**Ag Literacy Planning Survey**

## Have leaders and key stakeholders complete this survey to begin the agricultural literacy planning process using the Pillars.

## Pillars of Ag Literacy

**Directions:** Review the Pillars of Ag Literacy. Consider the issues and challenges facing agriculture in your area/community. Rank the seven components (1 through 7) with #1 being the most important to you and the where ag literacy efforts should be focused.

\_\_\_\_\_ Foundational Understanding of Agriculture

\_\_\_\_\_ The relationship between Agriculture and the Environment

\_\_\_\_\_ The relationship between Agriculture and Food, Fiber and Energy

\_\_\_\_\_ The relationship between Agriculture and Animals

\_\_\_\_\_ The relationship between Agriculture and Lifestyle

\_\_\_\_\_ The relationship between Agriculture and Technology

\_\_\_\_\_ The relationship between Agriculture and The Economy

## Target Audience

**Directions:** Consider the importance of reaching key audiences in your area/community. Rank the listed audiences (1 through 8) with #1 being the most important audience to reach.

\_\_\_\_\_ Pre-Kindergarten-Kindergarten

\_\_\_\_\_ 1st-3rd Grade

\_\_\_\_\_ 4th-6th Grade

\_\_\_\_\_ Middle School/Junior High

\_\_\_\_\_ High School

\_\_\_\_\_ College Students

\_\_\_\_\_ Young adults

\_\_\_\_\_ Older adults

## Methods of Engagement

**Directions:** Consider your organization’s proficiency in each of the following methods of engaging audiences. Rank your proficiency (1 through 7) with #1 being the method of which you are most proficiency.

\_\_\_\_\_ Classroom presentations

\_\_\_\_\_ Retail location events

\_\_\_\_\_ Fairs/festival booths

\_\_\_\_\_ Farm tours and other hosted special events

\_\_\_\_\_ Social media

\_\_\_\_\_ Developing new materials (brochures) to share

\_\_\_\_\_ Getting books and materials into libraries, classrooms and other locations