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# SPONSOR REPORT

## COLLEGE AGGIES ONLINE Agriculture Engagement and Scholarship Program



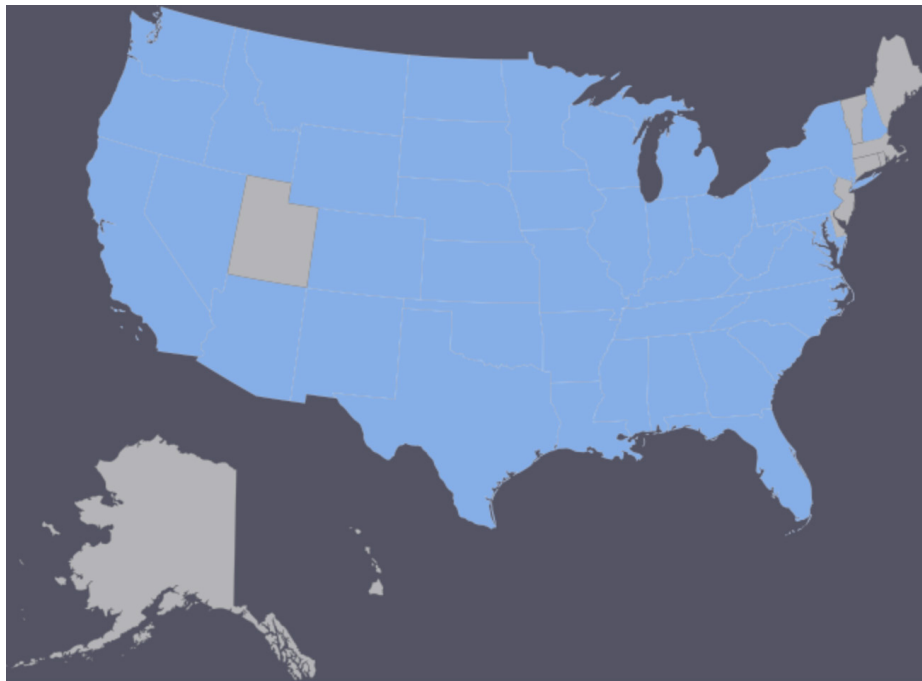
# COLLEGE AGGIES ONLINE PROGRAM OVERVIEW

## FALL 2015 COLLEGE AGGIES ONLINE PROGRAM

The Fall 2015 College Aggies Online (CAO) program had 304 participants from 77 different universities in the individual division. In the club division, there were 35 agricultural clubs and organizations participating. Between the club and individual competition, over 1,400 students participated in this year's program. These students represented 40 different states and Canada.

Over the course of the competition, students generated over 1,530 Instagram and Twitter posts and over 530 Facebook posts. In total, there were over 1.4 million impressions on social media.

## STATES REPRESENTED IN THE 2015 PROGRAM



## QUOTES FROM 2015 PARTICIPANTS

"All of the webinars were my favorite. They made me take an hour of my day to think about promoting agriculture and how to improve myself and my talents. I really enjoyed each one." - Maggie Stiles, South Dakota State University

"I liked the video assignment - I'd always wanted to play around with a video interview and had been too afraid to try. This pushed me out of my comfort zone." - Lauren Schlothauer, New Mexico State University

"I really enjoyed this competition. It was a great learning experience." - Alley Norris, Auburn University

"I enjoyed participating in the program. It helped me see how I could advocate for agriculture in the future and in my future classroom. I also see how I can incorporate this into the curriculum." - Lindsey Kaufmann, South Dakota State University

"Thank you for the amazing opportunity!" - Victoria Lock, University of Missouri

"I look forward to participating again next year and plan to get my other club involved." - Courtney Gryder, University of Florida

## ABOUT COLLEGE AGGIES ONLINE

College Aggies Online, created to help train the next generation of agriculture leaders, is an initiative of the Animal Agriculture Alliance that connects college students from across the country who are interested in promoting agriculture. Participants receive training and instructions from industry experts and engage on social media by posting information about current and emerging issues facing farmers and ranchers and telling personal stories. The competition is held every fall and runs for approximately 9 weeks between September and November.

Each week, individual participants receive assignments, called 'Aggies Homework', focused on a specific social media platform or a segment of the agricultural community. CAO participants engage with the public by utilizing Twitter, Facebook, Pinterest, LinkedIn and Instagram as well as by authoring numerous blog posts. While the individual participants are assigned tasks each week, participating clubs are able to pick and choose from a variety of challenges. This year, club challenge options included visiting local elementary schools, hosting an 'Ag Day' event on their college campuses, or hosting a food drive in advance of the holiday season.

