



# AIC2018

Education in Agricultural Sciences and  
Technology - Ready for the Future?

## Pathways to Transformation

Becky Parker, Ag Career Program Manager,  
Agriculture in the Classroom

### Strategies to Engage Youth in Agri-Food Careers

# Strategies to Engage Youth in Agri-Food Careers

*Becky Parker*

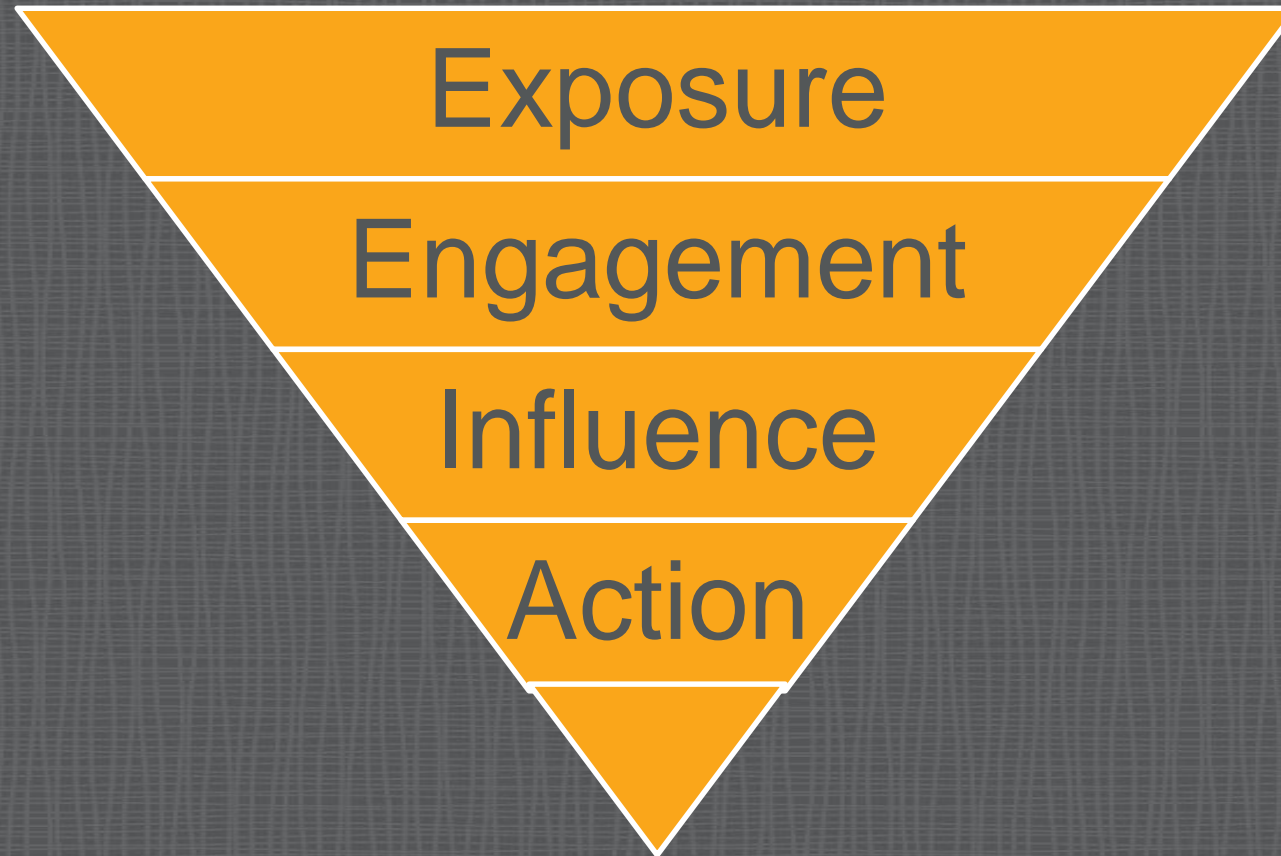
thinkAG Program Manager

Agriculture in the Classroom Canada



# EDU-MARKETING

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## TEEN CAREER INQUIRY SURVEY

