



COLLEGE AGGIES ONLINE

DEVELOPING LIFE-LONG ADVOCATES FOR AG

CAO is an initiative of the Animal Agriculture Alliance connecting college students interested in agriculture and helping them to become confident communicators on behalf of the industry. Collegiate classes, clubs and individual students are invited to participate!



SHARE AG'S STORY WITH MILLIONS

Last year, 300 individuals and 20 collegiate clubs representing 35 states and 95 universities participated. Students' social media posts about agriculture generated more than 7.2 million impressions on social media. Clubs hosted 34 campus and community activities reaching about 5,000 people.

MASTER KEY COMMUNICATION SKILLS

Students will learn the dos and don'ts of engaging online and in person with their peers about hot topics in agriculture. Students will also write intriguing blog posts, design eye-catching infographics and post viral-worthy photos.



"I learned so much from this experience. From pictures to social media content, I sharpened up on my communication skills." - 2019 College Aggies Online student



HAVE MEANINGFUL CONVERSATIONS

Sustainability, animal welfare, antibiotic use and nutrition are key topics getting increased attention online and on college campuses. CAO will arm students with the information necessary to have meaningful conversations with fellow students, professors and online followers.

BUILD YOUR NETWORK

Each week, a mentor from a farm, company or organization will guide students through challenges, sharing their experience and offering advice on how to bridge the gap between farm and fork.

"It was one of the best experiences I've had! It was so cool to get advice from all the mentors!" - 2019 College Aggies Online student



WIN SCHOLARSHIP MONEY!

In 2019 we awarded more than \$20,000 to students and clubs. Students can also earn mini-scholarships and prizes for winning weekly challenges!

"I wish I would have known about this sooner in my college career. Thank you for everything!" - 2019 College Aggies Online student

THANK YOU TO OUR PLATINUM AND GOLD SPONSORS



THE COMPETITION BEGINS SEPTEMBER 14, 2020

To sign up, visit: <https://animalagalliance.org/initiatives/college-aggies-online>