Participants are assigned points throughout the competition based on the quality and originality of their content in addition to social media engagement (likes and shares of Facebook content, retweets or replies on Twitter, etc.). The top scoring club receives a \$5,000 award as well as the opportunity to send two club representatives to the Alliance's annual Stakeholders Summit. The top scoring individual receives a \$2,500 scholarship along with a trip to the Summit.

The CAO participants receive resources and support from the Alliance, including talking points, tips on engaging with consumers and sample content. In 2015, industry experts served as program mentors and helped to provide participants with feedback and guidance.



## 2015 PARTICIPATING UNIVERSITIES

Arkansas Tech University  
Auburn University  
California State University Fresno  
Central Florida College  
Clemson University  
Colorado State University  
Cornell University  
Daytona State College  
Del Val University  
Delaware Valley University  
Fresno State  
Fresno State University  
George Washington University  
Great Basin College  
Illinois State University  
Indiana University  
Iowa State University  
Johnson County Community College  
Joliet Junior College  
Kansas State University  
Lincoln University  
Louisiana State University  
McNeese State University  
Michigan State University  
Middle Tennessee  
Mississippi State University  
Missouri State University  
Montana State University  
Murray State University  
New Mexico State University  
North Carolina State University  
North Dakota State University  
Northwest Missouri State University  
Oklahoma State University  
Oregon State University  
Penn State University  
Pennsylvania State University  
Piedmont Tech  
Pratt Community College

Purdue University  
Redlands Community College  
Santa Fe College  
SIU Carbondale  
South Dakota State University  
Southeast Technical Institute  
Southern Illinois University  
Stephen F. Austin State University  
SUNY Cobleskill  
Tarleton State University  
Tech University  
Tennessee Tech University  
Texas A&M University  
Texas Tech University  
The Ohio State University  
The Pennsylvania State University  
University of Alberta  
University Of Arizona  
University of Arkansas, Fayetteville  
University of Connecticut  
University of Delaware  
University of Florida  
University of Georgia  
University of Maryland  
University of Minnesota - Twin Cities  
University of Missouri  
University of Nebraska - Lincoln  
University of New Hampshire  
University of Rhode Island  
University of Wisconsin - Madison  
University of Wisconsin - Platteville  
University of Wisconsin- River Falls  
University of Wyoming  
Virginia Tech  
Washington State University College of  
Veterinary Medicine  
Western Illinois University  
Western Kentucky University



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# SOCIAL MEDIA

# EXAMPLES OF CAO FACEBOOK POSTS:



# EXAMPLES OF CAO TWITTER POSTS:





# EXAMPLES OF CAO INSTAGRAM POSTS:



**maggiejo20**  
South Dakota State...

FOLLOW

14 likes

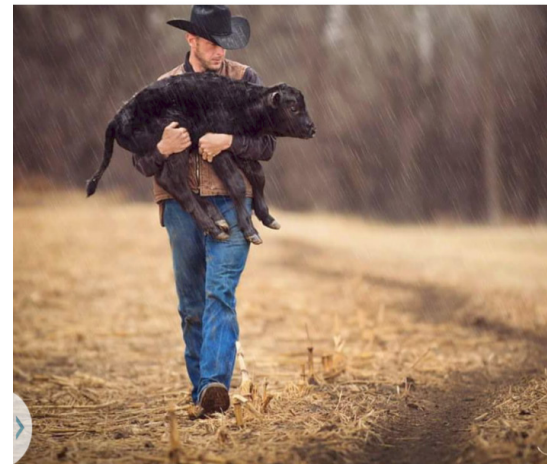
4d

**maggiejo20** Some days I wish I was a dairy cow. I could have someone deliver my food that was balanced perfectly for me by a nutritionist. And to top it off, I'd have this food available to me all day long, along with fresh, clean water! #cao15 #ifonlycouldbeacow #farmgirl dreams



