

La Habra Strategic Planning Report

Strategic Plan Overview

The following strategic plan is our organization's process of defining direction, developing action aligned events and making decisions on allocating resources and capturing opportunities to pursue our strategy.

Start Date

7/1/2023

End Date

6/30/2024

Our Program Mission Statement

Our FFA chapter is committed to fostering leadership, personal growth, and agricultural literacy among our members through hands-on experiences, community engagement, and academic excellence. We strive to cultivate a diverse and inclusive environment that empowers individuals to become confident leaders, advocates for agriculture, and stewards of our urban communities.

Our Program Vision Statements

1. Public relations activities conducted to promote a positive image and inform students, parents, school officials, and the community about chapter and member accomplishments
2. Increase chapter membership in all grade levels
3. Leadership activities conducted to develop teamwork and cooperative skills among chapter officers, committees, and members.
4. Support group activities conducted to develop and maintain positive relations among the FFA, parents, community leaders, and industry
5. Promote healthy lifestyles activities that promotes self-esteem and wellbeing of the student
6. Supervised agricultural experience activities that promote student involvement and growth through agriculture-related experience and/or entrepreneurship.

Our SWOT Analysis

Strengths

1. We offer many activities and opportunities for students to earn FFA Points.
2. We have a great relationship with school and district administration.
3. We have a recently upgraded school farm that is utilized for student SAE projects.
4. We have a dedicated and active group of chapter officers and committee chairs
5. We offer certifications and/or college articulations with each pathway in our program.
6. We have a strong culture built within our program of strong SAE involvement.

Opportunities

1. Our district created a Strategic Facilities Plan which allowed us to advocate for our program needs.
2. We were invited to our local feeder school for a career showcase.
3. Our district has asked for a 5 year plan to use CTEIG monies.
4. Stanislaus County Farm Bureau donated \$7,000 to support student pig projects
5. Our district installed a new ruminant barn that allows more student projects to be housed onsite.
6. Our La Habra Lions Club ask for volunteers for community events.

Weaknesses

1. We want to enhance our community presence.
2. We need help in building up our La Habra Alumni and Supporters group.
3. We need help in modifying our greenhouse.
4. We need help in recruitment of new members.
5. How to get more students to buy in to LDE and CDE contests.
6. We need help in offering more competitive research SAE Projects.

Threats

1. Fundraisers can't be used by multiple programs on campus.
2. Competition between programs on campus for students limits our growth.
3. School student enrollment is down.
4. Lack of support at the OC Fair Auction puts students at a possible loss of money.
- 5.
- 6.

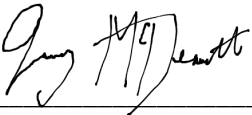
Our Goals & Outcomes

Goals

Outcomes

1. Offer two activities per month for students to earn FFA Points.
2. Hold two recruitment activities at both feeder middle schools before registration
3. Hold one fundraiser each semester, earning \$15,000
- 4.
- 5.
- 6.

1. We exceeded our goal some months, by offering 2-4 activities/events for students to earn points.
2. We met our goal by going to both middle school high school nights and went right before registration
3. We met our goal by making \$15,500 on our cookie dough fundraiser and \$1700 on our Chipotle night.
- 4.
- 5.
- 6.

Approved by:  (Teacher)

Date: 12/2/24

Approved by:  (Chapter President)

Date: 12/2/24

La Habra Strategic Leadership Report

7/1/23 - 6/30/24

The following are the student leaders that are initiating the program's strategic plan through development and management of key program activities that align to the mission and vision plan of the program.

