



Maryland Agriculture Teachers Association, Inc.

Strategic Plan

2024-2025

MATA Mission: The Maryland Agriculture Teachers Association is dedicated to advancing agriculture education by providing member services, encouraging high standards of teaching and leadership, providing innovative professional development, and giving agriculture education a unified voice in Maryland.

- A. The Agricultural Education Profession and Programs
 - 1. Program Development
 - 2. Collaboration
 - 3. New Professionals
- B. MATA Organization
 - 1. Governance and Maintenance
 - 2. Marketing
 - 3. Finance
- C. MATA Members
 - 1. Professional Development
 - 2. Programs and Benefits

Strategy	Action	Responsible Committee	Indicator
A.1.a. Support program standards that provide quality, current, and relevant instruction using modern facilities, technology, and equipment and staffed by qualified,	1. Endorse national, state, and local educational initiatives. 2. Utilize National Quality Program Standards to identify quality indicators of agricultural education teachers and programs. 3. Conduct annual professional development opportunities that benefit all levels of agricultural education.	TBD	<ul style="list-style-type: none">• Endorsement of initiatives may include but are not limited to: Curriculum of Agricultural Science Education (CASE), Agriculture, Food and Natural Resources Standards (AFNR), Certified Professional Horticulturist (CPH), National AgEd Content Standards, NAAE initiatives (National Teach Ag. Day), and National Council for Agriculture Education.• Link to NQPS on MATA website.



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competent, certified agricultural educators	<p>4. MATA provides incentives that encourage outstanding performance through award programs.</p> <p>5. Encourage participation at all levels of the profession, including the association leadership and management</p> <p>6. Provide educational opportunities to effectively deliver services to a diverse population.</p> <p>7. Provide assistance to attend professional development opportunities above the state level.</p>		<ul style="list-style-type: none"> • Provide access to workshops and training on NQPS. • Include LPS topics at the summer technical update. • MAEC Summer Technical update. • Invite teachers of agricultural classes that are not full-time ag. teachers to summer conference. • MATA and NAAE Awards Programs. • SAE for All.
A.1.b. Promote professionalism among agricultural educators and adherence to a code of professional ethics	<p>1. Provide every member with a copy of the Agriculture Teacher's Creed.</p> <p>2. Provide new members with a copy of the New Teacher Resource Guide</p> <p>3. Provide educational opportunities to discuss professional ethics.</p>	Member Services	<ul style="list-style-type: none"> • Copies of Agriculture Teacher's Creed and New Teacher Resource Guide are provided on the website. • Encourage participation on NAAE and MATA committees. • Utilize U.S. Ag Ed Listserv and MATA Listserv. • Include professionalism topics/discussions as part of the professional updates and summer conference.
A.2.a. Cultivate and expand professional relations within the agricultural education community and with agribusiness industries	<p>1. Coordinate efforts between MATA and the Maryland Agricultural Education Foundation (MAEF) to promote Agricultural Education through a current Memorandum of</p>	Marketing	<ul style="list-style-type: none"> • Maintain a current Memorandum of Understanding (MOU) with MAEF and update the agreement between organizations annually by the August Executive Board Meeting.



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	<p>Understanding (MOU) and Board Rep</p> <p>2. Develop long-standing sponsorship partnerships with agricultural businesses and organizations.</p> <p>3. Develop long-standing partnerships with governmental agencies and post-secondary institutions in Maryland.</p> <p>4. MATA shares agricultural education knowledge with partnering organizations.</p>		<ul style="list-style-type: none"> • Nominate/assign a MATA representative to represent MATA at MAEF bi-monthly meetings. • Contact leaders in each group to discuss collaboration. • Share agricultural education lesson plans with other organizations such as MAEF and Ag. In The Classroom (AITC). • Display Ag. Ed/MATA booth at their functions. • Provide links to other Ag. Ed organizational websites as appropriate. • Connect with organizations to share vision/give updates/answer questions at least annually. • Invite representatives from MDA, MSDE, UMCP, UMES, and the Agricultural Representative from the AIB CTE Committee to MATA Board of Directors meetings.
A.2.b. Influence legislators, guidance counselors, and school administrators to support agricultural education and the need for certified agriculture teachers to teach agriculture	<p>1. MATA provides information and support to key state agencies and legislators.</p> <p>2. Provide a MATA spokesperson for all related public policy topics.</p> <p>3. Promote public policy position to membership for individual involvement.</p> <p>4. Contact agribusiness commodity groups and/or agriculture production</p>	Public Policy	<ul style="list-style-type: none"> • Maintain partnership with Maryland Farm Bureau and support mutual ag education policy initiatives. • Provide MATA representation on an as needed basis to respond to agricultural education issues. • MATA President serves as primary MATA spokesperson for all related public policy topics.



