



American National CattleWomen
Collegiate Beef Advocacy Program



Developing Collegiates of Character into Tomorrow's Champion Advocates for the Beef industry

The American National Cattlewomen know that champions are made through character, leadership and knowledge. The Collegiate Beef Advocacy Program strives to provide outlets for young beef leaders to further develop their passion for the cattle community, all while using their unique strengths to connect with consumers, producers, and peers to share a positive message about beef.

The CBAP connects collegiate advocates to the beef community where they can have unlimited access to cattlemen, cattlemen and beef industry professionals. Advocates will grow as individuals, strengthen leadership and communication skills, and use their own creativity to develop advocacy efforts necessary to connect with today's consumers. 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.

Program Updates for 2020:

The American National CattleWomen recognize that there are multitudes of outstanding young beef leaders all across the United States who are deserving of the title "Collegiate Beef Advocate." New for 2020, the CBAP has added additional application requirements, intended to engage all applicants in advocacy efforts on their own campuses prior to selecting a traveling team. This program is designed to find the very best collegiate spokespersons and assist them in taking their beef advocacy efforts from a state to a national level.

Completion of the entire application will provide all successful candidates with beef advocacy training, and as a result, each will be recognized with a certificate at the American National Cattlewomen's Annual Meeting as a "Collegiate Beef Advocate." From this pool of accomplished applicants, three young people will be selected to serve on the 2020 National Collegiate Beef Advocacy Team, traveling the nation for one year to share a positive message about beef.

The Collegiate Beef Advocacy Program is managed by the American National CattleWomen officer team and the CBAP Program Coordinator.

Applications for the 2020 National Collegiate Beef Advocacy Team are due on December 1, 2019.

American National Cattlewomen, Inc. ancw.cbap@gmail.com

Requirement Guidelines

General Requirements:

1. Applicants must fulfill all of the following:
 - a. Have graduated high school
 - b. Currently enrolled in a higher education institution
 - c. Not exceed 24 years of age (before January 1st preceding selection)
2. Applicants may hold major(s) relating to agricultural or non-agricultural studies.
3. Cattlemen and Cattlewomen are eligible; Past National Team Members are not eligible to compete.
4. Contestants must be unmarried and cannot become married or become a parent during their national term.

Application Materials:

All information to be completed for the application and guidelines must be attached in a soft-bound folder in the order that they appear below.

1. Cover Page
 - Include your name and the University you attend.
2. Application Form
 - Complete the attached application form.
 - Include a current, wallet-sized professional headshot.
 - Take note, you must be an ANCW collegiate member and recruit a minimum of one peer to be an ANCW collegiate member.
3. Resume
 - Highlight beef/agricultural industry involvement, collegiate activities, organizations, campus events, related work or internship experiences, relevant coursework, certifications, conferences, trainings, etc.
4. Biography
 - 250 words or less, written in third-person.
5. Essay
 - 500 words or less
 - Describe your interest, connection, and accomplishments within the beef and agricultural industries.
6. State Beef Advocacy Activity
 - Complete a minimum of one advocacy activity with a state beef affiliation (Cattlemen's/ CattleWomen's association, Stockgrowers association, Beef Council, etc).
 - Provide a 250 word statement of the scope of the advocacy activity and the applicant's role.

7. Campus Event

- Conduct an on-campus beef promotion activity for which the applicant plays a key role in the activities' success, OR present a detailed plan of a beef promotion activity that the applicant intends to execute within the next 12 months.
 - For events already executed, give a description of the event, the applicants roll, 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, and any other relevant information. Photos are encouraged as supporting materials.
 - For a scheduled event, give a detailed description of the event's mission, the target audience, who will assist in executing the event, a project budget, fundraising or funding ideas, and any other additional details that will ensure the plausibility and success of the event.
- 500 words or less – budgets, survey data, graphs, and photographs may be included on additional pages.

8. Social Media

- Give a brief description of your social media presence and how you exude professionalism online.
- Provide detailed ideas of two social media projects that could be executed to capture the attention of college students in order to share a positive message about beef. Use a different social media platform for each example.

9. Two letters of recommendation:

- Letter #1 – Professor or mentor within your major institution (College or University).
- Letter #2 – Officer of a local or state Cattlemen's / Cattlewomen's Association, or beef council. (More weight will be given to state associations).

10. Certifications

- Master's of Beef Advocacy (Online)
- Beef Quality Assurance (Online or in-person)
 - Include documentation as proof of both certifications

11. YouTube Video

- 4-minute video answering the following questions:
 - What is the role of a Collegiate Beef Advocate?
 - Why are college students essential members of the beef community?
 - What unique qualities would you bring to the 2020 National Collegiate Beef Advocacy Team?
- Provide a link for the YouTube video.

