Destination Ag
ABAC’s Georgia Museum of Agriculture
2016-2021 Summary Report
Students are learning about pollination, and the key role that bees play in producing crops.
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Students race to answer questions during an outreach lesson.
Letter of Thanks

The Harley Langdale, Jr. Foundation provides ABAC’s Georgia Museum of Agriculture the support to connect bright young learners to the vital importance of agriculture and natural resources.

Since inception in 2016, Destination Ag has engaged over 36,000 elementary students and provided them with the opportunity to develop personal relationships with agriculture and natural resources.

In 2020–21 the global COVID pandemic had a dramatic impact on both Destination Ag and the Museum. Despite unprecedented times, Destination Ag came out of the pandemic poised to readily receive students back on campus with new lesson plans, facility improvements, and fresh learning opportunities for fall of 2021.

We appreciate your dedication and devotion in helping us ensure Destination Ag continues to provide meaningful experiences and enhances students’ relationship with agriculture and natural resources.
ABAC Student instructor Caitlynne teaches students about one of this year’s ag careers, Livestock Veterinarian.
To continue programming during COVID-19, Destination Ag adapted curriculum to include virtual and outreach lessons. Lessons were divided to cover either Pre-K through first grade or second through fifth grade state standards. On-site field experiences were modified to incorporate health safety procedures, allowing schools to continue to visit the Museum if permitted. Schools unable to travel to the Museum were still able to participate in Destination Ag through newly developed virtual and outreach lessons. Virtual, live-streamed lessons provided programming to online and face-to-face classroom students. Destination Ag also visited schools and provided outreach programming for those schools allowing outside visitors.

Left: Student instructor, Erica, leads students on a hunt for insects during an on-site field trip about pollinators. Here they are examining a narrowleaf mountain mint, a favorite of bumblebees and blue-winged wasps.

Left: Students get face-to-face with earthworms during an outreach event led by student instructor Kristen. In this crops and critters lesson, students learn about soil and the many animals that make it their home.

Right: ANR Educator, Taylor Whitehurst presents a virtual lesson about erosion and the trouble it can cause for farmers.
Two miniature Hereford cows, Chula and River, were welcomed to the Destination Ag animal staff in fall 2020. These siblings introduce participants to the importance of cattle in Georgia agriculture.

A new photo opportunity is now available at the Destination Ag playground. Thanks to support from the US Poultry Foundation, this offers students and adults a fun way to capture lasting memories and foster conversations of their Destination Ag experience.
Year 5 Impact

Due to the ongoing COVID–19 pandemic, participation numbers for Year 5 were significantly lower in the fall of 2020 and spring of 2021. However, spring of 2021 did see an increase in attendance numbers as Covid restrictions relaxed.

Students enjoy a hands-on activity about erosion taught by ANR educator Ashley.
Year 5 Impact by the Numbers

Participation numbers in year five suffered at the beginning of the school year due to the pandemic. However, the spring semester’s increase in numbers showed the excitement of schools wanting to continue with the program.

Over 36,000 community members impacted by public programming.

2,796 Pre-K through 8th grade field trip participants.

1,247 students received Family Farm books: 349 Tree & 898 Peach

100+ students participated in Traveling Trunks outreach programs

Most people reached through a single social media post — 3,684

Combined followers on social media platforms — 1,418

ABAC student instructional hours — 262
Year 5 ABAC Student Instructors

“Destination Ag is an excellent way to spread my passion for agriculture and teaching.”

- Erica Lewis
  Ag Education Major
  Spring Instructor

“Working for Destination Ag has taught me more than I could ever imagine to learn!”

- Caitlynne Youmans
  Ag Communications Major
  Fall & Spring Instructor and Summer Intern

“Destination Ag has shown me my true passion for educating our community about agriculture.”

- Katie Horlock
  Ag Education Major
  Fall Instructor

“I love getting to see the kids when they learn new things about agriculture!”

