**Council Focus for 2011**

1. Develop and implement a communications strategy that engages internal audiences.
2. Promote challenging and relevant programs of study in collaboration with key industry sectors (assessments, CDE/CPA transformation, and standards revisions (tied to cluster revision)).
3. Secure and share data that communicates agriculture’s value/relevance in a changing world.
4. Revisit the mission and vision of Agricultural Education.

**Quality and Growth Initiatives (On-going)**

1. National Content Standards
2. Multiple Ag Ed Designs (CASE and Texas A&M work)
3. Ag Educator Recruitment (National Teach Ag Campaign and Ag Educator Supply and Demand Study)
4. Ag Education Advocacy (National Ag Ed Advocacy Agenda and grassroots engagement strategies)

**Other Initiatives (On-going)**

1. Global Engagement
2. Experiential Learning (SAE)
3. Federal Leadership