Application packets must be mailed, and are due on, or before, December 1, 2019.

American National CattleWomen
Attn: Collegiate Beef Advocacy Program
1116 E. Harney Street
Laramie WY, 82072

American National Cattlewomen, Inc. ancw.cbap@gmail.com

Additional program parameters for finalists:

1. Video call interviews will be conducted with top contenders to evaluate oral communication skills and assess applicant's abilities to communicate beef industry knowledge and respond to consumer questions.
2. Finalists will be selected before the Annual Convention and publicly announced at the Best of Beef Breakfast and the Collegiate Roundtable. The finalists will be notified and must return an obligation signature form, which will be sent to the applicant if they are selected as a finalist.
3. Each of the finalists will be presented with a \$2000.00 scholarship upon completion of their year on the 2020 National Collegiate Beef Advocacy Team. Their scholarship and a certificate of achievement will be presented at the Best of Beef Breakfast at the national annual cattlemen's convention.
4. Members of the 2020 National Collegiate Beef Advocacy Team will attend the Annual Convention of the following year to present their year in review at the ANCW annual meeting.

Expectations for the 2020 National Collegiate Beef Advocacy Team:

1. Participate in monthly conference calls with the Program Coordinator.
2. Work independently and as a team to accomplish beef advocacy efforts throughout the year.
3. Attend at least three travel events during the one-year term.
4. Create and execute a beef promotion event on a college campus.
5. Reach beyond the borders of the teams' current involvements.
 - o Reach a variety of states, organizations, interest and consumer groups.
6. Submit quarterly reports on all activities to the program chair.
 - o Months that the reports are due: April, August, and December
7. Lead, guide and mentor the next advocate team.

The National Collegiate Beef Advocates will be the official collegiate representatives of the American National CattleWomen, Inc. [ANCW] and the beef industry. The term of the Team will begin immediately following the completion of the Annual Convention and will last for one year. The National Collegiate Beef Advocacy Team is required to travel under the auspices of ANCW throughout the year. Appearances will be required at the Cattle Industry Annual Convention, and a minimum of 80% of all scheduled CBAP engagements throughout the year. A minimum of one hour per week is also required to complete social media assignments.

The National Collegiate Beef Advocates are expected to be available for assigned events and speaking engagements, to conduct themselves in a professional, mature manner and to represent ANCW and the beef industry in a positive light. A team member can be removed from the team at any time as determined necessary by the ANCW Executive Committee and the Program Coordinator.

Questions?

Program Coordinator, Sierra Jepsen is available to answer any questions regarding the Collegiate Beef Advocacy Program or the National Collegiate Beef Advocacy Team. Please direct your inquiries via email at ancw.cbap@gmail.com or over the phone at (740) 438-7675.

American National Cattlewomen, Inc. ancw.cbap@gmail.com

Collegiate Beef Advocacy Program

Application Form



Contact Information (Print)	
Full Name	
Home Address	
City, State, ZIP Code	
College Address	
City, State, ZIP Code	
Which mailing address is preferred?	
Cell Phone	
E-Mail Address	
College or University Attending	
Year in school / classification	
College Department	
Major / Minor / Concentration	
College Degree Acquiring	
Social Media Handles / Blogs	
Parent(s) Name(s)	
Local Newspaper(s) Name and address	

Person to Notify in Case of Emergency	
Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone/Cell Phone	
E-Mail Address	

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ANCW Collegiate Membership	
Are you an ANCW Collegiate Member?	
State of membership	
Peer(s) you personally recruited to be an ANCW collegiate member – Minimum of 1 required.	
Provide name, state, mailing address and email for each.	

MEDIA & PUBLICITY RELEASE

I understand that during the course of my participation in the National Collegiate Beef Advocacy Program (CBAP), the American National CattleWomen, Inc. (ANCW) and those acting with the permission or authority of ANCW, may capture my name, likeness, image or voice in photographic, audio, video, digital or other forms (“Media”). I recognize that all Media, including film, photographic prints, audio, video or digital files are the exclusive property of ANCW. In addition, I hereby permit ANCW and those acting with ANCW’s permission or authority to use my name and Media in any and all media (including Internet), now or hereafter devised, for advertising, promotional and educational uses. I understand and agree that ANCW or those acting with its permission or authority may use the Media in materials available to volunteers, staff, media and individuals outside of the ANCW community, including in publicity or promotional materials for the ANCW, American National CattleWomen Foundation, Inc., CBAP, and the beef and agriculture communities. I hereby waive any right to inspect or approve: (a) the finished Media, (b) any printed matter that may be used in conjunction with the Media or (c) the eventual use to which the Media may be applied.

This agreement constitutes the sole, complete and exclusive agreement regarding the Media and I am not relying on any other representation, whether oral or written.

Contestant’s initials _____

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature	
Date	