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1002

RESPONDENTS



9 - 12

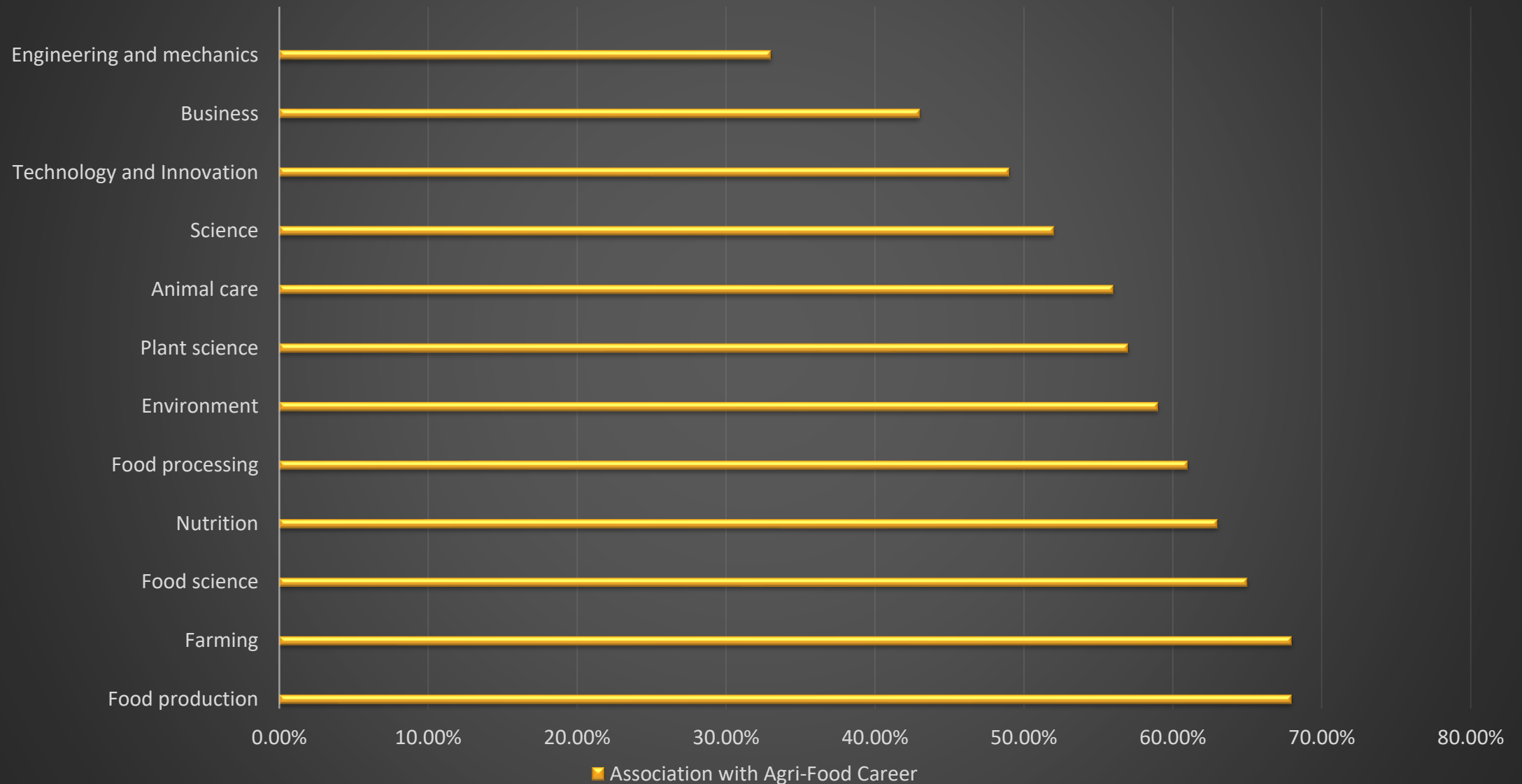
GRADES



# Exposure







# Q. To what degree do you associate the following areas of work with jobs in the agriculture and food sector?



# Most appealing career areas

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-  TECHNOLOGY & INNOVATION
-  BUSINESS
-  ENGINEERING & MECHANICS
-  SCIENCE



