



PROMOTION & EDUCATION COMMITTEE HANDBOOK



PROMOTION & EDUCATION MISSION

The mission of the Michigan Farm Bureau Promotion and Education Committee is to be the voice for agriculture while educating consumers about our industry.

PROMOTION & EDUCATION VISION

Our volunteers will be the best equipped to speak and advocate on behalf of agriculture in Michigan.

PROMOTION & EDUCATION DEPARTMENT

7373 W. Saginaw Hwy., Lansing, MI 48917

Tonia Ritter
Promotion & Education Manager
(517) 679-5345
tritter@michfb.com

Michelle Blodgett
FARM Science Lab Manager
(517) 679-5893
mblodge@michfb.com

Amelia Miller
Education & Communications Specialist
(517) 679-5688
amille2@michfb.com

www.miagclassroom.org

PROMOTION & EDUCATION COMMITTEES

Purpose

The goal for promotion and education committees in Michigan is to educate the public about agriculture through various educational projects designed for children and adults. In addition to the public, P&E has been charged with educating farmers on key agricultural issues.

Qualification

Committee members are people who have an interest in promoting agriculture and Farm Bureau through promotional and/or educational programs. They should enjoy working with a variety of people, have the ability to communicate, and be willing to assist in the organization of people and events. Dedication and a positive outlook are important characteristics for members of this committee.

Duties & Responsibilities

- Identify specific, local agricultural and/or Farm Bureau needs that can be addressed through the Promotion and Education Committee
- Utilize the State P&E Committee program planning guide (this guide) to help determine projects to be completed at the county level
- Develop projects and programs that fulfill the identified needs and submit them for approval to the county Farm Bureau board
- Work with other county committees such as Young Farmers, Communication, Membership and Policy Development to accomplish goals of the county

Chairperson Responsibilities

- Identify new people to get involved and ask their interests
- Develop a program of work for the P&E Committee that fits the needs of your county Farm Bureau. Submit the program of work to the county board for approval
- Review the budget early in the year
- Attend P&E training sessions and pertinent meetings and conferences
- Identify members of the committee that should become project leaders, who will recruit and lead their ad hoc project team in completing activities identified by the committee
- Hold and lead committee meetings when appropriate
- Keep the county Farm Bureau board of directors and membership abreast of current and upcoming events of the P&E committee
- Project a positive image of Farm Bureau and the agricultural industry
- Assist county Farm Bureau board in completing appropriate award or grant applications

Time Requirements

- Attend monthly county Farm Bureau board meetings
- Hold 2-3 committee meetings per year or as needed
- Follow-up with project leaders and committee members to ensure project completion

