

MICHIGAN FFA ASSOCIATION

STRATEGIC PLAN



2026
to
2030

STRATEGIC PRIORITIES

STRATEGIC VISION

The Michigan FFA Association cultivates excellence in agriculture, food, and natural resources (AFNR) education by delivering meaningful, student-centered experiences and equipping teachers with the tools and support they need, while fostering strong connections with alumni and industry professionals. This excellence is essential to developing knowledgeable, skilled, and engaged leaders who are prepared to contribute to a dynamic and evolving AFNR industry and to strengthen their communities.

In doing so, the association is committed to supporting all components of the three-circle model of AFNR education, classroom and laboratory instruction, supervised agricultural experiences (SAEs), and FFA, with a special emphasis on FFA as the primary vehicle through which the organization advances premier leadership, personal growth, and career success.



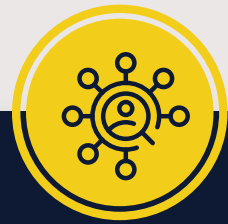
STRATEGIC PRIORITY 1

Student-Centered
Experiences



STRATEGIC PRIORITY 2

Teacher
Support and Resources



STRATEGIC PRIORITY 3

Alumni and Industry
Outreach

ABOUT THIS PLAN

This is the Michigan FFA Association Strategic Plan for 2026–2030. While it represents the vision and priorities of the association, it was developed in collaboration with stakeholders across Michigan Team Ag Ed, including Regional FFA Officers, current and past State FFA Officers, Michigan AFNR educators, the MAAE Executive Board, the Michigan FFA Association Board of Directors, the Michigan FFA Foundation Board of Directors, the Michigan FFA Alumni Council, the Michigan FFA Belonging and Engagement Committee, and the Michigan State University AFNR Education Team. Moving forward, strong partnerships with these groups will be essential to bring the plan to life.

STRATEGIC PRIORITY 1

STUDENT-CENTERED EXPERIENCES



GOAL

Ensure every Michigan FFA member has equitable access to meaningful, student-centered FFA experiences, grounded in the full three-circle model of AFNR education.

OBJECTIVE 1.1

Every Michigan FFA member experiences a strong sense of belonging, connection, and positive engagement within their chapter and across the state.

Potential Strategies

1. Design events that foster connection and relationship-building while ensuring a culture of safety and support
2. Increase representation and inclusivity in branding and visuals
3. Expand age- and experience- appropriate opportunities for junior high members
4. Prioritize student voices when evaluating engagement, inclusivity, and accessibility across events and participation opportunities.
5. Increase support for the Michigan FFA Belonging & Engagement Committee
6. Train regional officers, state officers, staff, board members, and committees on belonging-focused practices and offer resources to support implementation at the chapter level

OBJECTIVE 1.2

Michigan FFA provides high-quality, meaningful programming that evolves through intentional evaluation and reflects diverse student interests and AFNR pathways.

Potential Strategies

1. Grow local agriscience programs and FFA membership to expand student access and engagement, with intentional support for new and developing programs
2. Evaluate all contests, recognition programs, and events using clear quality indicators to ensure meaningful student recognition and engaging experiences
3. Ensure balance and equity across recognition and competitive opportunities for students in both two- and four-year programs
4. Align programming with student and industry needs and emerging AFNR pathways
5. Guide state-level programs with the POA to maintain a comprehensive, balanced portfolio

OBJECTIVE 1.3

All Michigan FFA members have equitable access to leadership development, career exploration, and transformative learning experiences.

Potential Strategies

1. Offer student travel grants and participation scholarships
2. Expand official dress support beyond jackets
3. Implement strategies to support chapters with longer travel distances (e.g., Upper Peninsula)
4. Encourage student exploration of all AFNR pathways and engagement with industry partners by strengthening AET record-keeping resources and expanding training and opportunities for industry connection
5. Expand leadership development opportunities at multiple levels, with targeted support for regional officers and strengthened investment in the state officer experience (training and incentives)

STRATEGIC PRIORITY 2

TEACHER SUPPORT AND RESOURCES



GOAL

Ensure all Michigan AFNR educators have the tools, training, and support systems to deliver high-quality AFNR instruction and FFA experiences.

