

Texas Collegiate FFA Association Strategic Plan



Original Prepared By
Collegiate Officer Team 2004-2005

Revised By
Collegiate Officer Teams: 05-06; 06-07; 07-08; 08-09

Table of Contents

EXECUTIVE SUMMARY	3
STRATEGIC PLAN SUMMARY AND OUTLINE.....	3
DESCRIPTION OF THE COLLEGIATE FFA ASSOCIATION	4
MISSION STATEMENT AND GOALS	4
THE TEXAS FFA FAMILY	6
BOARD OF DIRECTORS	7
FOUNDATION BUSINESS CONTROLS	8
ACCOUNTING SYSTEM	8
INTERNAL CONTROL	8
BUSINESS STRUCTURE	8
FINANCIAL AND PROGRAM FORCAST	9
FOUNDATION STRATEGIES	9
LONG TERM OPPORTUNITIES	10
FUNDING OPPORTUNITIES	10
FIVE YEAR PLAN – GOALS AND TARGETS	11
FIRST YEAR	11
SECOND YEAR	12
THIRD YEAR	12
FOURTH YEAR	12
FIFTH YEAR	12

EXECUTIVE SUMMARY

The purpose of this document is to provide a five-year road map for the Texas Collegiate FFA Association (known in the remainder of this document as the TXCFFA). Teamwork is the basis for this plan. Challenges, successes and failures will be the fire, which will forge this historic effort.

Summary and Outline

The Five-Year Strategic Plan for the TXCFFA is an attempt to view on a broad scale the controls necessary to manage our growth while at the same time creating a better understanding of how the Texas Collegiate FFA Association is a huge asset to the businessmen and companies of today. The Capital Campaign is integral part of the Collegiate FFA Associations goals over the next three to five years. In summary, here is the design of this document.

- ❖ Early historical documents reflect that the Collegiate FFA has been a part of the agricultural education landscape from the early days of the Texas FFA. In 2001, university and college representatives met in Houston in conjunction with the 73rd Texas FFA Convention to discuss the potential of organizing a state Collegiate FFA association. A constitution and bylaws were adopted at the 75th Texas FFA convention in Houston and Vanessa Brossman, Sam Houston State University, was elected as the first president of the Texas Collegiate FFA Association.
 - ✓ To continue to promote the agriculture industry and education thereof at the collegiate level.
 - ✓ Preserve students' professional network while enhancing our academic and personal abilities.
 - ✓ Serve as a catalyst between the active and alumni memberships.
 - ✓ Prepare college students to be not only good employees in the workplace that they will soon be entering, but to make the moral and ethical decisions of business in everyday life.
 - ✓ Educate current and former FFA members on service towards the Texas Ag Ed Family.

- ✓ To place funds in the care of the Texas FFA Foundation and used for projects, costs and liabilities.

Strategies to realize the vision of the Texas Collegiate FFA Association are meshed with internal controls and policies, which govern not only the way gifts are received, but also the daily operations of the Collegiate FFA. The aforementioned strategies include:

- ✧ Develop TXCFFA members as business professionals by providing them with collegiate leadership opportunities, CDE's, networking, academic enhancement and personal success.
- ✧ Develop and maintain strong relationships with the Texas Ag Ed Family and the Foundation partners.
- ✧ Through an applied practice of professionalism and cooperative arrangements with the Alumni Association, the TXCFFA educates its members about Alumni membership and promotes service to the Texas FFA Association.
- ✧ Through advanced leadership opportunities, the TXCFFA provides education, professional career development, and service while continuing to promote the core values and ideals of the FFA.
- ✧ To provide practiced educational, industrial, and community service opportunities for members while fostering a passion and devotion for the FFA.
- ✧ The Texas Collegiate FFA will work in conjunction with the Texas FFA Foundation capital campaign to actively seek external funding through service and networking in order to satisfy the association's strategic plan.

In conclusion, the SP presented is presented as a road map and catalyst for thought, projections and ideas necessary to reach our goals.