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	organizations to support and influence the promotion of legislation for agricultural education.		<ul style="list-style-type: none"> Assist members in signing up for the Ag. Ed. ListServ. Send agribusiness commodity groups and agriculture production organizations our bi-annual report.
A.2.c. Develop legislative responses to meet agricultural education program development needs	1. Promote and implement state and/or national legislative objectives	Public Policy	<ul style="list-style-type: none"> Respond to requests for action and/or information from the NAAE regional vice president, NAAE executive director, and/or the regional or national public policy committee representatives. Send a board representative to the ACTE National Policy Seminar Ag Ed Strand.
A.3.a. Attract, enroll, inservice, and retain qualified agricultural educators and strengthen their professional development	1. Promote MATA and NAAE membership and benefits within the university community. 2. Provide scholarship opportunities to university students who intend to teach agriculture. 3. Develop and implement an agricultural education teacher mentorship program	Member Services and Marketing	<ul style="list-style-type: none"> Inform students of NAAE student membership. Provide free MATA student membership to all Ag. Ed students. Involve post-secondary students in MATA and NAAE internship opportunities Work to create scholarship opportunities for Ag. Ed majors. Promote applying for NAAE Scholarships. Complete a successful mentorship partnership that will result in recognition and compensation.
A.3.b. Recruit potential agricultural	1. Identify potential agricultural educators.	Member Services	<ul style="list-style-type: none"> Postings on U.S. Ag Ed Listserv. Postings on MD Ag Ed Listserv.



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education teachers and retain current teachers	<p>2. Utilize the Internet to reach potential teachers.</p> <p>3. MATA will actively promote the profession and the importance of professional organizations on college campuses.</p> <p>4. Encourage agricultural education students to attend professional meetings.</p>		<ul style="list-style-type: none"> • Visit campuses or participate in classes when requested by teacher educators. • STARR - MATA provides a one year complimentary membership to first year teachers. • Discounted registration fees for MATA Conference.
B.1.a. Use a representative board and committees to set clear priorities and direction for the organization	<p>1. Use a governing structure that encourages member participation and produces effective long-term and short-term results and that provides responsive, efficient, flexible, and effective results.</p> <p>2. Use standing and ad hoc advisory committees to fill clearly defined roles and to provide clear recommendations and support for board decisions.</p> <p>3. Elect a board of directors that reflects the composition of the membership and provides continuity.</p> <p>4. Ensure that strategic and operations decisions are separated, allowing responsive actions as needed.</p>	Executive Board	<ul style="list-style-type: none"> • Conduct at least 8 professional Board of Directors Meetings per year. • Leadership roles defined at the state level with the intent of state wide representation. • Committee structure in place. • Elections held in compliance with bylaws and policy. • Job Descriptions and Roles clearly defined in the Leadership Manual which is updated annually.



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B.1.b. Submit needed state documents to the NAAE office in a timely manner	<ol style="list-style-type: none"> 1. Send membership roster, officer roster, and dues to the NAAE office postmarked by September 1. 2. Mail a copy of the MATA strategic plan to the NAAE office. 3. Respond to NAAE office and/or board member requests in a timely manner. 	Board	<ul style="list-style-type: none"> • Strategic plans are reviewed and updated yearly and submitted.
B.1.c. Recruit members to serve as volunteers and leaders at all levels	<ol style="list-style-type: none"> 1. Recruit member volunteers based on matching their talents with abilities needed. 	Executive Board	<ul style="list-style-type: none"> • Serve as MATA Committee Chairs and Vice Chairs. • MATA Member Representative on other boards (MAEF, FFA Alumni, FFA Association, FFA Foundation, Maryland Ag Ed Council, etc). • NAAE leadership positions.
B.1.d. Use partnerships to leverage the work of MATA and other organizations	<ol style="list-style-type: none"> 1. Participate actively in umbrella education organizations. 2. Participate actively in other agricultural education organizations. 3. Participate actively in other agricultural organizations. 4. Hold meetings together with related organizations. 5. Leverage the work of other organizations through partnerships. 	Marketing	<ul style="list-style-type: none"> • MATA Representative sits on the MAEF board. • Organizations of Maryland Council of Agriculture Education. • State FFA CDE Judging/convention. • State FFA Alumni. • MANRRS. • Maryland 4-H Extension Service. • NAAE Region VI- Offer a goal of hosting once every 5 years.