COMMITTEE STRUCTURE

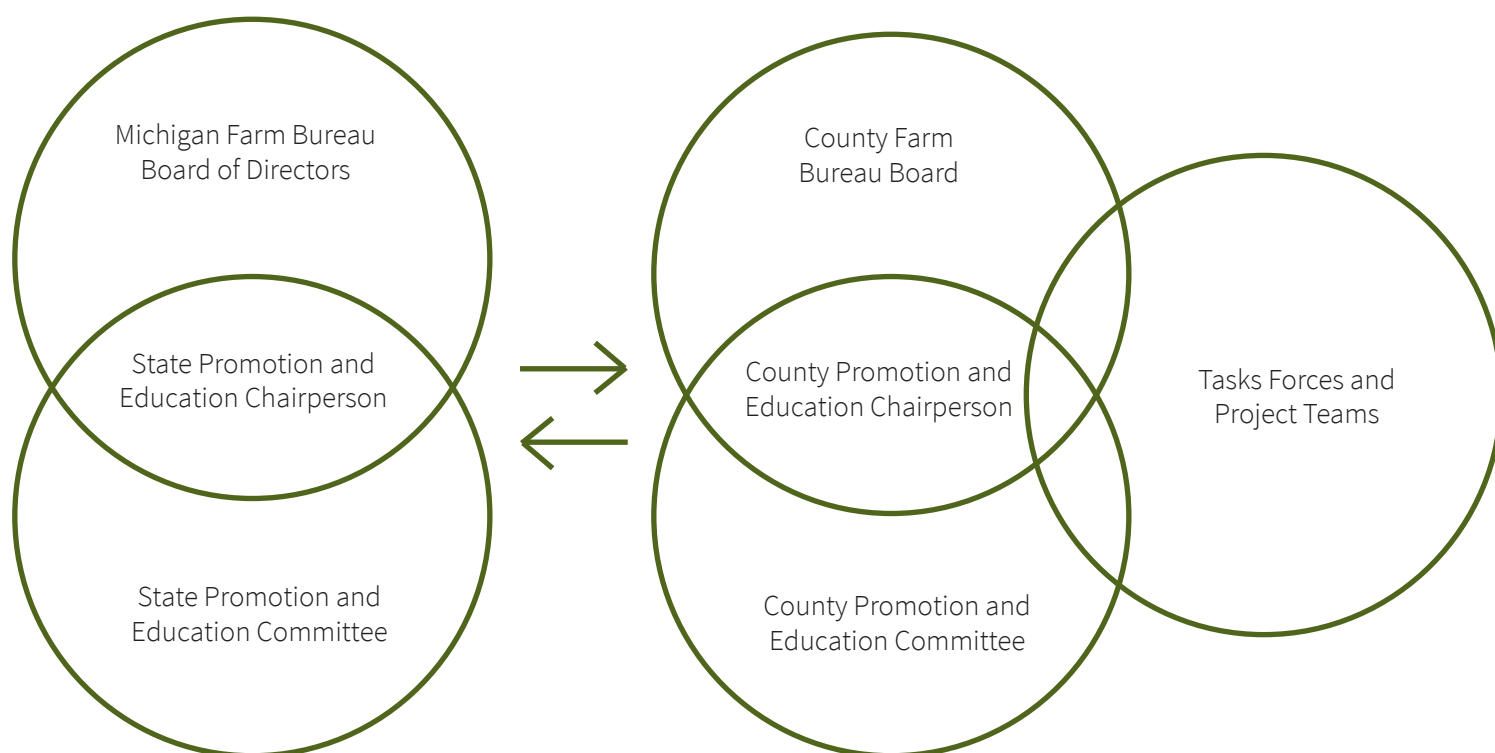
Who Can Be Involved?

Anyone who is interested in agriculture can join the promotion and education committee. Some people may want to serve as regular committee members and some may want to participate on one or more projects on a temporary basis. Remember, involving members and potential members is an essential activity of your committee. Also, talk to your Communication Committee and/or Chairperson. They will be able to help publicize your activities before and after. Consider ways you can work with other committees to create dynamic projects.

Suggested County Structure

- Depending on the bylaws of your county Farm Bureau, your promotion and education committee chairperson is either appointed or elected.
- A full committee or subcommittees, may be appointed to carry out the county's promotion and education activities. Consider a diverse base of volunteers who have the time and interest to serve.
- The county promotion and education committee with county Farm Bureau board input shall identify specific local needs that qualify as Promotion and Education activities and develop projects and programs within a plan of work to address those needs on a yearly basis.
- The county Farm Bureau board of directors should approve the county promotion and education committee plan of action prior to implementation.
- It is recommended that the county promotion and education chairperson serve on the county Farm Bureau board as a voting member.
- It is recommended that promotion and education committee members work closely with all county committees to ensure regular communications and to identify mutually beneficial project goals.

Michigan Farm Bureau P&E Committee Structure



COMMITTEE MEETINGS

Planning the Meeting

About two weeks prior to the meeting:

Get the following information to each committee member and the county staff:

- General purpose of the meeting
- Time and place of the meeting
- List of agenda items and length of time anticipated for each item
- Background information and/or reference on each item in order to help your committee members make better (and quicker) decisions
- Minutes of the previous meeting

About one week prior to the meeting:

- Check with members to remind them of the meeting. Call, text, or use another form of social media, like email or Facebook, to remind your members of an upcoming meeting. Your County Administrative Manager can help with mailings if you wish to mail print materials for meetings. The most important thing to remember is what works for individual volunteers!

Creating Agendas

People respect organization. They want to feel a sense of accomplishment and that their time is well used. Good planning on your part is a necessity.

- Set a date in advance
- Set times for the beginning and end of the meeting and stick to them!
- Keep meeting times to 1.5 hours or less to indicate proper planning and leadership
- Keep the meeting on track. Save socializing and visiting for after the meeting
- Know what you want your end results to be
- Assign volunteers appropriate follow-up tasks

Recording Minutes

The secretary of your committee should have a copy of these suggestions. By following this list, the secretary will be able to record the minutes of a committee meeting accurately and according to standard accepted practices. Note the name of the committee, type of meeting (general, regular, special, continued, etc.), location, date and time of meeting.

