



EDUCATION OUTREACH OVERVIEW

First the Seed Foundation (FTSF) is undertaking a new multi-year education outreach initiative. The following is an overview of the Strategic Plan for the outreach effort, including program objectives, target audiences, key messages, education outreach approach, and program reach.

PROGRAM OBJECTIVES

- To engage and educate children and youth about the value of seeds, where food comes from, and the many career opportunities in the agricultural industry
- To reach adults/consumers in communities with FTSF messages
- To become the definitive resource for students and others who are seeking accurate, reliable information about the seed industry, seed science, and industry careers
- To educate potential funders about the Foundation's mission, goals, and outreach initiatives, and motivate them to participate

TARGET AUDIENCES

- **Educators**
 - Initially, the target audience will be high school teachers and counselors, and college advisors.
 - As the initiative moves into its second year, the audience will also include high school science teachers.
 - In its third year, the audience will be further expanded to include middle and elementary school teachers.
- **Students/Youth**
 - The first targeted youth audience will be high school and college-level students.
 - This will be expanded to include middle and elementary school students in the third and subsequent years.
- **Consumers**
 - The program will target parents and the general public.
- **Funders**
 - The initiative will include information for both current and prospective funders.

KEY MESSAGES

All program components will be built upon the following key messages:

- Seeds are the **foundation of human and animal life** on earth: the foods we eat, the fibers we wear, the fuel we use for our transportation needs—indeed, most of the products we use in our daily lives.
- The seed/agricultural industry has an exciting **history of innovation and change**, and will be a key player in addressing the upcoming challenges of the world's increasing need for food and fuel.
- The seed industry is a **high-tech, science-based “business of the future”** with inspiring challenges.
- The field is wide open and **full of career opportunities**—today's youth should be aware of them and consider a career in the seed/agricultural industry.

EDUCATION OUTREACH APPROACH

First the Seed Foundation will be positioned as *the definitive resource* for information on the seed industry, careers in agriculture, and seed-related education programs. The strategy for the education initiative is to *create* and then *build upon* the program over a multi-year period.

1. Start with a ***strong career focus*** for high school and college students.
2. Move to a ***science*** focus at the high school level.
3. Take the agriculture/seed ***science*** to middle and elementary schools – and include appropriate career information.

Timeline for Component Development and Enhancements:

Year 1 (November 2008 – June 2009)

- Develop initial *website*
- Develop, print, and distribute initial *career outreach tool/handout* (spring 2009)
- Create core *career kit* for high school and college students

Year 2 (June 2009 – June 2010)

- Print and distribute core *career kit* (fall 2009)
- Develop an *additional career kit component*
- Create *high school science curriculum*
- Website Content and Technical Review

Year 3 (June 2010 – 2011)

- Print and distribute the *high school science curriculum* (fall 2010)
- Develop *elementary/middle school science curriculum*
- Print and distribute expanded *career kit* (fall 2010)
- Create *additional high school science curriculum* component
- Website Content and Technical Review

Year 4 and beyond

- Print and distribute *elementary/middle school science curriculum* (fall 2011)
- Create *additional elementary/middle school curriculum component*
- Develop *additional career kit component*
- Website Content and Technical Review

EDUCATION PROGRAM REACH

Based on the proposed timeline and budgets*, estimated school-based reach for the First the Seed education program over four years (both print and online) is:

- 30,000 to 35,000 teachers and counselors
- 900,000 to 1.5 million students/youth

Audiences visiting the website (consumers, funders, and others) will also be categorized and tracked.

*Final audience reach will be determined by available budgets, which are estimated at \$150,000 to \$300,000 per year.