

# College Aggies Online

Developing life-long advocates for agriculture



CAO is an initiative of the Animal Agriculture Alliance that connects college students from across the country who are interested in agriculture and helps students become confident communicators on behalf of the industry.



## Timeline for 2019

**April 1**

Sign-up opens

**Sept. 16**

Competition kicks off

**Nov. 16**

Program ends

**Late Nov.**

Winners announced

**May 7**

Students recognized at 2020 Summit

## By the numbers...

Since CAO launched in 2009, more than 7,000 college students have competed in the program. Here are some numbers from the 2018 competition:

**430**

Participants

**1,800**

Social media posts

**2 million**

Online impressions

**25**

Clubs

**60**

Campus activities

**13,500**

People reached

## How it works...

The 9-week program is open to college students interested in agriculture.

Each week, an industry professional will lead a webinar and/or offer advice throughout the week about the challenge and social media.

Individuals will create social media posts about agriculture and clubs will participate in activities on their campus or in their community to engage the public about agriculture.

Participants will earn points for each challenge and social media post they submit. The top three clubs and individuals with the most points at the end of the competition win!

## Skills you'll master...



Individuals will post on social media promoting different topics in agriculture each week.



Clubs and individuals will learn how to effectively engage with peers about agriculture through webinars and activities.



Participants will learn how to write effective blog posts to engage about agriculture.



Students will learn how to use different tools and tricks to create their own content to share on social media.

## Opportunities and prizes...

### Earn the CAO Excellence Award

Once you've finished the program, you'll earn the CAO Excellence Award you can list on your resume to impress prospective employers!



### Network with industry professionals

Each week you'll have the opportunity to talk with industry experts.

### Scholarships and mini-prizes

Win money and mini-prizes for completing challenges and earning the most points at the end of the program.

## Sign up!

For more information about College Aggies Online and to sign up, visit [CollegeAggies.AnimalAgAlliance.org](http://CollegeAggies.AnimalAgAlliance.org). You can also follow #CAO19 on social media for updates!



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