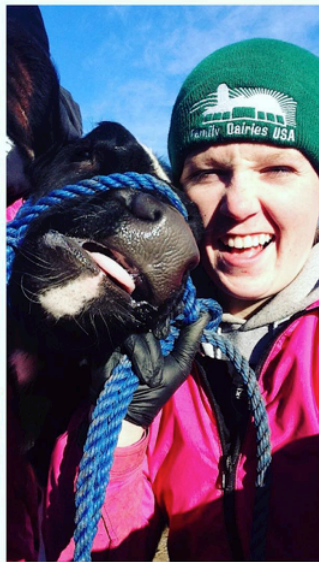
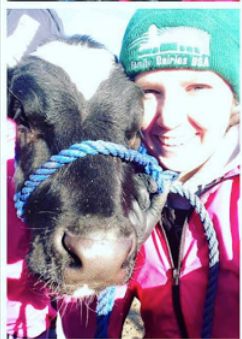
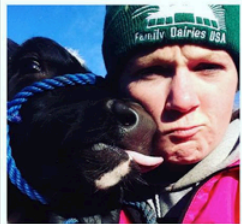
**dairygirl2010**

5w



♥ 30 likes

**dairygirl2010** What does this picture tell you? It tells me cattlemen and ranchers do not take holidays. It tells me they don't care if it's rain or shine, sleet or snow, or below freezing weather with an even colder wind chill. They put their all



**maggiejo20**

FOLLOW

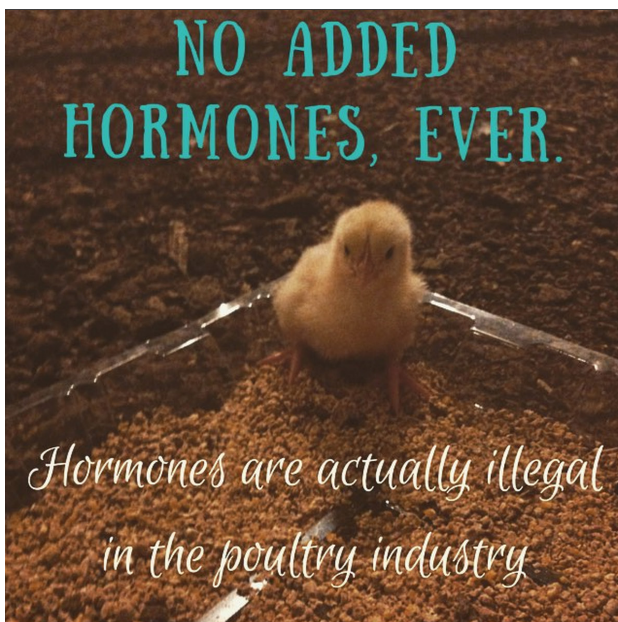
breannalee97, rebeccas159, mamamc\_inthis, joannalidback, zoeyschentzel, katee\_308, sugarmapplejerseys and crazygoatlady\_01 like this

2d

**maggiejo20** Today was one of 49's last days on the research trial! He's soon to be off to bigger and better things, so why not grab some sassy selfies? This is also a testament to the great care we give our cows, look how happy he is! #farm365 #CAO15

♥ Add a comment...

...



**tmichellebufkin**

FOLLOW

45 likes

3d

**tmichellebufkin** No hormones added is just a marketing term. Chickens grow quickly because of genetic selection and controlled environments, not because they're "pumped full of hormones" #engAGe #cao15 #chicken #hormones

**ashducklett** Just curious though... Can that genetic selection that allows chickens to grow faster and give chickens larger breast have an affect on the people eating it? If you know I would be interested to find out. Thanks :) @tmichellebufkin

**leiahope2** I love those no hormones added chickens!

**tmichellebufkin** @ashducklett that is a great question! From my experience it has no effect on the humans eating it because it is just like Mendel's genetic selection of peas. Pick the best chickens and breed them to the other best chickens. If there were hormones it MIGHT could affect the

♥ Add a comment...

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# CLUB PROFILES



# 1<sup>ST</sup> PLACE CLUB



Club name: Western Illinois University Ag Club

Description: The Western Illinois University Ag Club was comprised of students from the Communicating Agriculture Issues course. This course is focused on promoting agriculture, but is also a writing intensive course where a great deal of our time is spent improving written communication. Students in this class come from varied agriculture backgrounds, but by participating in different challenges, they were able to increase their knowledge in areas they knew little to nothing about. They may not be experts in each area, but have a base level of knowledge to discuss with consumers.



# 2<sup>ND</sup> PLACE CLUB



Club name: University of Florida Gator Collegiate Cattlewomen

Description: Gator Collegiate Cattlewomen is a club at the University of Florida open to any female students at UF and Santa Fe State College that are interested and dedicated to supporting the beef industry. We assist the Florida Cattlemen's Association and the Florida Cattlewomen's Association with several events throughout the year working to educate, not only consumers, but our members as well.