Student Officers

Office	Student Name	Biography
Chapter President 7/1/23 - 6/30/24	Juliana Peeters	Hello I'm Juliana Peeters your chapter president serving for 2023-24. I'm 18 years old, this is my senior year. I'm so excited to be leading our officer team into a new era. I wanted to be an officer again because I think it is a great opportunity to meet new people and even create new adventures for not just myself but for the people I met and influence along the way, But a lil about me, I have had 8 market pigs and two market beef in the last three years of SAE's I've been in the chapter. My current SAE project is a fall market swine awaiting my market steer. Outside of the chapter, I do have a job along with the chapter I work at Knotts Berry farm when I'm not with my SAE project or being an officer, I also love to hang out with my big sister Alexis and watch scary movies.
Chapter Vice President 6/1/23 - 6/1/24	Maria Susana Juan Martinez	Hello! My name is Maria Martinez. I am this year's chapter Vice President for 23-24 school year. I am a Senior and this is my third year in FFA. My previous SAES were Market Goat, Fall Pig, OC Fair Hog. For my last and final year I am doing a Fall pig, OC Fair Hog and Market Steer. I became an officer to improve my Social skills, and to make a change in the chapter. When I'm not in my FFA suit or at the farm. I like go out and hang out with my friends and family. I also like to listen to music and I believe I good at art. I can't wait to see what this year brings.
Chapter Secretary 6/1/23 - 6/1/24	Gwen Delgado	Hey everyone, I'm Gwen Delgado, and I'm pumped to be your Secretary for the 2023-24 school year! I'm 17, a Senior, and this marks my fourth year in the FFA. I've been involved in some cool stuff, like raising market lambs, breeding rabbits (seriously, I've had over 20!), and taking care of a market steer. This year, I'm tackling another steer project. I wanted to be an officer to make our FFA chapter even more awesome and memorable for everyone. Outside of FFA, I'm all about hanging with friends, reading, traveling, and chilling with my bird. Can't wait to rock this year as your secretary – let's make it one to remember!
Chapter Treasurer 7/10/23 - 5/30/24	Kamren Horta	My name is Kamren Horta and I am this year's Chapter Treasurer. I am a sophomore and have done a few SAE projects since joining FFA. My freshman year I did a lamb and laying hens. This year I am doing a Steer, a lamb as well as a research project, and I on the sheep breeding team. I am also apart of our Vet Science CDE team and participate in many LDE competitions. My goal for the chapter this year is to make more meaningful connections with our chapter members.
Chapter Sentinel 7/1/23 - 6/30/24	Allen Medina	Hello, My name is Allen Medina, I am currently serving as the Sentinel for La Habra and I'm currently a sophomore. My SAE projects have been production of laying hens, a market lamb, and a pen of broilers for my freshmen year. For my sophomore year I have done a fall pig and currently doing a larger flock of my production hens and caring for the breeding team. I will be doing a market lamb and a pen of broilers again this year, but I will be doing a market turkey. My goals for this chapter is to start my business and understand the poultry industry of egg and meat production as well to receive hands-on working experience for my future careers in my life.

<p>Chapter Reporter 6/1/23 - 6/1/24</p>	<p>Ariana Vincent</p>	<p>Hello everyone! My name is Ariana Vincent, your 2023-2034 Reporter! I am so excited to be apart of this years team. I'm a junior and as of now 16. This is my third year apart of the La Habra Chapter and so far I've had 2 Market Goats and been apart of the Goat Breeding Team, and am now on the Rabbit Breeding Team. I wanted to be in this team to be able to connect to more lovely faces like yours! I hope to become close with my chapter members and serve as your friendly helping hand! Outside of FFA usually I am spending my time with my beloved group of friends! At home I enjoy baking, sewing, video games and listening to music! As well as serving our chapter I also am a permanent reporter to my cat. Although this was by force. I hope we have a beautiful year together as a FFA family! I am approachable whenever with any questions comments or concerns, or if you just need a friend!</p>
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Program Committees and Objectives

