



Mission

To design industry-leading, inquiry-based curriculum and teacher education to create lifelong learners and prepare students for the future of agriculture.

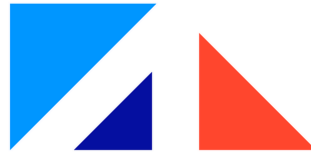
Vision

To develop curriculum and professional development that empowers agriculture education teachers to inspire, educate, and prepare students for career success in the agricultural industry.

Core Values

Purposeful Curriculum

Creating a flexible, ready-to-execute curriculum model of sequenced agricultural education courses that enhance the delivery of agricultural education, uphold educational core standards, and help create work-life balance for teachers.



Fostering Connection & Growth

Building a network of agriculture educators across the nation to create unity and support, and recognize achievements.



Student - Centered Learning

Fostering a student-centered agricultural educational experience that's focused on inquiry and project-based learning.



Teacher Training

Certifying teachers through industry-leading professional development so they can enhance the agricultural education experience for students.

What is CASE?

CASE 4 Learning designs inquiry-based agricultural curriculum for middle and high school classrooms; offers lifetime certification, training, and support for teachers; and prepares students for college and career readiness. CASE is an acronym for Curriculum for Agricultural Science Education and is an initiative of the National Council for Agricultural Education (The Council.) The emphasis on the "4" is a reflection of our curricular offerings and core values.

Brand Promise

CASE 4 Learning is committed to designing inquiry-based agricultural curriculum that meets the current demands of teachers, students, and industry. CASE 4 Learning provides comprehensive professional development and workshops for new and seasoned teachers to achieve lifetime certification, learn new coursework, and build a community of support.

Upon certification, all CASE 4 Learning teachers have access to course updates, training, and support for the remainder of their career. The curriculum is designed to spiral and scaffold course concepts, incorporate APP (Activity, Project or Problem) modalities, and meet core standards to equip teachers and schools to help students become lifelong learners and prepare them for college or careers.



Editorial Guidelines

In any editorial mention of the organization (website, email, marketing execution, social media, etc), refer to the organization as CASE 4 Learning in full.

As needed, reference the elevator pitch to know how to explain the CASE acronym:

- CASE is an acronym for Curriculum for Agricultural Science Education and is an initiative of the National Council for Agricultural Education (The Council)
- The emphasis on the “4” is a reflection of our core values and curricular offerings

Never group “CASE 4 Learning” with “Curriculum for Agricultural Science Education” as a standalone title in any editorial text.

Use “Curriculum for Agricultural Science Education” when speaking to external audiences deemed less familiar with CASE 4 Learning.

It’s appropriate to say “CASE stands for Curriculum for Agricultural Science Education”
Don’t use “the” before CASE 4 Learning or Curriculum for Agricultural Science Education

When speaking aloud about the curriculum, get in the practice of saying “CASE 4 Learning” vs. “CASE”

Name Update

CASE 4 Learning (matches current email addresses and website)

- Four levels of the course delivery model
 - Introductory, Foundational, Specialization & Capstone
- Four applications of STEM: Science, technology, engineering, and mathematics
- Four groups of standards we align to: Ag, NGSS disciplines, Math, ELA
- Four quadrants: rigor/relevance framework
- Four CASE audiences: students, teachers, industry, and administrators

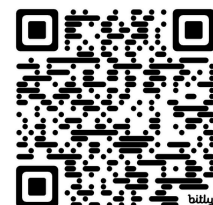
Brand-specific Hashtags

#TeachCASE #ExperienceCASE #CASEcurriculum #CASE4Learning

Industry Hashtags

#CTE #EdTech #CTETeacher #AgEd #AgEducation #PD #TeachingResources
#ProfessionalDevelopment #IndustryCertification #CareerTechEd #CTEWorks
#CareerandTechnicalEducation

2024 CI Marketing Folder
including full branding guide



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