



# **Agriculture Education Advocacy**

*Last Updated December 2022-reviewed 2023, 2024*

## **Policy**

**Purpose:** To guide the Association in its efforts to promote agricultural educations.

1. The ATAT Staff will maintain ATAT's presence on social media.
2. The Communications Coordinator will provide an ATAT magazine quarterly each year.
3. The ATAT staff will maintain a website for members.
4. The Communications Coordinator will liaise with a designated third-party public relations firm to promote agricultural education in cooperation with Texas FFA and the Texas FFA Foundation.
5. The Communications Coordinator will serve as a source for members needing local media assistance.
6. The ATAT staff will maintain up-to-date promotional materials for the ATAT.
7. The Association will regularly highlight a teacher from each area through ATAT media channels.
8. A list of priorities will be developed for each legislative session.
9. Support those favoring agricultural education with PAC money collected at our conference.
10. Monitor elections to learn which candidates support agricultural education, career and technology education, and public education. Maintain a working list of teachers and retired teachers in each congressional district with personal contact with a Representative or Senator.
11. Actively promote agricultural education before and during the legislative session.
12. Maintain talking points that would help members write a letter using correct terminology.
13. The ATAT will cooperate with the Texas FFA Foundation with the Legislative Lead. The Association will encourage all members to take a proactive approach to legislation that affects our programs and the students we teach.

## Operational Protocols

1. The Association will maintain a link to the NAAE website on the ATAT website.
2. The Association will encourage ATAT members to apply for the Honorary American FFA Degree.
3. The Communications Coordinator is to encourage teachers to submit high-quality photos and content of their agriculture education programs.
4. The Communications Coordinator will make press releases available to ATAT award winners on the website.
5. On request, the ATAT staff may send a letter to the requested administrators commending the ATAT member for their service to the Association, such as Presenting a workshop at the annual conference, serving as a board member, receiving awards, contest results, etc.
6. The communications coordinator will maintain up-to-date press release templates for state events on the Texas FFA Association and ATAT websites.
7. Review the Power Group Report provided for the current year.
8. Monitor legislation affecting agricultural education and other education issues and concerns and outline critical education issues.
9. The Directors meet with teachers and stress the importance of contacting legislative members about our program. They also stress the importance of the Board of Directors visiting their Legislators.
10. Encourage districts and areas to invite state representatives and senators to their FFA meetings to develop relationships with these individuals.
11. Provide a link on the ATAT website to contact and address Legislators. Develop and maintain a list of all State Representatives by district.