Committee and Leaders	Committee Summary, Objectives and Members
<p>Growing Leaders - Career Success Chair: Juliana Peeters Co-chair:</p>	<p>This committee is in charge of reaching out to industry professionals in Agriscience, Animal Science, and Ag Mechanics. We have people from these sectors come talk to our different classes about careers in agriculture. Members: Nathan Federoff, Vanessa Marie Nungaray, Natalie Reza, Brenda Torres</p>
<p>Growing Leaders - Leadership Chair: Maria Susana Juan Martinez Co-chair: Gwen Delgado</p>	<p>Our committee members put on lunch and after school workshops for our members to participate in to earn FFA Points. They were also in charge of creating and facilitating the Greenhand Leadership Conference. Members: Jazmin Castillo, Joseph Cruz, Ashley Flores, Ayan Hooshmand, Emily Segovia</p>
<p>Building Communities - Stakeholder Engagement Chair: Guillermo Magdaleno Co-chair:</p>	<p>Our committee members are constantly inviting and encouraging more participants from our administration, advisory board to come and view and participate in our events. We invite them to activities, meetings, and to the State Leadership Conference. Members: Ariadne Betances, Cole McGraw, Emily A Miranda, Angel Nohpal, Logan Poindexter</p>
<p>Strengthening Agriculture - Chapter Recruitment Chair: Ariana Vincent Co-chair:</p>	<p>Our committee members plan recruitment activities with our feeder middle schools and elementary schools. They also hold lunch activities on campus to reach students already attending La Habra. Members: Isabella Aceves, Emma Hernandez, Anthony Navarrete, Lily Navarrete, Elias Rivera</p>
<p>Strengthening Agriculture - Support Group Chair: Kamren Horta Co-chair: Allen Medina</p>	<p>Our committee members supported our officers by helping them during chapter meetings and events inside and outside the chapter. Members: Adelyn Amador, Destiny Cordero, Jory Fillmore, Diego Martinez, Valerie Romero</p>

La Habra Program Action Events

7/1/23 - 6/30/24

The following are the student leaders that are initiating the program's strategic plan through development and management of key program activities that align to the mission and vision plan of the program.

Pumpkin Carving Contest

Oct 19 2023 3:45PM - Oct 19 2023 5:15PM

Committee: **Growing Leaders - Healthy Lifestyle**

Activity Description:

Our Pumpkin Carving Contest was an afterschool social event where members of the program brought their pumpkins to carve or paint for a contest. The appropriate materials were provided and students had creative freedom to compete for gift card prizes.

Goal #1

Our first goal was to provide enough carving and painting materials for each member to use.

Plan of Action #1

The officers brainstormed together to set up the craft area and provided safe materials and paint supplies. We planned to ensure every member has enough supplied to create their pumpkin for the contest.

Outcome Evaluated and Reported #1

Our goal for supplies for everyone was met and every member had more than enough materials for their pumpkins. Students used a variety of pants and carving materials to create their perfect pumpkins.

Goal #2

Our second goal for this event was to create a friendly environment for members to socialize with each other and make new friends within the chapter.

Plan of Action #2

The officers planned to socialize and get attentive conversations started with various groups and members who seem too shy to start their own. Many friends were made, not only for the members but for the officer team as well!

Outcome Evaluated and Reported #2

Our goal for communication succeeded greatly as many new friends were created and the environment on our farm was filled with love and cooperation. The officers also used this event to get close with chapter members and build bonds outside of their uniforms.

Goal #3

Our third goal for this event was to allow our members to express their creativity by carving and painting their pumpkin.

Plan of Action #3

The officers printed many stencils for members who needed inspiration as well as providing ribbons and sharpies for additional detail. We also planned to walk around and help members who struggled to trace, paint, carve, and clean out pumpkin guts.

Outcome Evaluated and Reported #3

Our goal to allow members to express their creativity through pumpkins was a great success. All of our members created beautiful and scary pumpkins in which they took home to their families for Halloween decoration. The officers also voted on a top three pumpkins from the two categories, painted pumpkins and carved pumpkins, which the winner got gift card rewards.

Advancing Leaders

This event benefited our program by bringing members together as a family within our chapter. As well as providing an outlet for creativity to destress from school by decorating pumpkins for prizes.

Impact

This event impacted our members and officers by creating friendships within the chapter that brings us closer as a family.

Related to Quality Standard

This is related to providing a healthy lifestyle for students by allowing them to be creative and take their minds off of school work.

Accomplishments

We accomplished all of our goals of creating a friendly environment for members to socialize and decorate pumpkins.

Recommendations

I would recommend to provide more stencils, decoration materials, and snacks.

Student Attendees:

Event Photos



La Habra Greenhand Conference

Oct 26 2023 9:00AM - Oct 26 2023 10:30AM

Committee: **Growing Leaders - Scholarship**

Activity Description:

The greenhand conference is an activity that only first year members of the FFA can attend. This conference teaches the first years all they need to know about the FFA and teach them even more such as, SAE's, CDE's, and LDE's.