Description of the Texas Collegiate FFA Association

Article III. Section D of the National FFA Constitution provides that collegiate chapters may be chartered by the state association in two or four year post-secondary institutions where agriculture courses are taught. Each chartered collegiate chapter may adopt a constitution which does not conflict with that of the national organization or the respective state association, elects officers, and establish a program of activities. Collegiate chapter members shall pay National FFA Organization dues.

Article V. Section D Collegiate membership- Collegiate membership shall be open to students who are enrolled in agricultural courses, who are pursuing career objectives in agriculture, or have an interest in the future welfare of the agriculture industry at a two or four year post secondary institution having a collegiate FFA chapter.

Texas CFFA:

The Texas Collegiate FFA is governed by a living constitution and by-laws adopted in October 2003. The Organization is coordinated by the State CFFA Advisor who, as the constitution states as the instructor of the CFFA state president. The Association is represented thorough the year by six state officers who are elected annually at the State Collegiate FFA Convention. The Texas FFA Board of Directors and the State Executive Director are ultimately responsible for the operation of the Collegiate FFA, who meet on a regular basis, or as needed, to direct the organization.

Vision/Mission/Purpose Statements

Collegiate FFA Vision Statement

- Collegiate FFA empowers values driven pre-professionals to lead and serve in education, industry, and communities.

Collegiate FFA Mission Statement

- The mission of the Texas CFFA Association is to promote premier leadership, personal growth, and career success through agricultural education.

Collegiate FFA Purpose Statement

- Collegiate FFA enhances the collegiate experience through service and engagement to create premier leaders, enable personal growth, and ensure career success.

Texas Ag Ed Family

The members of the Texas Ag Ed Family include: Agriculture Education – Texas Education Agency (TEA), Vocational Agriculture Teachers Association of Texas (VATAT), Texas FFA Association and Texas Collegiate FFA Association, and the Texas FFA Foundation. We also include in our communication and coordination our affiliate organizations: Texas FFA Alumni, Texas Young Farmers and Retired Ag Teachers Association. The Texas FFA is the success it is today and will be in the future due to the cooperation and coordinated effort of the Texas Ag Ed Family.

BOARD OF DIRECTORS

The Board of Directors will meet on a quarterly as well as an as needed basis. Meetings will be held in conjunction with statewide FFA activities and as needed to conduct the normal business operations of the organization. Board members are required to attend meetings.

Board members will receive orientation to cover, at a minimum: administration, legal liability, fiscal, public and community relations, personnel, fund raising and cultural competency related to the Collegiate FFA's mission and goals.

The Collegiate FFA will be allowed and ex-officio representative at each B.O.D. meeting to give an organizational report on the Current status of the TXCFFA. The Collegiate representative will be allowed to serve on committees as designated by the chairman of the Board.

The Collegiate FFA understands the importance of maintaining a close and professional relationship with the B.O.D. The Board serves as the sole governing body of the Collegiate FFA and all of its undertakings. In essence, the Collegiate FFA is still subject to all of the guidelines and standards presented in the Official FFA manual which is revised every year.

The Collegiate FFA is essential to the growth and expansion of America's most valuable resource, youth. The Collegiate FFA will succeed in its mission of developing premier leaders

and agriculturists, with the right foundation. A foundation is defined as a starting point, a basic structure on which a fortress is built. The Collegiate FFA fortress of leadership needs a strong foundation to build from. With the cooperation of the Texas FFA Association Board of Directors, the Texas FFA Foundation, as well as the support of monetary contributions solicited for Collegiate FFA, the Collegiate FFA foundation will prove to be structurally sound.

COLLEGIATE FFA BUSINESS CONTROLS

Accounting System

We will use a computer-based financial management system. With this system we can review our income and expense activities on a regular basis. This will allow us to analyze the profitability of our operation through defined line items. When questions arise as to the proper accounting method, we will contact the independent auditor for methods, legal and consistent with our efforts and practices, which are identified as professional and acceptable in sound business management.