Appeal



Association



# TOP THREE APPEALING ATTRIBUTES OF CAREERS

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**87%**

Work that  
pays well

**73%**

Work that  
is rewarding  
/ meaningful

**56%**

Work that  
helps others





# STRATEGY

## TARGET EXPOSURE

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- **Highlight connection to STEM**
- **Highlight connection to Business**
- **Highlight what teens find appealing**
  - ✓ Include salary information
  - ✓ Share stories of people in those careers
  - ✓ Emphasize impact the job/company has





# think technology

## Drone Operator

- Scout customer fields for weed, insects, disease and nutrition issues using drone technology
- Gather, compile, analyze and interpret data and prepare progress reports
- Make recommendations to growers on actions that may need to be taken when problems arise

Education: University / College  
Average Salary: \$69,617  
Job Prospects: Average

- ✓ Pays well
- ✓ Creative work
- ✓ Working independently
- ✓ Helps others





Engagement



# WAYS TO LEARN ABOUT CAREERS

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Over 60% of teens prefer the following ways to learn about careers:

- **Hands-on activity**
- **Job shadowing**
- **Interning/volunteering**



# STRATEGY

## ENGAGEMENT OPPORTUNITIES

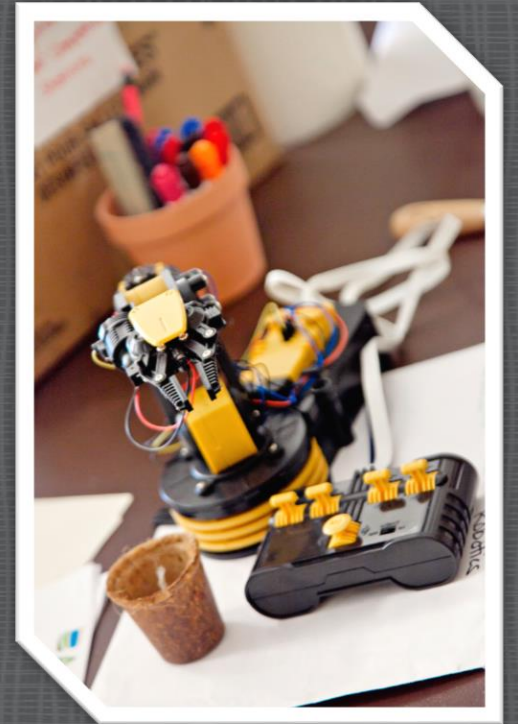
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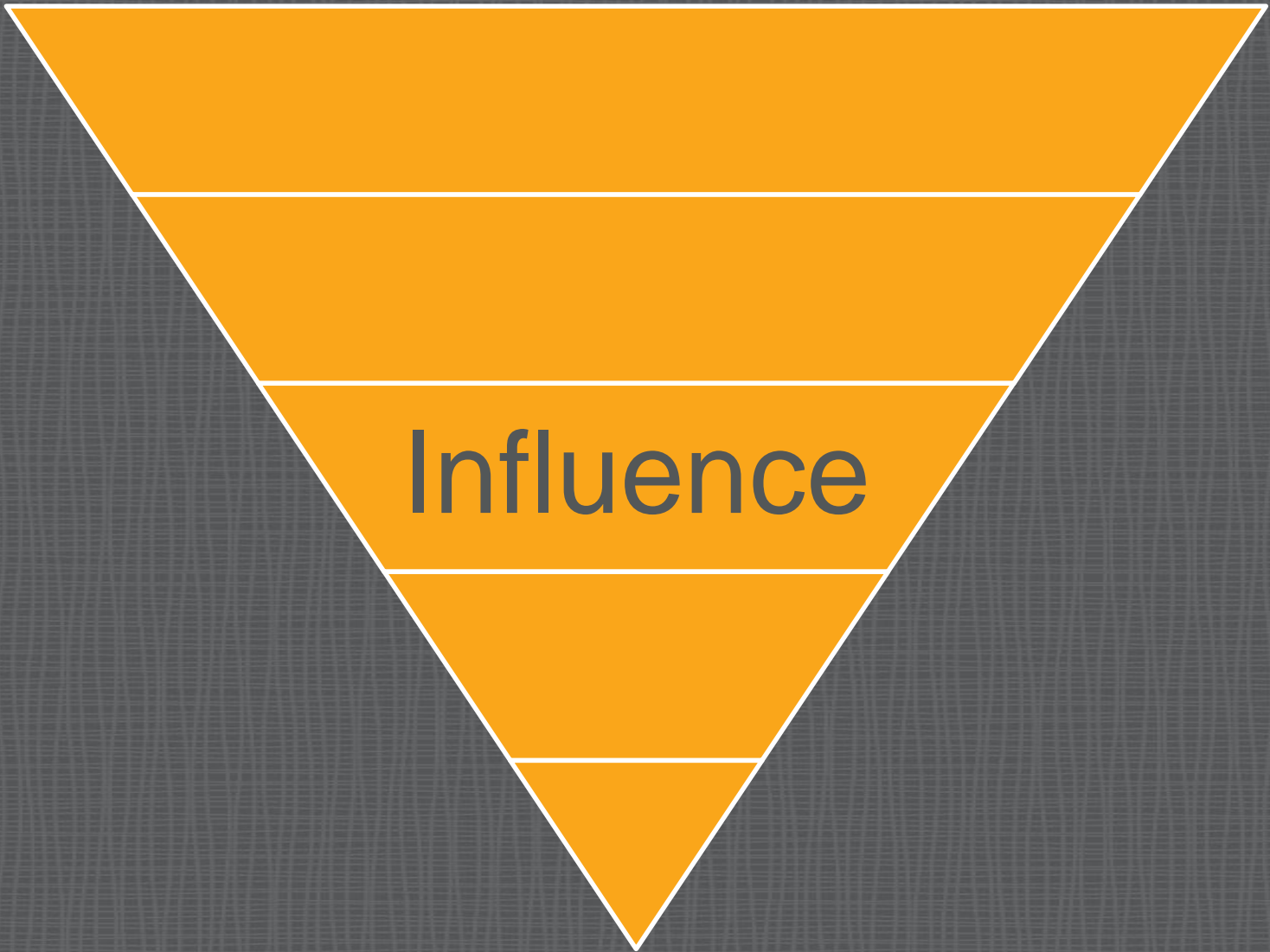
- **Provide authentic experiences**
  - ✓ Offer fun, hands-on activities
  - ✓ Increase Job shadowing opportunities
  - ✓ Create Intern positions for high school students



# CAREER ACTIVITIES

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# INFLUENCERS

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**Teachers** and **other adults** working in an interesting field of work are equally likely to be asked about career information as **parents**.



