

Marketing the Agricultural Education Induction Program

A clear message of the rationale for, features, benefits, programming, and participant costs of the induction program must be created, presented, and promoted in a variety of media. Hard and digital copies of brochures, fact sheets, annual reports, power point presentations are useful for informing entry-level teachers, school administrators, policy-makers, teacher association members, potential funders, and other stakeholders about the primary features and benefits of the induction program. Once the program is started, the best marketing tools are satisfied participants who gained significant value from the program!

Approaches and technologies that are effective in promoting the program are personal communications and presentations at various gatherings of stakeholders and entry-level teachers. Teacher educators, for example, can promote the induction program in pre-service courses. State staff representatives can encourage involvement when visiting with newly hired teachers and school administrators throughout the year. State staff can encourage NAAE-affiliate members and officers to feature and promote the program at annual and bi-annual professional development activities. Potential funders are oftentimes most effectively informed and persuaded to provide support through personal visits from program leaders, partners, and participants or past participants.

Electronic technologies are also useful for delivering the message. Use of electronic mail with quality attachments, program websites, fax delivery, and of course, telephone contacts each are effective for carrying the messages about induction programs.