Internal Control

As donor gifts begin to be solicited, we will be developing outline scripts to help those involved manage inquiries. This will ensure that all incoming phone calls are dealt with in the same way and meet a high standard.

Business Structure

The CFFA operates under a defined business structure and fiscally responsible internal controls. The State of the CFFA is also subject to the Policies & Procedures manual (P&P) for the Texas Ag Ed Family that will create a working document for operational procedures.

Financial and Program Forecast

To ensure the longevity of our programming, proper funding must be in place to avoid funding programs from event to event or year to year.

COLLEGIATE FFA STRATEGIES

The five-year strategic plan is organized to provide a road map of where we are, where we are headed and necessary means to reach our objectives. The plan allows us to quickly reference our goals, objectives, accomplishments and failures. A vision can be realized if it is recorded for the board to pursue and make improvements. In the event of staff changes, this document will provide a map, a guide, to continue the successful direction of the Texas Collegiate FFA coupled with the individual talents of those entrusted with its care.

The strategic plan of the Texas CFFA Association will be presented annually for approval by the member delegation at the Texas CFFA Convention. After student approval, the plan will be submitted for final review to the state Board of Directors. Contributing aspects of the success of the program and short comings should be noted for future projections. Each year a new five year plan is delivered to the Board of Directors which includes a specific first year plan of action followed by projections for subsequent years. The continued development of this document affords the Board of Directors to monitor critique and project development activities for the Association.

Long-Term Opportunities

The Texas Collegiate FFA has many opportunities that will positively impact the lives of students as well as the business community. By the investments made to our financial side, an investment will also be made to our future in agriculture by directly benefiting the members of the Texas Collegiate FFA Association.

FIVE YEAR PLAN -- GOALS AND TARGETS

Most leaders in our organization, and those on our Board of Directors, have all read, studied and trained on effective leadership. For every season there is a time, our time is now.

Each year, the immediate past year's plan should be reviewed. The review must be honest and objective. We must note our successes and we must too face our failures. After review of the last year, the Five Year Strategic Plan should be rewritten and we should begin working on the immediate goals of the next fiscal year. Operating this way allows our Five Year Strategic Plan to become much more – it will become an annual operating document to continue to challenge and move the organization forward.

First Year (FY September 1, 2007 to August 31, 2008)

This strategic plan is written to parallel the fiscal year of the Texas FFA Foundation. Intertwined in this plan are the goals and objectives of the capital campaign. The targets and goals this fiscal year will primarily deal with organizational structure and policy and procedure development.

The modest goals and targets for the First Year of this Five Year Strategic Plan will include but not be limited to:

- ❑ Structure rosters to include contact information for a statewide email database.
- ❑ Utilize electronic venues such as “My Space” and “Facebook.”
- ❑ Meet with State CFFA specialist to develop a POA.
- ❑ Expand opportunities for Collaborative efforts among collegiate chapters.
- ❑ Emphasize recruitment of secondary students into agricultural education.
- ❑ Contact Universities and encourage development of CFFA chapters.
- ❑ Create an insert to be put into an issue of the New Horizons magazine.
- ❑ Promote attendance at the National FFA Convention through an awareness program at the Texas FFA convention.
- ❑ Establish a relationship with all members of the Agricultural Education family.
- ❑ Secure funds for the 2007-2008 state officer team through proper budget and fiscal management.
- ❑ Establish “pacesetter” companies or organizations to help reach the financial targets of the Texas FFA Foundation and the Collegiate FFA. These pacesetter companies will be recognized annually at the State Convention for their leadership role in developing funds, and will be allowed an active role in the convention
- ❑ Review the previous year's state convention.

