) To keep their hooves warm
- d) Because it brings the horse good luck

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8. Where do peaches fit on the Food Pyramid Guide? (circle answer)

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- b) Milk, Yogurt, & Cheese
- c) Meat and Poultry
- d) Fruits and Vegetables

9. Who introduced almonds to California? (circle answer)

- a) Padres
- b) Giants
- c) Dodgers
- d) Vikings

10. California counties rank high in agriculture production because of 3 key factors: CLIMATE, SOIL and water.

11. The Border Collie breed first came from which country? (circle answer)
- a) China
 - b) Mexico
 - c) Germany
 - d) Scotland
12. TRUE or FALSE - Sheep produce both clothing and food.
13. CALIFORNIA is the #1 agriculture state in the USA.
14. TRUE or FALSE - Plants and Animals are an important part of agriculture and provide us with food, clothing and shelter.