# STRATEGY

## INTRODUCE INFLUENCERS

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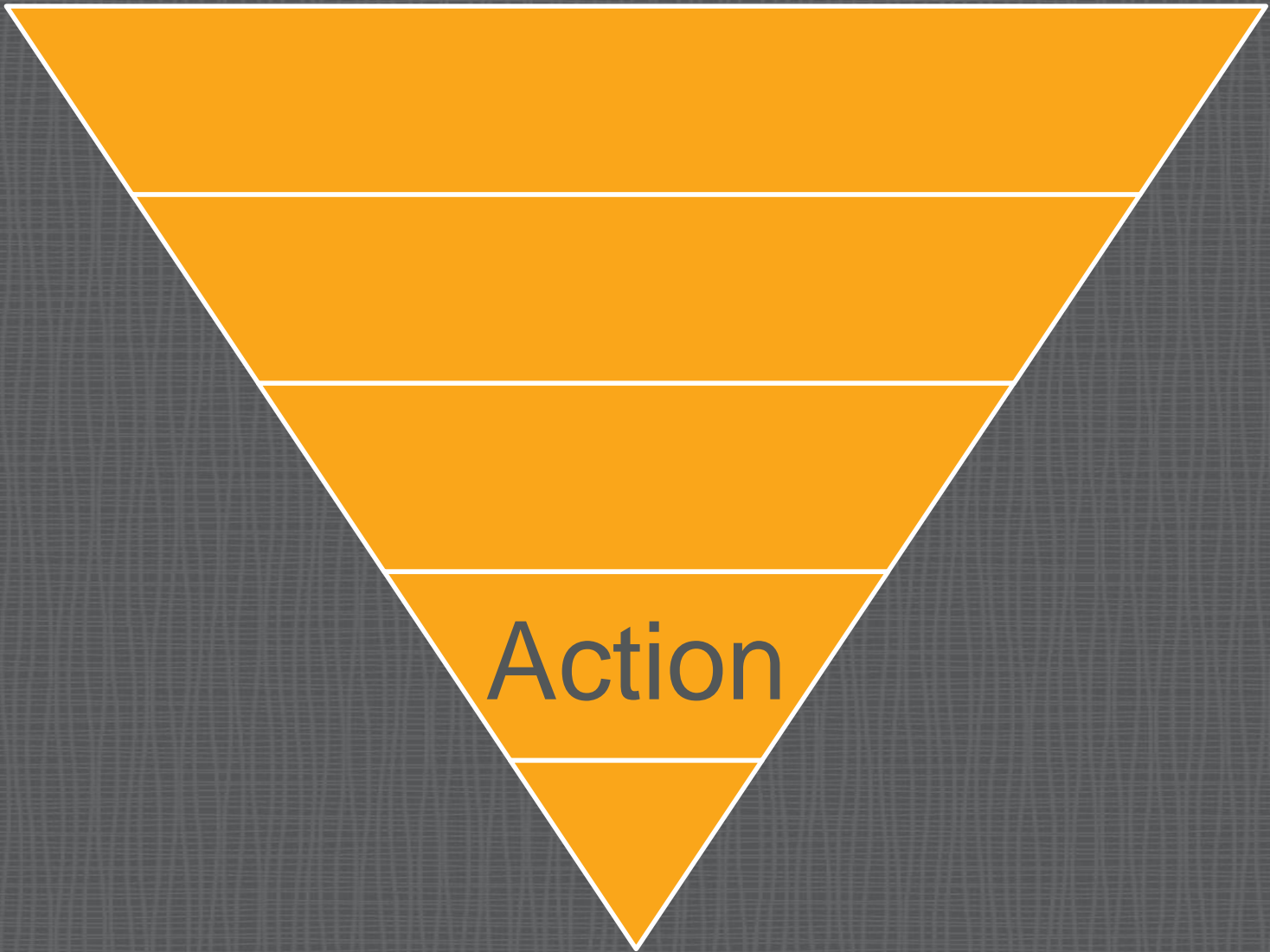
- **Connect students with dynamic mentors**
  - ✓ Profile real people in the industry
  - ✓ Increase Job shadowing opportunities
  - ✓ Create intern positions for high school students





***STRATEGY:***  
**INTRODUCE**  
**INFLUENCERS**





# COMPELLING REASONS

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The *most compelling reason* to pursue a career in agri-food:

*“A job that helps  
to feed the world.”*



# STRATEGY

## INITIATE ACTION

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- **Give students opportunity to take action**
  - ✓ Competitions
  - ✓ Action projects / Project Based Learning
  - ✓ Youth advisory boards