Goal #1

The goal this year was to have the students engage and learn more about the program through hands on activities.

Plan of Action #1

In order to achieve this the officer team came up with various stations with activities such as, emblem game, balloon pig race, and other activities.

Outcome Evaluated and Reported #1

Students enjoyed playing some games that taught them about the leadership and FFA in general. They also engaged a lot and showed a lot of participation.

Goal #2

Offer students a feeling of belonging and being close to their chapter members

Plan of Action #2

Cut a big Greenhand poster to use later at banquet to show their journey and use it to build belonging within the chapter. Also will be giving them shirts to wear and build even more connections within the chapter.

Outcome Evaluated and Reported #2

By allowing the greenhand members to paint their hand on the greenhand poster, it gave them a sense of pride and belonging to our chapter seeing their hands all over the poster. Another thing we did was give them special shirts only for greenhand members which also gave them a sense of community feeling joy to be apart of something meaningful.

Goal #3

Teach greenhands the importance of the chapter and the history behind it.

Plan of Action #3

In order to make this a fun and engaging conference we had different stations that taught about some history about agriculture and what certain things mean and why we do them. We created two stations for students to learn such as, the emblem game which taught them about the meaning of each symbol in the emblem and at each station each officer would hand out pamphlets which they would talk about certain history and explain things about the FFA.

Outcome Evaluated and Reported #3

Students learned more about the history of FFA and got their questions answered by our officer teams. Students also got to enjoy the activities and actively engage in them while still learning.

Advancing Leaders

This benefits our program by allowing for greenhands to become more involved within the program and feel as though they belong in the chapter. Not to mention the fact that we also get to educate them on AG even more than they already knew.

Impact

This impacted the greenhands as it is their first year in the program and it was one of their first events of the year. It gave them a introduction of what to expect and taught them all about the program that they are in.

Related to Quality Standard

During this event, we are teaching freshman students how to succeed in our program and what opportunities are available to them.

Accomplishments

We educated over 120 freshman about the FFA.

Recommendations

I would like to have more in-class discussions prior to the greenhand conference to give greenhands an idea of what to expect.

Student Attendees:

Event Photos



El Portal Quest program

Nov 9 2023 11:00AM - Nov 9 2023 2:30PM

Committee: **Strengthening Agriculture - Agricultural Literacy**

Activity Description:

This event at El Portal Elementary School was held by members and officers from La Habra FFA. To teach growing minds of agriculture and how it affects the world around us.

Goal #1

To educate elementary students about plants and animals through hands on activity.

Plan of Action #1

Get necessary animals and materials needed for the event at the school and print out material to give to the students.

Outcome Evaluated and Reported #1

The goal of making hands-on activities more influential was met. Our event had students actively engaging.

Goal #2

The simplicity of making fresh butter by hand.

Plan of Action #2

Preparing heavy whipping cream and small containers for the event. Along with utensils and napkins for easy clean up.

Outcome Evaluated and Reported #2

The event's goal was met successfully with butter making. Questions were answered and the students understood the purpose of the activity of butter making.

Goal #3

Plan of Action #3

Outcome Evaluated and Reported #3

Advancing Agriculture

This event is advancing agriculture by influencing youth minds into the mindset of agriculture.

Impact

This event impacted the young minds of kindergarteners through second graders about agriculture.

Related to Quality Standard

Our students taught 30 students in kindergarten- 2nd grade about agriculture and where their food comes from.

Accomplishments

This event had students interested in agriculture at the end.

Recommendations

We would recommend bringing more displays for more diverse opportunities about learning.

Student Attendees:

Event Photos



Boys and Girls Club Winter Fest

Dec 20 2023 2:00PM - Dec 20 2023 5:00PM

Committee: **Strengthening Agriculture - Support Group**

Activity Description:

The boys and Girls Club Winter Fest was held at La Bonita Park and hosted by the Boys and Girls club members. We took some of our animals up to the park as well as our officers team and our advisors. We introduced and talked to the children about agriculture and answered questions. We engaged with the kids as well as the adults. The purpose of this event was to interest and inform the public on agriculture.

Goal #1

To inform the public and the future generations on agriculture and its impact on society around us.

