

SOLUTION OVERVIEW

Reaching STEM Educators through High-Quality Experiences and Materials

Science education leaders call for more relevant, real-world, and high-quality materials in the classroom. The food and agriculture industry wants to interest more young people in the STEM (science, technology, engineering, math) careers needed to achieve global food security. A new initiative works to solve both challenges.

Need and Opportunity

New science standards have been adopted in every state over the past 10 years that emphasize students learning to “do” science in real-world contexts, so they are better prepared to enter STEM careers and engage in discussions about science-related issues. Schools and teachers need training and new, high-quality materials to meet this demand. At the same time, those involved in food and agriculture recognize the growing STEM talent shortage at a time when the challenges to food security are increasing.

Vivayic has served as the education consultant to the American Farm Bureau Foundation for Agriculture (Ag Foundation) since 2011. The Ag Foundation has a proven history of building capacity of educators to conduct ag literacy efforts. Vivayic advised the Ag Foundation to add STEM education to its scope in 2015 to meet the needs of schools, teachers, and agriculture leaders.



Vivayic in Action

Vivayic helped the Foundation partner with leading STEM education institutions and agriculture organizations to:

1. Provide immersive, in-field professional development for K-12 STEM educators and local/state education leaders to see how science and engineering is a part of the everyday challenges facing agriculture and food production
2. Build certified, high-quality curriculum that meets the standards of state and district leaders to provide whole units of instruction
3. Pilot innovative programs in states that bring schools and teachers in relationship with food and agriculture researchers and practitioners in their state

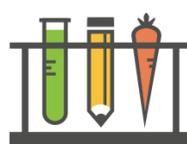
Results

5,000+

5,000+ STEM educators participating in professional development

125,000+

125,000+ engagements with developed instructional materials



Food and Agriculture Center for Science Education

In 2023, the Ag Foundation officially launched the Food and Agriculture Center for Science Education with the long-term goal of engaging **500,000 high school students** each year in meaningful STEM instruction using agriculture and food as a context.

“The success of our efforts in STEM education is a result of the partnership with Vivayic. They bring deep understanding of our industry and of science education to help us develop programs and materials that are of the very highest quality. That has earned us the credibility to partner with institutions and agencies across the country.”

Julia Recko
MANAGING DIRECTOR, AG FOUNDATION



AWARDS

NGSS Design Badge

Three units of instruction (6-8 weeks of lesson plans) have been awarded the NGSS Design Badge. We are just one of four organizations to have multiple units meet the requirements for high-quality materials.



Media Mayhem (Dairy)



Postgame Analysis (Dairy)



Unravel Genetics to Raise the Steaks (Beef)

Schedule a Discovery Call

Let’s work together to design and deliver a tailored learning experience that helps meet your strategic needs.

[SCHEDULE NOW](#)

MORE ABOUT VIVAYIC

Vivayic exists to build the capacity of others to do good in the world. For company and organizational leaders who desire a better way to learn, teach and train, we simplify the learning process. With more than 16 years of experience designing and delivering tailored learning experiences, Vivayic is committed to driving deeper alignment and understanding by building better experiences, bringing the strongest team, and applying a holistic approach to learning, teaching, and training.