



Collegiate Beef Advocacy Program 2022-2023 Application

1. Developing Advocates and Leaders for the Beef Industry

Developing advocates and leaders for the beef industry is the goal of the Collegiate Beef Advocacy Program (CBAP). Hosted by American National Cattlemen, Inc. (ANCW), the advocacy program provides an outlet for students to use their unique strengths to connect with consumers and peers to promote beef.

The collegiate advocacy program matches the vision and purpose of ANCW by ensuring the selected students strengthen their leadership and communication skills, establish career networks and enhance their knowledge of the industry. This experience will assist participants in furthering their passion for beef advocacy by providing top notch training, access to educational resources, and unique experiences. Career networks will be established between the advocates and industry professionals to build lifelong connections, with the goal to bring our team success as the future of our beef industry. Through this program participants will be enabled to become an integral voice for the beef community.

Program Details

This program is designed to find the very best collegiate spokespersons and enable them to take their beef advocacy efforts to a national level. From the applicant pool, up to three students will be selected to serve on the Collegiate Beef Advocacy Program team, traveling the nation for one year to share the positive message about beef.

The CBAP Program Director manages the team with assistance from the ANCW Executive Committee.

Minimum Expectations for Collegiate Beef Advocacy Program Team Members

1. Participate in monthly virtual meetings with the Program Director.
2. Work both independently and as a team to accomplish beef advocacy efforts throughout the year.
3. Attend all required travel events during the one-year term (minimum of three).
4. Create and execute a beef promotion event on your college campus.
5. Manage CBAP social media platforms.
6. Submit quarterly reports to the Program Director.
7. Serve as mentors for the next CBAP team.

The one-year term of the team will begin immediately following the completion of the annual Cattle Industry Convention (late January/February). The Collegiate Beef Advocacy team is required to travel under the auspices of ANCW throughout the year. Appearances will be required at the annual Cattle Industry Convention, and other required CBAP engagements throughout the year. Time will also be devoted toward managing CBAP social media platforms. Team members are expected to conduct themselves in a professional, mature manner and represent ANCW and the beef industry positively. A team member can be removed at any time as determined necessary by the ANCW Executive Committee and the Program Director.

The Program Director is available to answer any questions regarding the Collegiate Beef Advocacy Program. Please direct your inquiries to ancw.cbap@gmail.com.

Once the application is in progress, information cannot be saved to return and finish at a later date. You're encouraged to print the application, gather your information, then return to complete the application.

Applications for the 2022-2023 Collegiate Beef Advocacy Program are due December 1, 2021.



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2. Applicant Eligibility

*** 1. I have graduated high school.**

Yes

No

*** 2. I am currently enrolled in a higher education institution.**

Yes

No

*** 3. I will not exceed 24 years of age before January 1, 2022.**

Yes

No, I am 24 years of age (or older), OR I will turn 24 years old before January 1, 2022.

*** 4. I am an ANCW collegiate member. (Both cattlemen and cattlemen are eligible. Either are required to be an ANCW collegiate member. Membership applications can be completed at ancw.org/join-or-renew.)**

Yes

No

*** 5. State in which you are an ANCW member.**

*** 6. I have previously served as a CBAP team member.**

Yes

No

*** 7. Are you married, or plan to become married prior to February 2023?**

Yes

No



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3. Applicant Information

* 8. Full name

* 9. Contact information

Address

City/Town

State/Province

-- select state --

ZIP/Postal Code

Email Address

Phone Number

* 10. Name of college or university you're attending.

* 11. City and state where college/university is located.

*** 12. Year in school/classification.**

*** 13. Major/minor/concentration**

*** 14. Please list all social media handles for your personal pages as well as any pages that you administer for other organizations.**

Facebook

Instagram

Twitter

*** 15. Name and contact information of peer you have personally recruited to be an ANCW collegiate member (minimum of 1 required).**

Name

Address

City/Town

State/Province

ZIP/Postal Code

Email Address

*** 16. Please upload a current headshot.**

Choose File

Choose File

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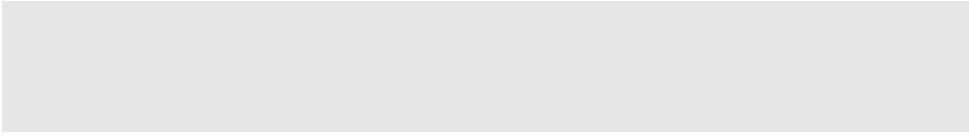
*** 17. Please upload your current resume.**

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18. Describe your interest, connection and accomplishments within the cattle/beef industry.





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4. State Beef Advocacy Activity

* 19. Complete an advocacy activity with a state cattle/beef affiliation (Cattlemen's/ CattleWomen's Association, Stockgrowers Association, Beef Council, etc.). Provide a statement of the scope of the advocacy activity and your role in 250 words or less.



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5. On-Campus Advocacy

* 20. Conduct an on-campus beef promotion activity for which you play a key role in the activities' success OR present a detailed plan of a beef promotion activity that you intend to execute within the next year.

For events already executed, give a description of the event including your role, how many people were involved in planning and execution, approximately how many students were reached, whether or not the event was a success, how the program was funded, any other relevant information. Photos are encouraged as supporting materials. For a proposed event, give a detailed description of the event's mission, the target audience, who will assist in executing the event, fundraising or funding ideas and any other additional details that will ensure the plausibility and success of the event. 500 words or less.

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6. Social Media Advocacy

* 21. Give a brief description of your social media presence and how you exude professionalism online.

* 22. Provide a detailed idea of a social media project that could be executed to capture the attention of college students in order to share a positive message about beef.



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7. YouTube Video

Please create a video answering the following questions:

- 1) What is the role of a Collegiate Beef Advocate?
- 2) Why are college students' essential members of the beef community?
- 3) What unique qualities would you bring to the Collegiate Beef Advocacy team?

Video should not exceed four minutes in length.

* 23. Provide the link to view your YouTube video.



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8. Letters of Recommendation

Two letters required. Strongly encouraged to submit one letter from a board member of a local, county, state or national Cattlemen's or Cattlewomen's Association (or Stockgrowers/CowBelles), state Beef Council or Cattlemen's Beef Board.

*** 24. Letter one**

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*** 25. Letter two**

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9. Additional Details for Finalists

1. Virtual interviews will be conducted with top applicants to evaluate oral communication skills and assess applicant's abilities to communicate beef industry knowledge and respond to consumer questions. These interviews will be conducted by mid-January 2022.
2. Finalists will be selected before the annual Cattle Industry Convention (held late January/early February) and must return an obligation and media release form to accept their position. The team will be formally introduced at the 2022 Cattle Industry Convention in Houston, Texas.
3. Each team member will be presented with a \$2,000.00 scholarship upon completion of their year of service.
4. Team members will attend the 2023 Cattle Industry Convention concluding their year of service to present at the ANCW Annual Meeting.