Plan of Action #1

We came up with talking points that we could talk easily to elementary students about. For example we asked them what they know about agriculture and if they know what agriculture is.

Outcome Evaluated and Reported #1

We introduced a community of people to agriculture and interested them in what we do and how we do it. We answered questions and influenced them positively. While using animals to draw in interest and give hands on experiences.

Goal #2

Talk to more people about our chapter and agriculture next winter fest.

Plan of Action #2

Have all of our officers attend and be very social. We will not stick to one area and seek conversations and to not wait for them to come to us.

Outcome Evaluated and Reported #2

We talked to the community for a few hours about agriculture and agriculture related things such as FFA and our program. We also discussed the impact that it has on them and how agriculture is in their every day lives.

Goal #3

We wanted to make sure the Boys and Girls Club had a good time with us and for them to remember our program and what we discuss.

Plan of Action #3

We brought animals and wore festive accessories such as headbands with antlers. We encourage the students to pet the animals and to ask questions. We also passed out stickers as a reminder of our program and what they learned

Outcome Evaluated and Reported #3

The kids loved the animals as well as the stickers and accessories. We did a good job in talking with them and encouraging them to be engaged with questions and observations.

Advancing Agriculture

This influences our program because it allows us have a bigger reach into our community to promote and educate community members about our program.

Impact

We impacted the kids in our community whom are the future generation to come. This is important because if they don't learn from the source then they won't understand how important agriculture is and how it impacts our daily lives.

Related to Quality Standard

This event allowed our students to educate over 300 students in the northern Orange County area in agriculture, teaching them about animals, plants, and welding.

Accomplishments

Every student at the event visited our booth, many asked questions and all left with the memory of our program.

Recommendations

Instead of bringing just animals, we should also bring some engaging plant activities or hands out to show the broad aspects of agriculture.

Student Attendees: Jayden V Contreras; Joshua Contreras; Gwen Delgado ; Kamren Horta; Maria Susana Juan Martinez; Guillermo Magdaleno; Allen Medina; Juliana Peeters; Ariana Vincent

Event Photos



February Chapter Meeting

Feb 7 2024 5:45AM - Feb 7 2024 6:45AM

Committee: **Growing Leaders - Leadership**

Activity Description:

This activity is our monthly chapter meeting and we tell our members about old, on going, and new business. This month's chapter Meeting we invited the Orange section officers to our chapter meeting and played a "match making" game. We served our members something sweet and handed out hostess treats.

Goal #1

The goal for this activity was for the chapter members to get to know more about FFA outside the chapter level.

Plan of Action #1

Put together our presentation for the chapter meeting, deciding what is new business, old business, or on going business.

Outcome Evaluated and Reported #1

We had a weekly meeting and two weeks before the Chapter meeting, The day of the chapter meeting, we had rehearsed with two of the section officers.

Goal #2

Another goal was for the chapter members to attend an orange section activity to be more engaged in our section.

Plan of Action #2

During our chapter meeting, the section officers promoted an orange section activity, they also gave them all the information about the activity.

Outcome Evaluated and Reported #2

The day of the activity a lot of chapter members attended. Most of the members that attended rarely attended chapter meetings. Our officer team and advisors were happy they attended

Goal #3

To encourage more engagement from our members inside the meeting and during other events.

Plan of Action #3

create an activity that is fun and engaging. We created a matchmaking game to which we had the orange section officers host which made it even more fun for our members and we ended up getting a lot of participation and anticipation for our upcoming events.

Outcome Evaluated and Reported #3

In total 105 chapter members and 2 guested joined us in our chapter meeting

Advancing Leaders

Our members get to learn more about FFA from other officers. And it encouraged our members to engage more in our program

Impact

This impacted our members because they got an opportunity, to engage with our section officers.

Related to Quality Standard

This event related to leadership because we were able to watch higher level leaders like the Orange Section officers and they strategies they used to maintain engagement. Letting our officers and members see beyond the chapter level.

Accomplishments

The next day we got a lot of positive feedback from members that attended, this will help bring in other members to more meetings.