- List the names of the members present and note any guests. List the names of members who are absent
- Use the written agenda as an outline for the items covered in minutes
- Name the person who called the meeting to order and their title
- Note any corrections to the minutes of the previous meeting
- Note the approval of the minutes of the previous meeting
- Record the exact wording of all motions, the names of the members making and supporting motions, and whether the main motion with or without amendments was passed or defeated
- Record the exact wording of a committee assignment, what the assignment is, who is to do it, and the due date
- Be brief, be specific, be accurate
- Conclude by signing, “Respectfully submitted” and your name
- Keep all minutes together in a notebook specifically obtained for that reason

Chair Duties

Relate the general purpose of the meeting

Ask for additional agenda items from members. Make sure that someone is recording minutes and takes attendance.

Proceed through agenda

Try to keep to the point and on schedule. If an unanticipated problem arises, try to detect the source of the problem. Rather than using up valuable meeting time, try doing one of the following:

- Give your committee some meeting time to think about it, move the item to a later spot on the agenda
- Delegate a task to be completed outside the meeting
- If your committee needs more information, postpone the discussion until the next meeting when the committee will have the information. It is the job of the chairperson to keep the meeting from getting side-tracked.

Action implementation

Before the meeting adjourns, make sure that your committee members have a clear idea of what is to be done about each agenda item and who's responsible. Establish a timeline for each action, and determine a schedule for reporting back to the committee about the implementation of each action.

Before adjourning, try to set up a convenient time and place for the next meeting.

Set a plan for meetings and action items (to be completed when and by whom) to be sent or e-mailed.

Parliamentary Law

Following basic principles of parliamentary law, as presented in a resource like Robert's Rules of Order allows for business to be transacted while protecting minority opinion and enabling the majority to rule on the various issues at hand. A few considerations are key:

- Only one subject may claim the attention of the assembly at one time. This means that generally only one main motion should receive consideration during any one period.
- Each member has rights equal to every other member. Where rules are not adhered to, aggressive and domineering members monopolize debating time and prejudice the treatment of a question. Rules are provided to curtail such abuses.
- The will of the majority must be observed. When an individual becomes a member of an organization, he agrees to abide by the decision of the majority in return for his right to vote. The minority also has a right to be heard and, in some cases, to delay action temporarily.
- The maker of a motion shall have the first opportunity to discuss the motion after it has been made, seconded, and restated by the chairperson.
- No member shall speak twice on a motion until all members have had an opportunity to speak once.
- Generally no member shall speak more than twice on a main motion without the consent of the assembly.
- Generally no member shall speak longer than two to three minutes on any one motion at any one time.
- The presiding officer and each individual member should take a reasonable attitude toward rules. Sometimes more progress can be made and more harmony will exist if certain rules are not rigorously applied.

For more considerations and information on parliamentary law and procedures, please refer to the latest edition of a parliamentary resource such as Robert's Rules of Order.

SUGGESTED ACTIVITIES & EVENTS

Evaluate the interests, issues and needs of your county to determine what your P&E focus should be.

CHILDREN

Agriculture in the Classroom* • Safety Programs*
Project R.E.D (Rural Education Day) * • Farm Tours
County Fair Activities • Build a Little Red Barn Library
Donate Agriculture Books • FARM Science Lab



FARMERS

Consumer Conversation Trainings • Hot Ag Topics
Education Meetings • Farm Finance Trainings
Policy Education Meetings



PUBLIC

Fair Displays • Public Service Announcements
Farm Tours • Work with Local Media • Work with other
Committees and Agricultural Groups



PUBLIC OFFICIALS

Local Agriculture Tours • Work with other
Committees and Media on Local Ag Issues •
Promote the Importance of Agriculture • Local
Product Baskets • National Agriculture Week Events

**INDIVIDUAL RESOURCE GUIDES AVAILABLE FOR THESE EVENTS*

SELECTING ACTIVITIES & EVENTS

Consider the your county's needs as well as these three hot buttons when selecting activities and events.

MEET



Meet other Farm Bureau members who are interested in sharing their own stories; you can meet P&E members through both local and statewide events. Connect with local teachers and students through volunteering with programs like Agriculture in the Classroom or Project R.E.D. Meet neighbors and local officials by promoting agriculture at community events such as fairs and festivals.



