



96TH NATIONAL FFA CONVENTION & EXPO



National FFA is the premier youth organization dedicated to preparing its members for leadership and careers in the science, business and technology sectors of the industry of agriculture. Each year, the National FFA Convention & Expo provides an opportunity to conduct the official business of the organization; increase outreach and engagement; recognize members' and stakeholders' accomplishments; motivate and inspire members and stakeholders; provide educational training and networking opportunities; and expose members to trends impacting the Agriculture, Food and Natural Resources (AFNR) Value Chain. The 96th national convention and expo was in Indianapolis Nov. 1-4, 2023.

Results reported in this document are sourced from the 2023 Post-Convention Survey conducted by National FFA, which received 7,200 individual responses.

RECORD-BREAKING ATTENDANCE



ATTENDEES TRAVELED FROM ALL 50 STATES AND PUERTO RICO



72% student attendees

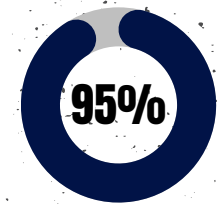
Including American FFA Degree recipients; career and leadership development event competitors; delegates; members; band, chorus and talent participants; national officer candidates; award finalists; and more.



28% adult attendees

Including special guests; alumni and supporters; FFA staff; individual donors; corporate partners; advisors; state staff; exhibitors; media; award judges; honorary award winners; board members; and more.

ENTERTAINMENT



Ninety-five percent of respondents to the post-convention survey who attended the Lainey Wilson concert featuring Dillon Carmichael (N=789) reported being either satisfied or extremely satisfied. The Wednesday, Thursday and Friday rodeos also had high satisfaction ratings.



General sessions are another can't-miss part of the national convention and expo. Advisors who responded to the post-convention survey described the following elements of sessions as being extremely important: motivational/inspirational content (50%, N=2,693), recognition of students (39%, N=2,104) and recognition of adults (27%, N=1,460).



NATIONAL FFA EXPO

According to the post-convention survey, 97% (N=5,264) of respondents visited the National FFA Expo. Also, 90% (N=5,479) of respondents visited the FFA Mega Store, and 81% (N=4,934) went to the Shopping Mall, while 37% (N=2,230) visited the National FFA Student Showcase* and 20% (N=1,237) stopped by Teacher's World.**



OVER 300 EXHIBITORS AND VENDORS

Attendees had the opportunity to visit 290 exhibitors and 32 shopping mall vendors covering over 88,000 net square feet. With the implementation of a new on-site renewal initiative, 60% of the 2024 floor space was sold before the close of the 2023 show.



NATIONAL DAYS OF SERVICE ON-SITE SERVICE PROJECT

Since 2021, on-site service projects have offered FFA members a chance to Live to Serve without pre-registering for an event. About 5,000 FFA members at the 96th National FFA Convention & Expo completed 6,290 sensory bottles to donate to Damar Services Inc. in Indianapolis. (an economic impact of around \$159,000).***

COMPETITIVE EVENTS

Many FFA chapters travel to the national convention and expo to compete nationally in competitive events.

- 3,876 FFA members competed in Career and Leadership Development Events (862 teams and 220 individual competitors)
- 1,229 FFA members competed in the National FFA Agriscience Fair
- 1,257 FFA members applied for Agricultural Proficiency Awards



*An area of the National FFA Expo where 81 talented FFA members shared their interests and passions with a live audience in 2023.

**An area of the National FFA Expo geared toward teachers and classroom resources.

***According to the Independent Sector (2023), the estimated national value of each volunteer hour is \$31.80.

WHY ATTEND THE NATIONAL FFA CONVENTION & EXPO?

PREMIER LEADERSHIP

- 94% of FFA members responding to the post-convention survey (N=2,771) somewhat or strongly agreed with the statement, "Attending the convention and expo prepared me to be a leader."

PERSONAL GROWTH

- 14,284 FFA members attended student leadership workshops throughout the week.
- 656 agriculture teachers and FFA advisors attended teacher professional development workshops.

CAREER SUCCESS

- 95% of FFA members responding to the post-convention survey (N=2,792) somewhat or strongly agreed with the statement, "Attending the convention and expo contributed to my future career success."
- 2,805 individuals registered for Career Success Tours, which took FFA members and chaperones to 25 sites around Indiana.



POSITIVE FEEDBACK FROM ALL ATTENDEE TYPES

- Respondents to the post-convention survey rated the 96th National FFA Convention & Expo 4.42 stars out of five stars.*
- 97% of all respondents to the post-convention survey (N=4,968) said that they are more or significantly more confident in their abilities as an advocate for agriculture than they were before.
- 91% of all respondents to the post-convention survey (N=4,802) somewhat or strongly agreed with the statement, "Attending the convention and expo increased my agricultural literacy."

FFA LIVE!

Those who didn't attend the 96th National FFA Convention & Expo could experience it virtually through FFA Live!, the streaming broadcast that began with the first drop of the gavel on Wednesday, Nov. 1 and ended with the election of the 2023-24 National FFA Officers on Saturday, Nov. 4. Live broadcasts of each general session, Finals Hall presentations, historical footage, interviews and information about the FFA experience brought the national convention and expo to those who could not be in Indianapolis. Reaching 18,225 unique streamers (many of which could have been multiple people watching one screen, such as in a classroom) and 148,000 total views, FFA Live! is here to stay!

148,000
VIEWS

18,225
STREAMERS

1,238,500
MINUTES WATCHED

71 MINUTES
AVERAGE TIME SPENT WATCHING

*With five stars being the highest rating and one star being the lowest rating.

Questions? Email evaluation@ffa.org.

Catch up on what you missed from the 96th National FFA Convention here: [FFA.org/2023-proceedings/](https://ffa.org/2023-proceedings/).