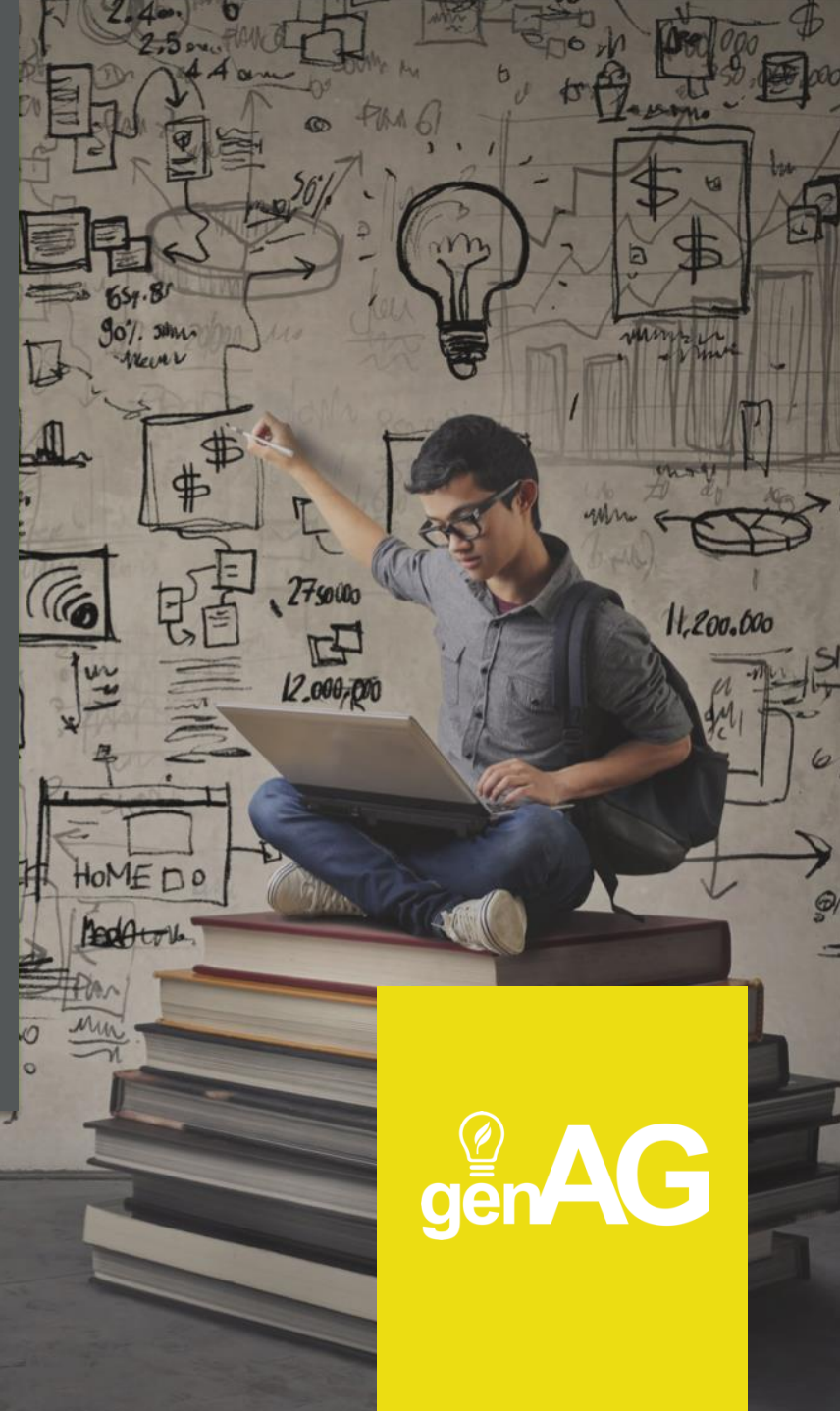


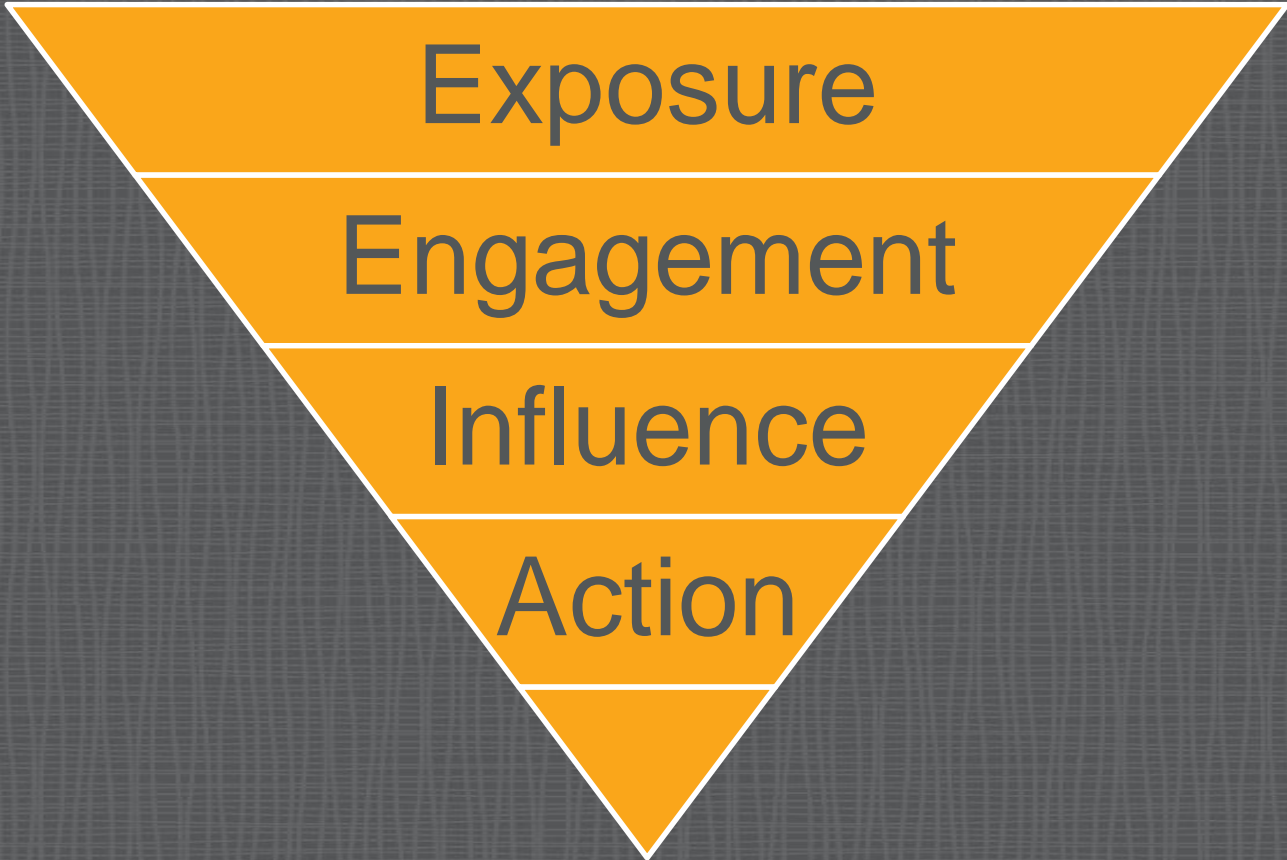
Welcome to



Canada and the world  
need **genAG!**

To help feed a growing  
world, we need **YOU!**







# thinkAG IMPACT

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80%

Increased  
**awareness**  
in agri-food  
careers

65%

Increased  
**interest** in  
agri-food  
careers

57%

Will look for  
**more info**  
about  
agri-food  
careers

# THANK YOU!



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