- Kaitlyn Bullock
  Business Major
  Fall Instructor
“Destination Ag is always changing. I learn and experience something new every day.”
- Taylor Hodel
Ag Education Major
Fall, Spring, & Summer Instructor

“Destination Ag connects youth to nature and agriculture in fun and engaging ways.”
- Kristen Nienstedt
Ag Education Major
Spring Instructor

“Destination Ag allowed me to impact so many little minds while attending ABAC!”
- Chasity Denmark
Ag Education Major
Fall Instructor
Year 5 Assessment

Destination Ag is continually striving for improvement. Even with the pandemic in full swing, Destination Ag was able to conduct feedback surveys and the art and writing contest with few modifications.

As students learn about pollination, they take turns visiting the flowers and moving pollen.
Teachers noted "meeting and learning about the animals", as well as "the hands-on and interactive" activities as being the most popular part of the program, making up 87% of the responses regarding what students enjoyed the most.

Overall, 94% of teachers thought students made connections between agriculture and their daily lives and would recommend the program to others.

Overall, 94% of teachers ranked Destination Ag as excellent or good, and there were no rankings in the okay or poor range.

Feedback Surveys

With the introduction of new program types, Destination Ag relied heavily on the post program feedback surveys to ensure these additions continued to provide a high-quality experience for all participants.
Art & Writing Contest

Each participating school district was awarded one winner in the following grade brackets: Pre-K through first, second through third, and fourth through fifth. Students were awarded $100 and their teachers were awarded $500.

2020-2021 Winners

PreK-1st Grade Bracket
Tift County
Student: Brielle Wilson
Teacher: Megan Guzman

2nd–3rd Grade Bracket
Berrien County
Student: Kylie Parrish
Teacher: Christy McMillan
Colquitt County
Student: Hayley Wells
Teacher: Sharon Spenser & Priscilla Illian
Tift County
Student: Anna Cate Day
Teacher: Caroline Bostick

4th–5th Grade Bracket
Berrien County
Student: Alexis Avant
Teacher: Rebecca Haughton
Tift County
Student: Ava Grace Paulk
Teacher: Margaret Matthews

Above: Alexis Avant displays her winning artwork.

Below: Anna Cate Day displays her winning artwork.

Above: Hayley Wells displays her artwork along with her teachers Sharon Spenser and Priscilla Illian.
## Gift Accountability: Harley Langdale, Jr. Foundation Gift 2020-2021

<table>
<thead>
<tr>
<th>Personnel Services</th>
<th>Budgeted</th>
<th>Expended</th>
<th>Remaining</th>
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<tbody>
<tr>
<td>Staffing Support</td>
<td>$22,000.00</td>
<td>$(11,340.00)</td>
<td>$10,660.00</td>
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<tr>
<td>Student Instructors/Interns</td>
<td>$27,000.00</td>
<td>$(6,648.00)</td>
<td>$20,352.00</td>
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<td><strong>Total</strong></td>
<td><strong>$49,000.00</strong></td>
<td><strong>$(17,988.00)</strong></td>
<td><strong>$31,012.00</strong></td>
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<table>
<thead>
<tr>
<th>Operating</th>
<th></th>
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<tbody>
<tr>
<td>Field Trip</td>
<td>$119,000.00</td>
<td>$(19,824.00)</td>
<td>$99,176.00</td>
</tr>
<tr>
<td>Assessment</td>
<td>$5,000.00</td>
<td>$(4,135.00)</td>
<td>$865.00</td>
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<tr>
<td>Transportation</td>
<td>$5,000.00</td>
<td>$(206.00)</td>
<td>$4,794.00</td>
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<tr>
<td>Development</td>
<td>$15,000.00</td>
<td>$(10,191.00)</td>
<td>$4,809.00</td>
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<tr>
<td>Facility Development</td>
<td>$30,000.00</td>
<td>$(28,849.00)</td>
<td>$1,151.00</td>
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<td>Technology</td>
<td>$3,000.00</td>
<td>$(2,517.00)</td>
<td>$483.00</td>
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<td>Program Outreach</td>
<td>$24,000.00</td>
<td>$(17,894.00)</td>
<td>$6,106.00</td>
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<td><strong>Total</strong></td>
<td><strong>$201,000.00</strong></td>
<td><strong>$(83,616.00)</strong></td>
<td><strong>$117,384.00</strong></td>
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<table>
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<tr>
<th>Financial Summary: Destination Ag 2020-2021</th>
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<tbody>
<tr>
<td>Personnel Services</td>
</tr>
<tr>
<td>Administrative and instructional staff</td>
</tr>
<tr>
<td>Other support staff</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

