MATA Mission: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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| **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, competent, certified agricultural educators | 1. Endorse national, state, and local educational initiatives.  2. Utilize LPS to identify quality indicators of agricultural education teachers and programs.  3. Conduct annual professional development opportunities that benefit all levels of agricultural education.  4. MATA provides incentives that encourage outstanding performance through award programs. |  |  |
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| A.1.b. Promote professionalism among agricultural educators and adherence to a code of professional ethics | 1. Provide every member with a copy of the Agriculture Teacher’s Creed.  2. Provide educational opportunities to discuss professional ethics. | Member Services |  |
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| A.1.c. Engage diverse individuals in all activities and positions of the profession | 1. Encourage participation at all levels of the profession, including the association leadership and management  2. Provide educational opportunities to effectively deliver services to a diverse population.  3. Provide assistance to attend professional development opportunities above the  state level. | Member Services |  |
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| A.2.a. Cultivate and expand professional relations within the agricultural education community and with agribusiness industries | 1. Coordinate efforts between MATA and the Maryland Agricultural Education Foundation (MAEF) to promote Agricultural Education through a current Memorandum of Understanding (MOU) and Board Rep  2. Develop long-standing sponsorship partnerships with agricultural businesses and organizations.  3. Develop long-standing partnerships with governmental agencies and post-secondary institutions in Maryland.  4. MATA shares agricultural education knowledge with other organizations listed above. | Marketing |  |
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| A.2.b. Influence legislators, regulators, guidance counselors, and school administrators to support agricultural education and the need for certified agriculture teachers to teach agriculture | 1. MATA provides information and support to key state agencies and legislators.  2. Provide a MATA spokesperson for all related public policy topics.  3. Promote public policy position to membership for individual involvement.  4. Contact agribusiness commodity groups and/or agriculture production organizations to support and influence the promotion of legislation for agricultural education. | Public Policy |  |
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| 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 |  |
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| A.3.a. Attract, enroll, inservice, and retain qualified agricultural educators and to strengthen their professional development | 1. Promote MATA and NAAE membership and benefits within the university community  2. Provide upper division scholarship opportunities to university students who intend to teach agriculture.  3. Develop and implement an agricultural education teacher mentorship program | Member Services and Marketing |  |
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| A.3.b. Recruit potential agricultural education teachers and retain current teachers | 1. Identify potential agricultural educators.  2. Utilize the Internet to reach potential teachers.  3. MATA will actively promote the profession and the importance of professional organizations on college campuses.  4. Encourage agricultural education students to attend professional meetings. | Member Services |  |
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| B.1.a. Use a representative board and committees to set clear priorities and direction for the organization | 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.  2. Use standing and ad hoc advisory committees to fill clearly defined roles and to provide clear recommendations and support for board decisions.  3. Elect a board of directors that reflects the composition of the membership and provides continuity.  4. Ensure that strategic and operations decisions are separated, allowing responsive actions as needed. | Board |  |
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| B.1.b. Submit needed state documents to the NAAE office in a timely manner | 1. Send membership roster, officer roster, and dues to the NAAE office postmarked by September 1.  2. Provide a State Association Tactical Plan Report Form to the NAAE office postmarked by September 1.  3. Mail a copy of the MATA strategic plan to the NAAE office.  4. Respond to NAAE office and/or board member requests in a timely manner | Board |  |
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| B.1.c. Recruit members to serve as volunteers and leaders at all levels | 1. Recruit member volunteers based on a match with their talents and abilities needed. | Board |  |
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| B.1.d. Use partnerships to leverage the work of MATA and other organizations | 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. Seek opportunities to conduct joint public relations.  6. Seek joint education and professional development resources.  7. Leverage the work of other organizations through partnerships. | Marketing |  |
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| 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 |  |
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| 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 |  |
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| 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.  4. Communicate the goals, purposes and achievements of the MATA and its members to the general public.  5. Leverage public service and partnership advertising.  6. Target principals, guidance counselors and other teachers for positive public relations about agricultural education. | Public Policy and Marketing |  |
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| B.2.d. Increase membership through participation and effective communication of benefits | 1. Ensure that members are aware of the value of the association’s programs and merchandise.  2. Ensure that member participation leads to a strong sense of belonging to the profession and association.  3. Encourage members to make a lifetime commitment to the success of the profession and association.  4. Encourage all agricultural education professionals to be members of the professional association. | Member Services |  |
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| B.2.e. Educate members to effectively communicate their value to local stakeholders | 1. Produce and distribute brochures and templates to help members promote their local value to stakeholders.  2. Provide analysis and facts to support marketplace compensation when needed.  3. Develop and deliver presentations to inform and persuade local decision makers of member value. | Member Services |  |
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| B.3.a. Maintain long-term financial stability by using budgets and spending controls. | 1. Plan and budget to manage financial resources.  2. Manage the organization to ensure its long-term financial stability.  3. Allocate financial resources to highest priority programs through a standard review process.  4. Use appropriate technology resources that share information and reduce costs for all. | Finance |  |
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| B.3.b. Secure grants and sponsorships from government and industry to  supplement programs | 1. Secure industry and government grants and sponsorships. | ALL |  |
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| B.3.c. Set program prices to contribute to the overall support of the  Organization | 1. Seek non-dues revenue to supplement the MATA budget.  2. Reasonable funds are generated from program and conference fees.  3. Provide a MATA Lifetime membership category for dues. | Finance and Professional Growth |  |
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| B.3.d. Offer supplemental membership categories so that supporters can  be involved | 1. Provide a membership category that connects businesses and other organizations to MATA members.  2. Provide a membership category that connects persons other than professional agricultural educators to the agricultural education profession. | Marketing |  |
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| B.3.e. Implement MATA dues to support organization initiatives | 1. Utilize a unified dues system for ease of payment and recordkeeping | Board |  |
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| C.1.a. Provide professional skills and content education |  | Professional Growth |  |
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| C.1.b. Provide practical technological skills education and cost-effective opportunities for applying technology |  | Professional Growth |  |
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| C.1.c. Provide leadership education and opportunities | 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.  3. MATA will survey members and summarize future member issues. | Professional Growth |  |
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| C.2.a. Arrange professional development opportunities and activities for colleagues to meet, share, serve, and learn | 1. MATA will provide opportunities for members to meet for fellowship and sharing.  2. Members will share through special interest groups.  3. Members will have access to on-line tools for sharing with colleagues | Member Services and Professional Growth |  |
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| C.2.b. Promote and recognize outstanding service to students, communities and the profession | 1. MATA will provide awards to outstanding members.  2. State award winner applications will be forwarded to the NAAE office for NAAE Region VI recognition.  3. Use official NAAE awards and certificates  4. Recognize professionals for outstanding teaching.  5. Outstanding professional and association service will be recognized by presenting awards for the state winners in the NAAE categories and submit to NAAE for regional competition.  6. MATA will provide years of service pins to MATA members.  7. Complete the paperwork for the Professional State Association Award and submit to NAAE by September 1. | Member Services |  |
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| C.2.c. Provide an incentive plan to increase teacher participation in professional development workshop activities | 1. Information is given for MSDE continuing education credits  2. Stipends 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.  2. Provide recognition to workshop presenters. | Member Services |  |
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| C.2.d. Coordinate grant and employment opportunities | 1. Inform members of employment opportunities.  2. Inform members of grant opportunities. | ALL |  |
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