Recommendations

At our next meeting we would like to plan an activity that gets more students involved

Date	Deadline Description
01/23/24	Assign slides and decorate slides
01/30/24	All slides must be completed and ready for review
02/06/24	Rehearse opening/closing ceremonies and practice slides
02/07/24	Have Orange Section officers arrive 1 hour before meeting to practice working together

Budget Items	Estimated Expense	Estimated Income	Actual Expense	Actual Income
Hostess Treats	\$100.00	\$0.00	\$94.59	\$0.00
Total	\$100.00	\$0.00	\$94.59	\$0.00

Student Attendees:

Event Photos



La Habra Strategic Program Budget

7/1/23 - 6/30/24

The following program budget outlines the estimated income and expenses for this year as well as the actual YTD income and expenses. The sources of funding and uses of funding are categorized by program committee.

Income

Sources of Funding	Program Budget	Estimate from Events	Actual Income	Differences (Actual - Estimate)
Beginning Balance	\$156,200			
School Funding (School Budget and other Funds)	\$54,700		\$54,700	
FFA Funding (Dues and Other)	\$11,655		\$11,655	
Other Sources of Funding	\$22,000		\$22,000	
Sub Total	\$244,555		\$88,355	
Growing Leaders - Leadership Committee	\$0	\$0	\$0	\$0
Growing Leaders - Healthy Lifestyle Committee	\$0			\$0
Growing Leaders - Scholarship Committee	\$0			\$0
Growing Leaders - Personal Growth Committee	\$0			\$0
Growing Leaders - Career Success Committee	\$0			\$0
Building Communities - Environmental Committee	\$0			\$0
Building Communities - Human Resources Committee	\$0			\$0
Building Communities - Citizenship Committee	\$0			\$0
Building Communities - Stakeholder Engagement Committee	\$0			\$0
Building Communities - Economic Development Committee	\$0			\$0
Strengthening Agriculture - Support Group Committee	\$0			\$0
Strengthening Agriculture - Chapter Recruitment Committee	\$0			\$0
Strengthening Agriculture - Safety Committee	\$0			\$0
Strengthening Agriculture - Agricultural Advocacy Committee	\$0			\$0
Strengthening Agriculture - Agricultural Literacy Committee	\$0			\$0
Income Total	\$244,555	\$0	\$88,355	\$0

Budget Summary

Total Sources of Funds	\$244,555	\$0	\$88,355	\$0
Total Uses of Funds	\$81,600	\$100	\$89,103	(\$5)
Net Budget Balance	\$162,955	(\$100)	(\$748)	\$5

La Habra Strategic Program Budget

The following program budget outlines the estimated income and expenses for this year as well as the actual YTD income and expenses. The sources of funding and uses of funding are categorized by program committee.

Expense

Uses of Funding	Program Budget	Estimate from Events	Actual Income	Differences (Actual - Estimate)
School Activities	\$1,000		\$856	
FFA Activities	\$40,000		\$3,652	
Other Uses	\$40,000		\$84,500	
Sub Total	\$81,000		\$89,008	
Growing Leaders - Leadership Committee	\$40	\$100	\$95	(\$5)
Growing Leaders - Healthy Lifestyle Committee	\$40			\$0
Growing Leaders - Scholarship Committee	\$40			\$0
Growing Leaders - Personal Growth Committee	\$40			\$0
Growing Leaders - Career Success Committee	\$40			\$0
Building Communities - Environmental Committee	\$40			\$0
Building Communities - Human Resources Committee	\$40			\$0
Building Communities - Citizenship Committee	\$40			\$0
Building Communities - Stakeholder Engagement Committee	\$40			\$0
Building Communities - Economic Development Committee	\$40			\$0
Strengthening Agriculture - Support Group Committee	\$40			\$0
Strengthening Agriculture - Chapter Recruitment Committee	\$40			\$0
Strengthening Agriculture - Safety Committee	\$40			\$0
Strengthening Agriculture - Agricultural Advocacy Committee	\$40			\$0
Strengthening Agriculture - Agricultural Literacy Committee	\$40			\$0
Expense Total	\$81,600	\$100	\$89,103	(\$5)

Budget Summary

Total Sources of Funds	\$244,555	\$0	\$88,355	\$0
Total Uses of Funds	\$81,600	\$100	\$89,103	(\$5)
Net Budget Balance	\$162,955	(\$100)	(\$748)	\$5