LEARN



Learn how to effectively communicate your story to consumers by attending conferences or trainings such as the Voice of Ag Conference. You can learn how to connect with teachers through Ag in the Classroom lessons, get the attention of local media by showcasing great agriculture events or initiate your own outreach through social media.



HELP

Help out and give back to your community with P&E. Raise food and money for local food banks through Harvest For All. Help keep farms safer by planning a farm safety program to promote safe farm practices. Build awareness of P&E's teacher scholarships meant for integrating agriculture into the classrooms. Help Michigan agriculture; become an active voice by telling your agriculture story, volunteer at P&E events, or host your own event.

EVENT TIMELINE

Use this timeline to help plan your county's event.



EVENT RECIPE

Use this form to help plan your county's event.

EVENT NAME

TYPE OF EVENT

P&E

YF

Field Day

Policy Development

County Annual

Legislative Event

Other _____

Target Audience: _____

HOT BUTTONS

Meet: _____

Help: _____

Learn: _____

EVENT SUMMARY

Time to Plan: _____ **Average Cost:** _____

Planning Items: _____

TIMELINE TO PLAN

Year _____ Committee _____							
Project	Target audience	Who is responsible?	How will this activity be promoted?	Purpose	Date to be completed	Estimated budget	
							Total
							Total
							Total

Year 2013-2014

Committee Promotion and Education

Project	Target audience	Who is responsible?	How will this activity be promoted?	Purpose	Date to be completed	Estimated budget
Harvest for All baskets (food and other products) distributed with 4-H clubs during National Ag Week	20 families in need as identified by local food bank	Haely, Regan, William, Violet; 4-H volunteers, parents and youth	Press release or letter to editor to be printed in local newspaper; word of mouth from recipients	Promote the importance of agriculture; provide a personal service for children and adults in a more direct way	All materials organized one week prior to giving baskets	Only time if donations are made as planned Total \$0
Teacher In-service in county schools	Teachers of grades K-6; administrators/ curriculum coordinators	Taylor, Sarah, Joan, John	Personal contact through school principal & curriculum coordinator; Letters and emails to teachers; announcements	Help teachers understand the importance of agricultural education in all areas of school; Build relationships with teachers to encourage community strength; Offer a line of support for teachers that influence the future of our country	Letters to be sent one month before proposed date; reminder week of in-service (personal contact)	Free curriculum CD distributed; food/snacks, materials Total \$20/ teacher
Fair Week activities - *Scavenger hunt	General public including children and adults	Jen, Kevin, Corey; Erin, Kelley, Georgia additional volunteers needed during fair	Radio spots, newspaper and fair booklet, flyers downtown and in local stores	Promote agriculture in county; Offer chance to build relationships between consumers and farmers; Take an active role in the community	Pre-fair promotion; All materials to be printed week before fair	Printing; ads, prizes Total (depends on area)

COMMITTEE FUNDING AND AWARDS

Michigan Farm Bureau has a number of different awards that you, your committee, and other county Farm Bureau members can apply for. Many of these awards have a cash prize. Other resources and awards available to help fund your promotion and education committee are listed below. More information can be also found on Michigan Farm Bureau's website.

Funding available specifically to county Farm Bureaus

County Farm Bureau budget

Michigan Farm Bureau county grant program

Award money from Champions of Excellence awards or other award

American Farm Bureau Foundation for Agriculture White-Reinhardt Grant

External Grants or Award Funding

These funding sources may not be directly available to county Farm Bureaus, however partnerships with schools could help teachers find funding for agricultural education.

America's Farmers Grow Rural Communities—www.americasfarmers.com

United Dairy Industry of Michigan Dairy Promotion grants (requires a dairy farmer to apply)

National Agriculture in the Classroom CHS Teacher Grants (for teachers only)

#SpeakAgMichigan Award program for FFA Chapters

Donations

Partner with these organizations for item and financial.

Community Foundations

Community Organizations such as Rotary or Lions Clubs

Agribusinesses

CALENDAR OF EVENTS

Specific dates vary year to year, check Michigan Farm Bureau's website for this year's events.

