



National FFA Organization

STRATEGIC PLAN 2016-2020

FFA Vision

(Why we do what we do)

FFA Vision: Students whose lives are impacted by FFA and agricultural education will achieve academic and personal growth, strengthen American agriculture and provide leadership to build healthy local communities, a strong nation and a sustainable world.

Grow Leaders

Build Communities

Strengthen Agriculture

Our **strategic plan** focuses on our long-term efforts to achieve the **FFA vision**.

FFA Mission

(What we do)

FFA Mission: FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

Premier Leadership

Personal Growth

Career Success

Our **annual plan** ensures the delivery of the **FFA mission** every day.



STRATEGIC PRIORITIES

Engaging Our Students

As they develop premier leadership and personal growth, students become better equipped for career success. We have opportunities to help students develop every day.

- By offering students relevant resources, we help them achieve success.
- By connecting students with the industry of agriculture, we prepare them for career success.
- By communicating the value of FFA experiences, we demonstrate how students are prepared for a successful future.

Supporting Our Advisors

FFA advisors are at the heart of our organization, the local level. We have opportunities to support FFA advisors every day.

- By providing quality resources and professional development, we support FFA advisors.
- By engaging trained alumni and volunteers, we assist FFA advisors with optimizing work-life balance.
- By recognizing the work of FFA advisors to deliver the three-component model of agricultural education, we raise awareness of their accomplishments.

Telling Our Story

Our story is about FFA – and it is also about agriculture, food, natural resources and agricultural education. Each of us has opportunities to tell our story every day.

- By sharing our experiences and resources, we help others expand their agricultural knowledge and literacy.
- By increasing agricultural knowledge and literacy, we all become advocates for agriculture, agricultural education and FFA.
- By describing how important agriculture, food and natural resources are to global sustainability, we communicate the diversity and value of agricultural education and FFA.