

State Staff Meeting Minutes

Date: Monday, January 11, 2021

Present:

- Charles Parker
- Dane White
- Jill Sperling
- Shay Williams-Hopper
- Greg Beard
- JessaLee Goehring
- Jackie Jones
- Matt Patton
- Hannah Garrett
- Trisha Chapman
- Maureen Funk
- Ben Meyer, National FFA
- Bob Croft – Outskirts Ag Source
- Bob Cabrera – Outskirts Ag Source
- Dave Caetano-Tulare FFA

Agenda:

1. Ag Source – Two staff members from Ag Source will join us as a follow-up to the proposal from last year, details on a limited trial and next steps.
2. Teachers in FFA.org – Ben will join us to provide inservice on how we add new teachers.

Called to Order: 11:05 am

Parker:

- CDE's -good response. Currently missing 6 CDE's that need a host.
- Sending in student enrollment information can start now. AET and National FFA has everything fixed.

Bob Croft - Ag Source – “Outskirts”

- Ag Source Magazine is creating a platform to help market product and services for the industry that benefits FFA and students as a whole called “Outskirts”.
- This online marketplace that focuses on selling products and services.
- Students can market for businesses online, they can earn money, make money for FFA, introduce a new way to do business is agriculture, low efforts for teachers, no financial obligation, and exciting/ new innovating
- Through natural referrals (sharing texts, emails, etc) students will connect other people to the program and get money for doing so.
 - Students get points for completing tasks and generating results. Students get paid cash for their efforts.

- Teachers only need to introduce the program and motivate students (they can view the student's marketing process).
- Money gets shared with FFA.
- Students can receive an Agricultural Experience
- Safe & Secure – similar to Instagram, so it is online fundraising (social marketing)
- Asking student to post what they are doing (FFA) – helps educate businesses and inform people what is going on
- Outskirts does all of the marketing and sales, finances and account and metrics.
- Parker asking for rural / suburban and for each supervisor to provide 3-5 schools that could do the second phase.
- Question – How much money was generated for the testing sight? \$10,000 was placed in a pool depending on their participation. They guaranteed \$10 if the students signed up.
- Croft – Goal is to have local business market their business and sign up under the FFA program
- Dave – It's a benefit to the kids, chapter and the state. He saw students that were getting involved were students that did not have involvement with showing, judging teams or never has had experience in agriculture. It has potential for all students to get involved. Plus it's teacher friendly. This can generate a lot of money, but there is potential.
- Food for thought – it's good to have administration on board. They have ideas you might not have thought about.
- Recommendations from Supervisors within a week or February 1st.
- Creating an administration dashboard for teachers to be able to have access for shares, posts, etc.
- Will be sending information to give to teachers for supervisor's to pass out.
- Bob Cabrera – Founder of Ag Source – Wants FFA to work alongside with Ag Source to promote local businesses. They created Outskirts to help local ag businesses to market their product locally using social marketing. Wants to utilize FFA as much as possible to make the start-up company sustainable.
- Matt : Suggestion – Have someone from Tulare to help assist chapters that are identified.
- Greg – worried about asking teachers to do one more thing and finding programs to do this.
- Jackie – asking for more information on “how” teacher and students are going to do it. Examples, what is the point system, what is in it for the consumer, do the businesses get trained on how to use the marketing platform?

- Shay – get Mike and Dan from Tulare to explain what the program was like and the pros and cons.

Ben Meyer – Teachers in FFA.org

- AET will renew students, roster data, etc
- For moving teachers – you will move them through AET and it will reflect in FFA.org
- Removing and Reactivating teachers all through AET – and it will reflect in FFA.org
- Issue with FFA.org is adding new teachers – but now, they have turned the “add teachers” open for supervisors

How to Add Teachers on FFA.org:

- New Teacher is a former FFA member - they have an account in FFA.org
 - o We need to find that account and continue their FFA journey with that account.
- How to find their FFA.org account:
 - o Go to FFA.org and log in
 - o Click teacher/student
 - o Go to “All” years for records
 - o Search for the teacher’s name
 - o Click on Member Details – you will see if they have an account (If username is blank – they do not have an account)
 - o If they have an account – grab their username and their email address
 - Give that information to the new teacher that needs it
 - Have them go to FFA.org – Request Access
 - Click “log in” – since they have a username
 - Type in their password (you can also reset their password)
 - Have them fill out their information and click submit request.
 - o If they do not have an account, grab their FFA ID Number
 - Have them go to FFA.org
 - Click Dashboard – teacher/student
 - Request Access
 - Click Sign up
 - Have them fill out the information and have them select the chapter they were apart of
 - Get the invite code and click’s next
 - It should say “Great, we found you in the system”.
 - Fill out the information and then submit request.
 - If the system does not say they are in the system – have them contact the supervisor and contact Ben.

- You can't find them at all –
 - Search for them first
 - If you still cannot find them, email Ben and he will be able to find them.
- To approve teachers:
 - Go to Pending requests and grant teachers permission.
 - Supervisors will be in charge of their own regions (not just one person)
- New teachers will have to create a new FFA.org account – it does not transfer over from AET to FFA.org

Dashboard –

- Being tested this week
- Livestock Insurance test is on there but needs work
- Dashboard will include regional account, state account and news

AIG funding:

- Get paperwork to Diane & Hugh

Ag Source Convo:

- Parker will develop an email and work with Mike and Dan about hosting a Zoom call inviting programs who would be interested in participating

Dane Update

- Getting website going
- Need to iron out – post secondary teachers. Parker said that he has a list of the updated post-secondary teacher list.
- State Officers are working with all of the community colleges to create an informational portable.
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Hannah Update

- MFE/ALA information send out today
- Will have a date of when registration will open after their 1 PM meeting today
- Suggesting registration opening Friday, January 15 and have registration run until Feb. 28th

Meeting End Time: 12:46 pm

Next Meeting: Monday, January 25th @ 11 am