# 3<sup>RD</sup> PLACE CLUB



Club name: University of Missouri Sigma Alpha

Description: The University of Missouri-Columbia is home to the Sigma Alpha - Alpha Chi Chapter, which was established in 2002. Sigma Alpha promotes scholarship, leadership, service and fellowship with a mission to cultivate professional women in agriculture.

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# INDIVIDUAL PROFILES



# 1<sup>st</sup> PLACE INDIVIDUAL

Name: Jessica Dawn Miller

University: Oklahoma State University

Major: Animal Science

Year in school: Graduate student



Connection or background in agriculture:

I was born and raised on a beef farm in Northern Oklahoma in a town called Ponca City. My mother and father were both graduates in agriculture from Oklahoma State. I showed cattle, judged horses and livestock, and participated in activities through my 4-H club. I judged livestock in junior college for Connors State in Warner, OK. I moved to Stillwater, OK to attend Oklahoma State in 2012 and began my work as a student worker for the Oklahoma State Dairy. I also judged dairy and became heavily involved in the OSU Dairy Science Club as a member and as an officer. My family currently raises and sells club calves to local and statewide youth to exhibit and I fit and clip for families.

Favorite parts about College Aggies:

My favorite part about College Aggies was working on the video showcasing agriculture and the daily posting on social media.

Future career goals:

For the future, I plan on attending grad school here at Oklahoma State and majoring in Agriculture Education. My goal is to teach agriculture to youth as well as non-agriculture consumers or to become a 4-H youth extension educator locally or statewide. I also still plan on raising show cattle for youth and aiding them with their projects.

# 2<sup>ND</sup> PLACE INDIVIDUAL



Name: Jennifer Weinberg

University: The George Washington University

Major: Political Communications

Year in school: Senior

Connection or background in agriculture:  
Born and raised on a beef cattle farm in NJ

Favorite parts about College Aggies:

Having the opportunity to learn the skills we need to become better “advocates,” while at the same time, having the opportunity to directly apply what we have learned in exciting, hands-on tasks!

Future career goals:

My biggest goal is to defend the rights of farmers in the court of law and public opinion by fusing together my love for agriculture and my current and future knowledge of the law.

# 3<sup>RD</sup> PLACE INDIVIDUAL



Name: Heather Abeita

University: New Mexico State University

Major: Agricultural Biology

Year in school: Junior

Connection or background in agriculture:

I grew up on a small farm and ranch in New Mexico. I was also actively involved in both 4-H and FFA while I was growing up. In 4-H and FFA, I showed livestock and I also participated in livestock judging.

Favorite parts about College Aggies:

My favorite parts about College Aggies is learning how to advocate for agriculture and doing so in a way that tells the truth about agriculture that is so vitally important for consumers and the future of agriculture. I also enjoyed the different topics of agriculture each week.

Future career goals:

I am interested in following a career in the beef industry.



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# CLUB CHALLENGES

# Western Illinois University Ag Club- Meat-In Day



On Thursday, November 19, the Western Illinois University Ag Club hosted a “Meat In” day on campus to promote meat and answer questions posed by the campus body about the meat they eat. We felt this event was a must simply due to Subway’s announcement of sourcing meat from animals who have never been treated with antibiotics. The majority of the people that hear this information do not know what to make of it and are left asking many questions which influence then their food purchases.

For this event, we passed out 300 free brats along with promotion materials provided by the National Pork Board. They provided pencils, pork facts, and recipe cards. The IL Farm Bureau also provided stickers that read “I met a farmer today.” Our local grocery store, Hy-Vee, cooked the brats and brought them to campus in warming trays. Students put the brats in buns and wrapped in foil sheets as fast as we could distribute them.





# Western Illinois University Ag Club - Chocolate Milk Makes You Mooove



On October 10th, Western Illinois University hosted their 4th Annual Fallen Soldiers 5k Run/Walk. In the last 3 years, of putting on the Fallen Soldiers 5k, the University has raised over 50,000 dollars for the Fallen Soldier's Scholarship Fund. The Scholarship Fund is in honor of two WIU alumni who were killed in the line of duty, Capt. Derek Dobogai and Lt. Col. Robert Baldwin. The Scholarship Fund helps support veterans and service members that are currently enrolled at Western.