OBJECTIVE 2.1

Michigan AFNR educators have equitable access to high-quality instructional, contest, and program resources that reduce workload and support excellence.

Potential Strategies

1. Expand digital and physical contest preparation resources, such as Career Development Event prep resource kits
2. Centralize system for teacher-created resource sharing
3. Provide grants or subsidies for curriculum platforms and instructional materials
4. Redesign and maintain a user-friendly Michigan FFA website to provide easy access to resources, including AET tools and supports
5. Invest in resources and development that promote excellence and strong representation at the local, state, and national levels
6. Align programs and opportunities with the National Quality Program Standards (NQPS) to help teachers strategically focus their efforts and build a balanced chapter Program of Activities (POA)

OBJECTIVE 2.2

Michigan AFNR educators are supported through a connected professional community that fosters collaboration, peer learning, and shared problem-solving.

Potential Strategies

1. Create teacher cohorts based on experience, program type, or content focus
2. Establish mentorship connections for new and transitioning teachers
3. Facilitate collaboration spaces (virtual and in-person)
4. Design structures that reflect diverse program models and needs to support both two- and four-year programs

OBJECTIVE 2.3

Michigan AFNR educators experience sustained professional growth, balance, and long-term career satisfaction.

Potential Strategies

1. Support teacher recruitment efforts by strengthening the pipeline of future Michigan AFNR educators
2. Provide structured induction programming and resources (years 1–3)
3. Provide mid-career support focused on balance, prioritization, and retention (years 7–10)
4. Offer professional development scholarships (registration, travel, substitutes, etc.)
5. Equip teachers with tools and strategies to build relationships and connections with alumni, volunteers, local professionals, and advisory committees
6. Implement teacher appreciation, recognition, and morale-building efforts

STRATEGIC PRIORITY 3

ALUMNI AND INDUSTRY OUTREACH



GOAL

Foster community, alumni, and AFNR industry engagement through intentional outreach to increase awareness and support for AFNR education.

OBJECTIVE 3.1

Michigan FFA alumni and supporters are actively engaged and connected to local and state programs.

Potential Strategies

1. Support the growth alumni affiliation statewide
2. Share alumni stories and impact messaging (quotes, profiles, testimonials)
3. Improve systems for alumni identification and engagement
4. Implement structured statewide mentorship opportunities connecting alumni with students
5. Revitalize the Past State Officer Organization

OBJECTIVE 3.2

Michigan FFA is visible and understood by community, education, and industry stakeholders.

Potential Strategies

1. Develop one-pagers and outreach tools for multiple audiences, including resources to support FFA awareness and agricultural literacy
2. Encourage and support FFA presence at community, industry, and education events
3. Promote brand consistency and visibility across events and online platforms, while providing resources for chapters and regions to support aligned messaging and materials
4. Recognize program supporters such as industry professionals, alumni, administrators, and guidance counselors
5. Showcase FFA's contributions and AFNR opportunities to key audiences
6. Leverage milestone moments (e.g., 100th anniversary) for engagement

OBJECTIVE 3.3

Michigan FFA has the capacity and infrastructure to effectively connect alumni, industry, and local programs.

Potential Strategies

1. Centralize a database/tool to connect alumni and industry professionals with local chapters to support volunteers and contest judges
2. Design intentional pathways to ensure seamless transitions for seniors and recent graduates into active alumni engagement
3. Provide training and resources for chapters and regions on outreach and public relations
4. Develop and provide a community engagement strategy bank for teachers to advance FFA awareness and agricultural literacy
5. Increase state-level capacity (staffing and systems) to strengthen communication and outreach