



Using a Photo Booth as a Means of Exposing Youth to Agricultural Careers



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INTRODUCTION & GOAL



- There will be an annual shortage of ~22,500 qualified candidates to fill the 57,900 open positions in agriculture between 2015 and 2020 (Goecker et al., n.d.)
- 39% of those jobs will be filled by those outside of agriculture (Goecker et al., n.d.)
- In 2010, 43% of all schools in the U.S. were located within urban and suburban areas ; 75.53% of the entire U.S. public school population come from these communities (NCES, 2013)
- Parents have the most influence on an urban's youth career decision (Esters and Bowen, 2005).
- Goal was is to educate youth, particularly urban youth, about careers in the Ag industry



HOW IT WORKS

- Participants pick out the Ag career of their choice (out of the list of 36) and get their picture taken using the available costumes and props
- Photos are developed using an instant camera and distributed to the children within several minutes
- When at home, they could scan a QR Code on the frame that would take them to the National FFA Organization's AgExplorer website where they could further explore these careers

RESULTS

- To date, the photo booth has been used by over 2,000 youth
- Utilized at summer camps, career days, back-to-school events, our AgXperience, and at the John Deere Pavilion Learn and Play Day
- Other Ag in the Classroom coordinators have borrowed the photo booth to utilize at their events



FUTURE PLANS & ADVICE TO OTHERS

- Begin to track the impact of the project through a new website
- Possibly post photos online to save costs



COSTS

- Initial cost of the photo booth was ~\$407. Props and costumes were gathered from around the home, office, and shop
- Approximate cost of \$.60 per exposure to distribute to the kids when providing the photos

REFERENCES

Esters, L.T. & Bowen, B.E. (2005). Factors Influencing Career Choices of Urban Agricultural Education Students. *Journal of Agricultural Education*, 46(2), 24-35.

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National Center for Education Statistics (2013). The Status of Rural Education. <https://nces.ed.gov/programs/coe>