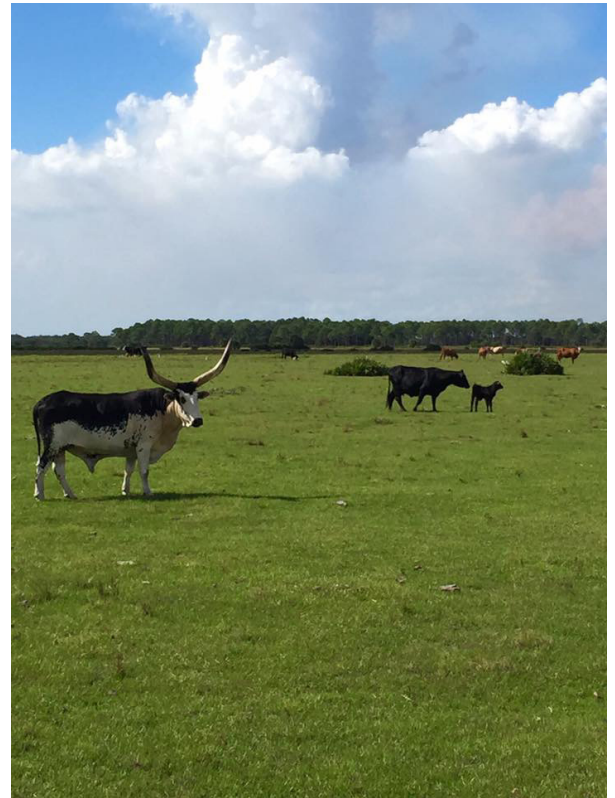
Once the runners/walkers crossed the finish line they were all awarded medals for all their hard-work and what they had accomplished. Water, bananas, granola bars, and chocolate milk were all handed out at the end of the race to help the runners/walkers rehydrate.

Prairie Farms donated around 600 half pint cartons of chocolate milk. The group members competing in the "Chocolate Milk Makes you Mooove" event passed out towels, milk, and supplementary supplies to educate the public on the benefits of chocolate milk after working out. The group also interviewed some of the participants after the run/walk to evaluate how much they knew about the benefits of chocolate milk. If the participant did not know about the benefits, the interviewee took the liberty to educate them.





# Gator Collegiate Cattlewomen - Farm Tour

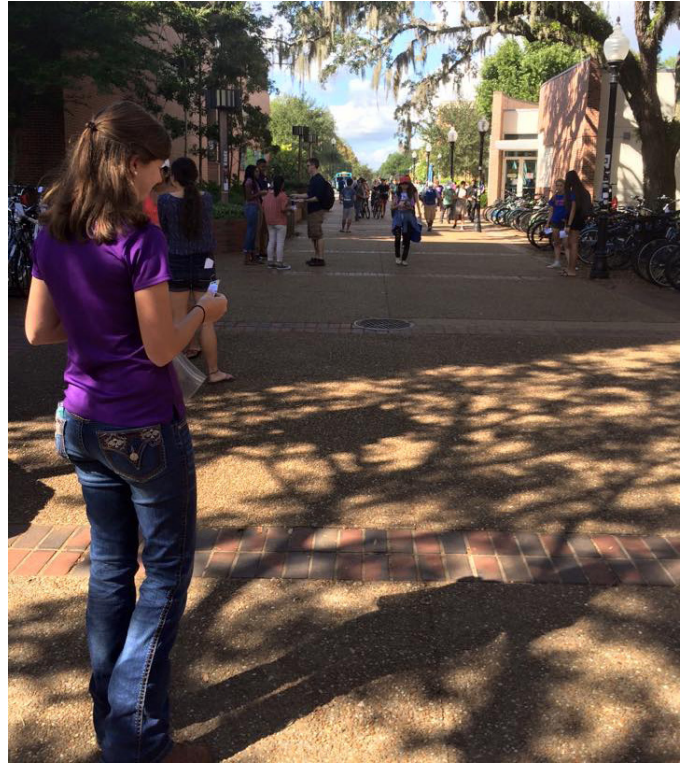
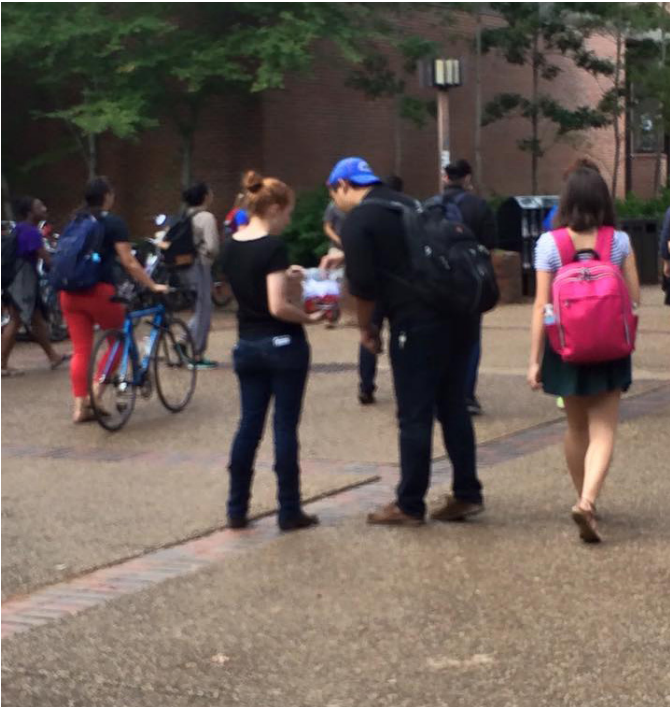