| Operating                                     |          |           |           |
| Facility Development                          | $30,000.00 | $16,424.00 | $46,424.00 |
| Other operating expenses                      | $171,000.00 | $4,000.00  | $187,500.00 |
| **Total**                                     | **$201,000.00** | **$20,424.00** | **$233,924.00** |

| Total                                         | **$250,000.00** | **$246,965.00** | **$509,465.00** |

Total
During its first year of creation, Destination Ag embedded its learning stations throughout the Historic Village. It quickly became apparent the distance between learning stations combined with hot weather made the experience more difficult for the younger participants. Destination Ag’s second year incorporating new shaded learning stations, a new Destination Ag educational barn, a renovated orientation and lunch facility, and more! The additions continued throughout the last three years to include exciting new exhibits, teaching materials, and additional animals. All made possible through generous donations, dedicated sponsors, and devoted partners.
### 2016-2021 Impact Summary

Destination Ag served over 36,000 elementary students over the past five years, providing them with an invaluable appreciation for Georgia’s agriculture and natural resources. However, Destination Ag’s impact is not limited to South Georgia elementary students. Teachers, parents, guardians, and ABAC students also felt the positive impact from Destination Ag. Further, through outreach events, Traveling Trunks, and My Family Farm books, Destination Ag has increased its footprint, connecting students and adults across Georgia to the vital roles of agriculture and natural resources in their daily lives.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants in Destination Ag on-site Programming</td>
<td>36,590</td>
</tr>
<tr>
<td>Participating counties, students from grades PreK-5th</td>
<td>12</td>
</tr>
<tr>
<td>Participants in middle school outreach events</td>
<td>~1,200</td>
</tr>
<tr>
<td>Participants in elementary school outreach events</td>
<td>920</td>
</tr>
<tr>
<td>Participants in FRSWCD partnership outreach events</td>
<td>152</td>
</tr>
<tr>
<td>Participants in Destination Ag public programming events</td>
<td>36,000+</td>
</tr>
<tr>
<td>Participants in Destination Ag Traveling Trunk lessons</td>
<td>4,160</td>
</tr>
<tr>
<td>Recipients of Destination Ag ‘My Family Farm’ books</td>
<td>15,665</td>
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<tr>
<td>Participants in professional development events</td>
<td>133</td>
</tr>
<tr>
<td>Hours of ABAC student instructional time</td>
<td>4,989+</td>
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Throughout the last five years, Destination Ag used various assessment tools to be a flexible, accommodating program that best fit the needs of teachers and students. Lessons were adjusted, new program additions were included, and the assessment tools themselves were adapted to the current environment. The following provides an overall assessment summary of Destination Ag’s past five years.

Destination Ag awarded a total of 43 student and 44 teacher awards through the Art & Writing Contest.

Although the pre/post assessment tools have varied and been altered throughout the years, on average, the assessment tools have shown an increase in positive attitudes towards agriculture in every grade range tested.
Over the course of five years, teachers and parents have consistently agreed that Destination Ag was a program that improved children’s connections to agriculture and a program that they would recommend. Throughout this time, the surveys have shown that 97% of teachers and 98% of parents agree that Destination Ag “Helped students make further connections between agriculture and natural resources and their daily lives.” Additionally, 90% of teachers and parents would recommend the Destination Ag field trip to others.
Through key collaborations and partnerships, Destination Ag has continued to provide accurate representations of agriculture and natural resources while maintaining relevant educational connections. The support from industry partners remains imperative to fully realize the long term positive impact and success of Destination Ag.