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			<ul style="list-style-type: none"> • MAEF consultants.
B.2.a. Survey member needs, stakeholder perceptions such as local program advisory committees, and demand for services	1. Survey and publish key stakeholder perceptions of member value. 2. Annually survey member needs.	Marketing and Member Services	<ul style="list-style-type: none"> • Survey given annually.
B.2.b. Define and consistently communicate the brand image of agricultural educators	1. Define and communicate consistently a core brand promise. 2. Ensure that the public recognizes the value of the association's code of ethics. 3. Ensure that the public perceives agricultural educators consistent with the values of the agricultural education profession and of agricultural educators.	Marketing	<ul style="list-style-type: none"> • MATA Website. • Utilize MATA letterhead with mission statement (slogan) on all correspondence. • Utilize MATA merchandise when appropriate. • Social Media- Facebook and LinkedIn. • Reference to Agriculture Teachers Creed posted on website. • Provide a new teacher handbook.
B.2.c. Develop a public relations program to effectively promote the benefits and value offered by agricultural educators(tion) to the general public, policy makers, and professional allies	1. Develop mass media and targeted public relations services. 2. Ensure that the public understands the benefits and value offered by agricultural educators. 3. Promote agricultural educators so that the public is aware that they are qualified professionals.	Public Policy and Marketing	<ul style="list-style-type: none"> • Create and disseminate a bi-annual report. • MATA/Ag. Ed display at Agriculture Education Outreach Events. • The Past President will send letters to recognize award winners which will be distributed to principals and supervisors. • Pictures of MATA Board members and awards winners to be accessible on a Google shared folder.



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	<p>4. Communicate the goals, purposes and achievements of the MATA and its members to the general public.</p> <p>5. Leverage public service and partnership advertising.</p> <p>6. Target principals, guidance counselors and other teachers for positive public relations about agricultural education.</p> <p>7. Seek opportunities to conduct joint public relations.</p>		<ul style="list-style-type: none"> • Provide generic news release information forms on our website. • MATA website will include: Recognition of sponsors of state and national association activities, conference details/workshops, and a resource folder for Members, Principals and Guidance Counselors.
B.2.d. Increase membership through participation and effective communication of benefits	<p>1. Communicate the value of the association's programs.</p> <p>2. Ensure that member participation leads to a strong sense of belonging to the profession and association.</p> <p>3. Encourage members to make a lifetime commitment to the success of the profession and association.</p> <p>4. Encourage all agricultural education professionals to be members of the professional association.</p>	Member Services	<ul style="list-style-type: none"> • MATA Promotional Materials. • MATA Awards Programs. • Participation in Conferences and Committees. • NAAE Awards and Years of Membership in MATA Recognition.
B.3.a. Maintain long-term financial stability by using budgets and spending controls.	<p>1. Plan and budget to manage financial resources.</p> <p>2. Manage the organization to ensure its long-term financial stability.</p>	Finance	<ul style="list-style-type: none"> • Successfully complete an annual audit. • Utilize modern software packages to conduct effective business.



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	<p>3. Allocate financial resources to highest priority programs through a standard review process.</p> <p>4. Use appropriate technology resources that share information and reduce costs for all.</p>		
B.3.b. Grants and Sponsorships	1. Encourage members to apply for grants and sponsorships.	ALL	<ul style="list-style-type: none"> • Social Media advertising. • Listserv dissemination of opportunities.
B.3.c. Set program prices to contribute to the overall support of the Organization	<p>1. Seek non-dues revenue to supplement the MATA budget.</p> <p>2. Reasonable funds are generated from program and conference fees.</p> <p>3. Provide a MATA Lifetime membership category for dues.</p> <p>4. Provide a membership category that connects persons other than professional agricultural educators to the agricultural education profession.</p>	Finance and Professional Growth	<ul style="list-style-type: none"> • STAR Program Funds. • Obtain Sponsorships for Awards and Conferences. • MATA Life Membership. • MATA Student Membership. • MATA Associate Membership.
B.3.d. Implement MATA dues to support organization initiatives	1. Utilize a unified dues system for ease of payment and recordkeeping.	Board	<ul style="list-style-type: none"> • Dues payment sheet includes MATA, NAAE, ACTE, Ag. Ed. Council, and the Ag Ed Relief Donation. • Membership year is July 1-June 30 with membership accepted on a rolling basis.