On Friday November 6th, we traveled to South Florida for a very unique ranch tour. Lightsey Cattle Company is a 12 generation cattle operation that values the land, family, and ranching very closely. Stewardship of the land is something that is very important to this family, and it was very easy to see this on the tour. One of the really unique parts of this operation is an island called Brahman Island. This island has 28 different species that range from indigo snakes, to bald eagles, and a endangered specie of butterfly orchid. We took a ferry and air boat over to the island. The Lightseys were very encouraging to us, and reminded us that just because we are women in agriculture, does not mean that we cannot do big things! All in all, we had a fantastic time exploring the island. We saw many animals, learned the history of the land dating back to when the Indians lived there, and even saw an old dipping vat.

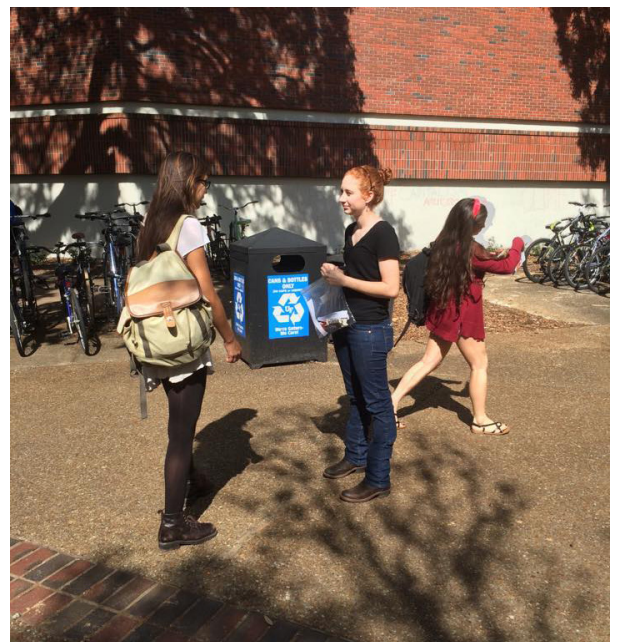




# Gator Collegiate Cattlewomen - Scary Meat Myths



On Thursday, October 29th, we spent some time passing out candy in the Turlington Plaza. This plaza is said to have more foot traffic than Disney World per day! In the spirit of Halloween, we included a 'Spooky Meat Myth' with each piece given out that debunked common misconceptions about meat consumption. We engaged students in conversation about the topic and answered any questions they had about what they were eating. Turns out, it's not so spooky after all! Five members were able to hand out nine jumbo bags of assorted Hershey's chocolate in one hour.





# University of Missouri Sigma Alpha - School Visit



Members of the Sigma Alpha chapter visited a preschool class at the Child Development Center in Columbia, MO. They gave a lesson titled "Garden in Glove." 12 students participated in the lesson.



# MONTANA STATE UNIVERSITY COLLEGIATE CATTLEWOMEN - CANNED FOOD DRIVE



This year the Montana State University Collegiate CattleWomen partnered with the Can the Griz food drive to beat the Grizzlies. As a club the CattleWomen donated a total of 1,105 lbs of food to the Gallatin Valley Food Bank. In total the whole food drive donated 194,750 lbs to the Gallatin Valley Food Bank. It was a very successful drive and the food bank was very grateful with all the donations.