Second Year (FY September 1, 2008 to August 31, 2009)

With P&P in place, this year should allow even greater focus on membership development. The focus of this fiscal year should be in database development and solicitation of funds. Many of the goals listed may in fact be the catalyst for the realization of another goal mentioned in the same fiscal year. The goals and targets for the Second Year of this Five Year Strategic Plan will include but not be limited to:

- ❑ Utilize statewide email database.
- ❑ Secure funding for the next year's officer team through proper budgetary and fiscal management..
- ❑ Establish a working database of potential contributors.
- ❑ Develop a P&P for the Texas CFFA Administrative Advisors
- ❑ Continue to recruit agricultural educators through programs and activities.
- ❑ Continue to recruit through the FFA magazine.
- ❑ Review the 2007-2008 year and the previous state convention.
- ❑ Increase communication with the director of Texas FFA to allow for CFFA involvement with prospective CFFA members.
- ❑ Evaluate the current CDE's and entertain the creation of new contest to fit the needs of growing membership.
- ❑ Build upon existing collaborative collegiate activities.
- ❑ Continue to be instrumental in the development of the National Collegiate FFA Association, and maintain close ties with the national administration to better satisfy the Texas Collegiate FFA needs.
- ❑ Continue to encourage attendance at the National Convention.

Third Year (FY September 1, 2009 to August 31, 2010)

The goals and targets for the Third Year of this Five Year Strategic Plan will include but not be limited to:

- ❑ Secure relationships with several contributors as sponsors and partners to provide funds for further education.
- ❑ Develop a system of CFFA recruitment to boost membership statewide.
- ❑ Involve new schools in the National FFA career service fair. Develop a scholarship fund for traveling expenses.

- ❑ Begin negotiation for a full-time state collegiate specialist position to coordinate the collegiate FFA.
- ❑ Continue to cultivate Texas and National CFFA relationships.
- ❑ Review the need to modify state officer and senator structure.
- ❑ Review the need to modify the TXCFFA & Texas FFA's MOU.
- ❑ Review and expand P&P.
- ❑ Redesign the Texas Collegiate FFA convention to fit the capacity of the new members and also fit the modern business world objectives.
- ❑ Continue to increase advanced officer training
- ❑ Enhance collegiate chapter officer training retreat.
- ❑ Bridge the gap between CFFA state officers and Texas FFA state officers to unify efforts of the two organizations.
- ❑ Begin to apply for grants/federal funding.
- ❑ Restructure Career Development Events to reflect the needs of a more diverse population.
- ❑ Review previous year's state convention.

Fourth Year (FY September 1, 2010 to August 31, 2011)

This year should pose changes and redirection of the Texas Collegiate FFA. This year will be a year of implementation. The goals and targets for the Fourth Year of this Five Year Strategic Plan will include but not be limited to:

- ❑ Increase working database to include all present and former members' names.
- ❑ Review and modify communication venues such as email database, "myspace" account, and "facebook" group.
- ❑ Consider scholarship provision for Texas CFFA officers.
- ❑ Increase National FFA convention attendance by 10% each year.
- ❑ Apply for five public or private foundation funding opportunities.
- ❑ Continue to apply for grants/ federal funding.
- ❑ Become a bridge between secondary agricultural students and the industry to foster professional development and career success.
- ❑ Continue to advertise with attempts to recruit more members, and achieve a substantial increase each year.
- ❑ Put into place a fall Career Development and Leadership Conference.
- ❑ Implement previous year's changes to the state convention and CDE contests.

Fifth Year (FY September 1, 2010 to August 31, 2011)

Review. Review. Review. This best describes the direction the Collegiate FFA should take in this fifth year of the plan. At this point, we should be able to recognize our strengths and weaknesses as they relate to our ability to raise funds and recruit new members. Increase working database to include all present and former members' names.

- ❑ Continue to advertise with attempts to recruit more members, and achieve a substantial increase each year.
- ❑ Create a collegiate chapter officer training retreat.
- ❑ Hire a Collegiate Specialist to work in Austin with Collegiate FFA full time.
- ❑ Develop a vision for the Capital Campaigning Fund.