JANUARY

Voice of Agriculture Conference

FEBRUARY

Educator of the Year nominations due

Growing Together Conference (every third year)

MARCH

State FFA Convention

National Ag Day

National Ag Week

APRIL

AFBF White Reinhardt grant applications due

MAY

Teacher Appreciation Week

JUNE

National Ag in the Classroom Conference

JULY

Champions of Excellence applications due

SEPTEMBER

School starts! (for most schools in Michigan)

AFBF County Activities of Excellence applications due

OCTOBER

Marge Karker Scholarship applications due

AFBF White Reinhardt grant applications due

Harvest For All reporting due

DECEMBER

MFB Annual Meeting

MICHIGAN AGRICULTURE IN THE CLASSROOM

The Michigan Agriculture in the Classroom website features a matrix with different agriculture based lessons and tools for K-12 educators K-12. The website also offers agriculture books and resources for purchase through the online store. The activity resource guides mentioned on page 7 can also be purchased here. Michigan agriculture facts, award applications, volunteer information, and more can be found at miagclassroom.org.



Search a nation-wide database of agriculture based lessons matched to educational standards and save your favorite lessons using the My Binder feature!



Purchase agriculture books, lessons and resources via our online store!



Michigan Agriculture Facts by County



Michigan Agriculture Lesson Plans



Scholarships and Grants



Conference and Event Information

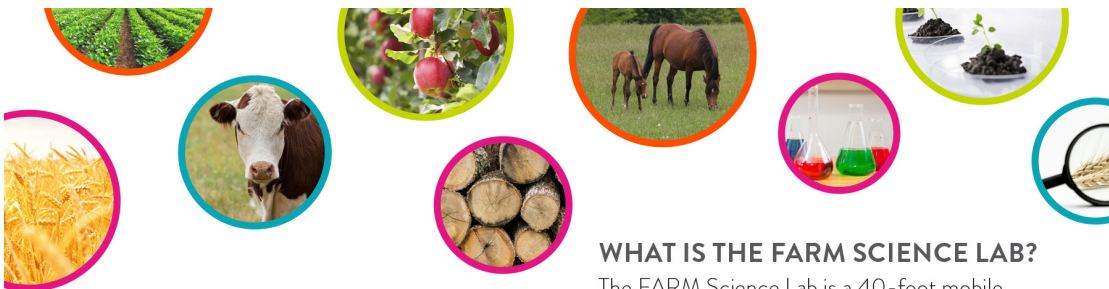
miagclassroom.org

MICHIGAN FOUNDATION FOR AGRICULTURE
LEADERSHIP | PROMOTION | SCHOLARSHIP | EDUCATION



FARM SCIENCE LAB

The Food, Agriculture and Resources in Motion Science Lab is a 40-foot mobile classroom, equipped with the latest teaching technologies and tooled with STEM-based lessons to increase agricultural awareness. The FARM Science Lab offers schools the convenience of bringing a field trip-style experience to their front door. Check out farmsciencelab.org to learn more about bringing the FARM Science Lab to your county!



WHAT IS THE FARM SCIENCE LAB?

The FARM Science Lab is a 40-foot mobile classroom, equipped with the latest teaching technologies and tooled with STEM-based lessons that meet Next Generation Science Standards (NGSS) and National Agricultural Literacy Outcomes (NALO) to increase agricultural awareness. Staffed with a certified teacher, the FARM Science Lab will help reinforce grade-level standards with hands-on science experiments while increasing students' knowledge of how agriculture impacts their daily lives.

JOIN US AT THE INTERSECTION
OF SCIENCE AND AGRICULTURE

farmsciencelab.org



WHAT DOES THE FARM SCIENCE LAB PROVIDE?

- Michigan-certified science teacher
- Climate-controlled, handicap accessible trailer
- Hands-on science experience
- Up to five 50-minute classes per day
- 10 work stations (3 students per station)
- An applied look at agriculture in our everyday lives
- 15 NGSS standard-based lessons for grades K-6, developed by a certified teacher

WHY THE NEED FOR AGRICULTURAL EDUCATION?

Agriculture affects our lives every day, but many students don't understand these connections: how healthy, nutritious food arrives on their tables; how fiber is produced to clothe them; or how agricultural products provide shelter. Michigan's food and farm sector produces more than 300 different commodities and generates more than \$100 billion in economic activity annually. Not only is agriculture important to students personally, it is economically vital to our state and nation. Through Michigan Agriculture in the Classroom and the FARM Science Lab, we aim to increase students' understanding of agriculture through lessons that meet the grade-level content standards.

HOW CAN I BOOK THE FARM SCIENCE LAB?

Check out our website at farmsciencelab.org for more information or to book the FARM Science Lab for your school.