**Education Collaborators**
- ABAC Agriculture Education Faculty
- ABAC Beekeepers Club
- ABAC Natural Resources Faculty
- ABAC Rural Studies Faculty

**Industry Collaborators**
- Betts Berry
- Cody Powell
- Flint River Soil & Water Conservation District
- Georgia Agribusiness Council
- Georgia Beef Board
- Georgia Blueberry Growers Association
- Georgia Cattlemen’s Association
- Georgia Cotton Commission
- Georgia Farm Bureau
- Georgia Forestry Foundation
- Georgia Peach Council
- Georgia Peanut Commission
- Georgia Pecan Grower’s Association
- Georgia Power Foundation, Inc
- Harley Langdale, Jr. Foundation
- Lasseter Tractor
- Moultrie Tire
- Pearson Farms
- Raisin’ Cane
- Southeastern Cotton Ginners Association, Inc.
- Steve McWilliams
- Stripling’s General Store
- Synovus
- The Dairy Alliance
- The Langdale Company
- US Poultry Foundation
- Weeks Honey
- Weyerhaeuser
Destination Ag’s Advisory Committee was created to provide feedback and advice during the program’s implementation. The Advisory Committee includes local educators from the targeted counties, ABAC faculty/staff, and representation from the Langdale Company. The Committee’s support is vital to Destination Ag’s success.

Ms. Deidra Jackson  Vice President for Finance and Operations, ABAC
Mr. Tim Youngblood  Director of Auxiliary Services, ABAC
Dr. Darby Sewell  Assistant Vice President for Engaged Learning, ABAC
Dr. Deidre Martin  Director of Advancement, ABAC
Dr. Mark Kistler  Dean, School of Ag and Natural Resources, ABAC
Dr. Andrew Thoron  Dpt. Head, Ag Education and Communication, ABAC
Dr. Sandra Giles  Professor of English, ABAC
Ms. Robin Marcrum  Superintendent, Berrien County Schools
Ms. Belinda West  K-5 Curriculum Coordinator, Berrien County Schools
Dr. Vickie Reed  Superintendent, Brooks County Schools
Ms. Staci Chastain  Curriculum Director K-5, Brooks County Schools
Mr. James Howell  Superintendent, Colquitt County Schools
Dr. Marni Kirkland  Director of Curriculum, Instruction and Learning, Colquitt County Schools
Ms. Trish Lirio  STEM Director, Colquitt County Schools
Dr. Tim Dixon  Superintendent, Cook County Schools
Ms. Joy Folsom  K-5 Curriculum Coordinator, Cook County Schools
Ms. Shannon King  Superintendent, Irwin County Schools
Dr. Vince Reed  Principal, Echols County Elementary & Middle School
Dr. Thad Clayton  Superintendent, Irwin County Schools
Mr. Wes Taylor  Superintendent, Lowndes County Schools
Ms. Julie Klein  Curriculum Director, PreK-5, Lowndes County Schools
Ms. Barbara Boler  Education and Outreach, The Langdale Company
Mr. Adam Hathaway  Superintendent, Tift County Schools
Ms. Joanna Hand  Pre-K - 5 Curriculum Director, Tift County Schools
Ms. Tracy Ingram  Teacher, Len Lastinger Primary School, Tift County Schools
Mr. Craig Matthews  Superintendent, Turner County Schools
Mr. Nehemiah Cummings  Superintendent, Worth County Schools
Dr. Djana Goss  Director of Curriculum, Instruction and Assessment, Worth County Schools
Dr. William Cason  Superintendent, Valdosta City Schools
Dr. Alex Alvarez  Director of STEM & Science Curriculum, Valdosta City Schools
Students identify parts of a corn plant during the Cool Crops and Crawling Critters class.
ANR Educator Taylor introduces students to one of the Destination Ag goats during the Animal Analyses lesson.
Contact
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Tifton, Georgia 31793

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destinationag@abac.edu

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Destination AG

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