

Recruiting and Retaining FFA Members

The sources for this PPT are:
Mr. Josh Bledsoe, former State FFA
Coordinator
& The FFA Guide to Recruitment and
Retention





Initial Thoughts

- Involves attitude as much as activities
- Recruitment and retention are ultimately the responsibility of the teacher/advisor (but don't try to tackle it alone!)
- Must be willing to invest time, money and effort into recruitment/retention

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Initial Thoughts

Job One:

- Create and Maintain a Quality Program

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Local Program Success

- Program Planning
- Strong Instruction, SAE, FFA
- Community & School Partnerships, Marketing and Professional & Personal Growth

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Local Program Success

- Everything you and your students do tells someone about your program.



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Local Program Success

- Involving every student in FFA means providing every student with a complete education in agriculture.



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Local Program Success

- A quality program attracts quality students!



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The Process

- Step 1 – Establish a Source
 - The teacher is the source
 - Teacher provides vision
 - Enlist help of others!

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The Process

- Step 2 – Define Audiences
 - Create list of potential members
 - Acknowledge the importance of partners

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The Process

●Audiences

- eligible students – middle & high school students
- students with extra electives
- 4-H Members
- members of agriculture-related organizations

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The Process

●Audiences

- students working in agriculture-related jobs/agribusiness
- science fair entrants
- entrants in youth fairs
- alumni members' children

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The Process

●Who is the customer?

- The one who says “yes” or “no”
- The one who pays for the service
- Ultimately, the parent

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The Process

- Step 3 – Focus Your Message
 - Create focused messages for each target audience
 - Show the benefits of membership



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The Process

- Step 4 – Remove Roadblocks
 - Address areas that could prevent students from joining



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The Process

- Roadblocks
 - Course Scheduling Conflicts
 - Students' Choices & Demands
 - Block Scheduling
 - Conflicting Graduation Requirements



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The Process

● Roadblocks

- Student Continuity
- Lack of Diversity
- Perception of Courses
- Perception of Careers in Agriculture



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The Process

● Roadblocks

- Mismatch between Program, Student &/or Community Needs
- Lack of Awareness



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The Process

● Step 5 – Select Strategies

- Group Work
- Brainstorming
- Collaboration



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The Process

- Step 6 – Seek Feedback
 - How do potential students respond?
 - How can efforts be adapted to match needs with offerings?

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Planning

1. Analyze the current situation
2. Clarify the goal
3. Detail the plan
4. Assemble the resources
5. Create the budget
6. Evaluate and adjust

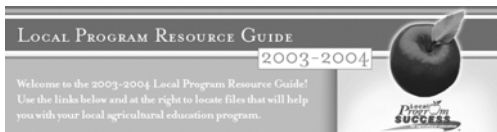


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Planning

- Refer to National FFA *Guide to Recruitment and Retention*



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Strategies

- Teach well! (Instructional effectiveness)
- Classroom management
- Administrative effectiveness
- Interpersonal effectiveness
- Teacher leadership in the school
- Teacher leadership in the community

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Strategies

- SAE
- FFA chapter visibility
- Student portfolios
- PR efforts
- Parent-teacher communication
- Facility and equipment



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Resources

- Guide to Recruitment and Retention
- Local Program Resource Guide (CD)
- Local Program Success Guide
- Agriculture Teacher's Manual
- State and National FFA Brochures
- National FFA Videos

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Presentation Source

- National FFA Organization (2000).
Guide to Recruitment and Retention.
Alexandria, VA.:Author. pp. 2-25.
- Note: Everything in this guide is fair
game for the exam.

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