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C.1.a. Provide professional skills and content education	<ol style="list-style-type: none"> 1. Plan and implement an annual technical update in cooperation with the Maryland Ag. Ed. Foundation focused on professional development and member needs. 2. All members will practice lifelong learning to maintain and improve their skills. 3. Members will have access to on-line tools for sharing with colleagues. 4. Conduct a fall and spring one-day professional development workshop for members. 5. Cooperate with MAEF to provide professional development at FFA events. 6. MATA will survey members to obtain feedback on professional development topics. 	Professional Growth	<ul style="list-style-type: none"> • Opportunities for professional skills and content education provided during Summer Conference. • Opportunity to earn credit hours for Pesticide Certification License and receive pesticide updates during Summer Conference. • Opportunities for content updates and innovations with CASE and iCEV curriculum. • Instructional Materials to be accessible on a google shared folder posted to the MATA Website. • Professional development surveys will be conducted at the conclusion of Summer Conference, and through general surveys as needed.
C.1.b. Provide practical technological skills education and cost-effective opportunities for applying technology	<ol style="list-style-type: none"> 1. MATA will promote activities that provide technological skills and technological expertise. 2. Members will be made aware of relevant, innovative technologies through workshops and other means. 	Professional Growth	<ul style="list-style-type: none"> • Information will be shared about upcoming NAAE webinars and online professional development tools. • Professional Development Tours will be provided as opportunities arise.
C.1.c. Provide leadership education and opportunities	<ol style="list-style-type: none"> 1. MATA will provide activities and materials that promote leadership education and opportunities. 	Professional Growth	<ul style="list-style-type: none"> • Opportunities for leadership education provided during Summer Conference.



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	<p>2. Conduct leadership workshops about the leadership opportunities of membership in MATA, NAAE, ACTE, etc.</p> <p>3. Encourage members to attend state, regional, and national leadership conferences.</p>		<ul style="list-style-type: none"> • Encourage participation in State, Regional, and National Leadership opportunities (Committee Participation, ACTE National Policy Seminar, National Ag. Ed. Summit, etc.) • Conduct an Officer Organizational meeting in August and provide new board members with the MATA Executive Committee Handbook. • Provide financial compensation towards non-MATA conferences. • Extend conference invitations to members to attend state, regional, and national leadership conferences.
C.2.a. Arrange professional development opportunities and activities for colleagues to meet, share, serve, and learn	<p>1. MATA will provide opportunities for members to meet for fellowship and sharing.</p> <p>2. MATA will provide representatives at regional, state, and national level for social networking events to promote agricultural education.</p>	Member Services and Professional Growth	<ul style="list-style-type: none"> • State Meeting (at Spring Judging). • Summer Conference after-hour gatherings. • Hospitality area at the MATA Conference and FFA State Convention. • Group recreational activity included during the conference. • Plan a reception/activity for MATA members and vendors/organizational members to meet in a social setting. • Representatives will promote agricultural education at events such as MAEF Banquet, Maryland Taste of Agriculture, Governors Buy Local Event, Maryland Farm Bureau Convention, etc.



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C.2.b. Promote and recognize outstanding service to students, communities, and the profession	<ol style="list-style-type: none"> 1. MATA will present awards to members for outstanding professional and association services for both MATA and NAAE awards for NAAE Region VI recognition. 2. Use official NAAE awards and certificates. 3. Recognize professionals for outstanding teaching. 4. MATA will provide years of service recognition to MATA members at 5 year increments. 	Member Services	<ul style="list-style-type: none"> • Encourage MATA members to apply for both state and NAAE awards by deadline. • Support state-winning NAAE awardees in completing and submitting their application to the national level by deadline. • Provide financial support if applicable to state-winning NAAE awardees to attend NAAE Conference. • Recognize MATA and NAAE awardees at MATA Conference and on social media platforms.
C.2.c. Provide an incentive plan to increase teacher participation in professional development workshop activities	<ol style="list-style-type: none"> 1. Certificate of completion is provided for MSDE continuing education credits. 2. Financial assistance may be available for involved members (develop criteria of offering \$ towards further professional development such as attending NAAE events/conferences/etc.) to attend professional development opportunities outside of MATA. 	Member Services	<ul style="list-style-type: none"> • Participants can upload certificates of completion to MSDE TEACH platform. • Merchandise included in Summer Conference registration fee.
C.2.d. Coordinate employment opportunities	<ol style="list-style-type: none"> 1. Inform members of employment opportunities. 	ALL	<ul style="list-style-type: none"> • MATA website will include: Recognition of sponsors of state and national association activities, conference details/workshops, and a resource folder for Members, Principals and Guidance Counselors.



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