

# Teach Ag Lesson Plan

There are approximately 12,000 agricultural instructors in the United States. Sadly, demand is currently higher than supply. Have you ever thought about being an agricultural instructor? Agricultural instructors develop curriculum that revolves around the industry standards in agriculture business, plant science, animal science, natural resources, food science and etc.

Today, you will be developing a promotional video about agricultural education and why students should think about becoming an agricultural education instructor. Below you will find the steps you should take in the development of the promotional video.

Remember, the videos will be shared with regular education teachers in Columbia Public Schools on Teach Ag Day 2019.

## **Reaching out to Agricultural Instructors & Interview:**

1. Choose two agricultural education instructors to interview for the promotional video. If you cannot travel to interview the advisor you can do a voice over. I will provide a list of advisors in the area for you. Two students CAN'T use the same advisor. Ag teachers are busy!
2. Develop a set of ten questions that you can ask the advisors. Mrs. Twenter will need to check the questions.
3. Compose an email that will be sent out to the advisors in regards to setting up a meeting time or phone interview. Mrs. Twenter will check for proper grammar and professionalism of the email.

## **Conducting Interview**

1. Use the questions you created to begin the conversation with the advisor.
2. After the interview is complete write out the responses. When you write out the responses quickly there is less chance you will forget the important responses.

## **Developing the Promotional Video**

1. Develop a storyboard (outline) of your video (make sure you are developing a story)
2. Try not to use the same shot twice
3. Utilize the "cheat sheet" you were given to compile, and edit your video. The video should be 60-90 seconds.

### **Rubric, and Premier Pro Cheat Sheet**

*If you do not have access to premier pro you can use a free editing program. School districts can access premier pro for a very reasonable price.*

Premier Pro Cheat Sheet:

<https://www.trainingconnection.com/premiere-pro/lessons/premiere-pro-cheat-sheet.php>