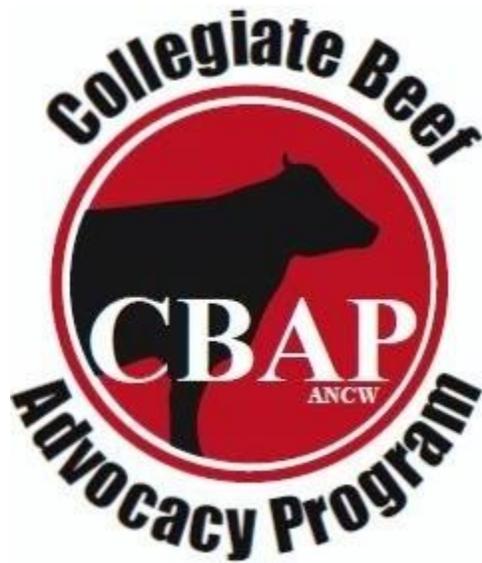


Collegiate Beef Advocacy Program



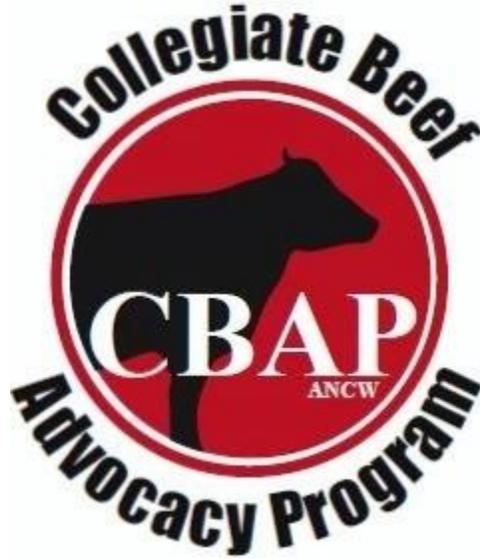
Toolkit

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The intent of this toolkit is to provide example documents for state affiliates seeking to construct a state beef ambassador program. These documents should be edited to fit the specific needs of individual programs.

Collegiate Beef Advocacy Program



(Insert the year) Team

(Insert Team Member Names)

Contact Information

List each team members name, mailing address, cell number and social media handles.
Also list program director and any other necessary leadership contacts.

Save the Date (Insert dates that pertain to your agenda)

Last Friday of each month (Jan. 7, Feb. 4, March 4, April 1, May 6) *Will reschedule for summer/fall*

Noon – 1:00 p.m. CST
Monthly CBAP Team Meeting
Virtual

January 31 – February 3, 2022
ANCW Annual Meeting
Cattle Industry Convention & NCBA Trade Show
San Antonio, TX

March 29-31, 2022
NCBA Legislative Conference
Washington, D.C.

April 26-28, 2022
General Assembly Meeting
US Roundtable for Sustainable Beef
Charleston, SC

December 2022 or January 2023
Certified Angus Beef Youth Beef Leaders Seminar
Wooster, OH

January 29-February 2, 2023
ANCW Annual Meeting
Cattle Industry Convention & NCBA Trade Show
New Orleans, LA

Quarterly Reports

- Template attached as separate document
- Due first week of April, July, October and January

Expense Reports

- Template attached as separate document



Quarterly Report

Due first week of April, July, October and January
Do not edit bold text

Name:

Month:

Expectation	Supporting Activity	Comments
Deliver a beef promotion activity on campus		
Deliver a beef promotion message to a group that is not directly related to beef/cattle industry		
Make social media posts on CBAP platforms		
Keep an electronic journal of photos from activities		
Participate in media interviews as scheduled		
Participate in monthly virtual meeting/conference call with teammates and Program Director		
Attend scheduled travel trips		
Work with teammates to develop a toolkit for the next CBAP team that will provide guidance through their year of service		
"Beyond the Barnyard" effort to reach audience that is not directly related to beef/cattle industry		

Additional comments:

Goals for next quarter:

ANCW Travel Expense Report

Name _____ **Date Submitted** _____
Address _____ **Authorized by** _____
Event and Date _____
Per Mile Reimbursement 0.535
Total Reimbursement Due \$0.00



Date	Description of Expense	Airfare	Lodging	Ground Transportation (Gas, Rental Car, Taxi)	Meals & Tips	Conferences and Seminars	Miles (Personal Car Only)	Mileage Reimbursement	Miscellaneous	Currency Exchange Rate	Expense Currency	U.S. \$
								\$0.00		1	USD	\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
								\$0.00		1		\$0.00
Total Mileage Reimbursement:								\$0.00	Total Reimbursement:			\$0.00

14 Mail to:
 15 16799 Prairie Circle
 16 El Reno, OK 73036
 17 Or Email to:
 18 jillworthington02@gmail.com
 19



American National CattleWomen | Collegiate Beef Advocacy Program Consent to Serve

The American National CattleWomen congratulate you on your achievement of being selected as a member of the Collegiate Beef Advocate Program team for September 1, 2022 - August 31, 2023.

For your service to the Collegiate Beef Advocacy Program (CBAP), American National CattleWomen (ANCW) will provide:

- \$2,000 scholarship to support your academic endeavors at your college/university upon fulfillment of all obligations.
- Certificate of Achievement identifying you as a National Collegiate Beef Advocate.
- Opportunity to develop your leadership and communication skills through activities in support of promoting beef.
- Reimbursement of travel expenses related to CBAP activities. *(You are expected to communicate travel plans and expenses to the Program Director before purchases are made. If you are unable to pay for travel related expenses at the time of purchase, arrangements will be made for expenses to be covered by the Program Director.)*

In support of this recognition ANCW will expect your participation and engagement in activities outlined by the CBAP Program Director. These responsibilities may include, but are not limited to:

- Attend the 2023 Cattle Industry Convention & NCBA Trade Show in New Orleans, LA.
- Deliver a beef promotion activity on your college/university campus.
- Deliver a beef promotion message/activity to a group that is not directly related to the beef or cattle industry.
- Make social media posts on CBAP platforms in collaboration with your teammates.
- Keep an electronic journal of photos from activities during your year of service.
- Submit quarterly reports (December, March, June, September) of activities to the CBAP Program Director.
- Participate in media interviews as scheduled.
- Participate in monthly virtual meeting or conference call with CBAP teammates and Program Director.
- Attend scheduled travel trips throughout the year.
- Pursue opportunities to deliver the beef message “beyond the barnyard” by connecting with a variety of organizations, interest groups and consumers.
- Work with teammates to develop a toolkit for the next team of Collegiate Beef Advocates that will provide guidance through their year of service.
- Clarify and discuss concerns, issues or questions with CBAP Program Director. If concerns persist include ANCW President, President Elect and Vice President in discussion.

National Collegiate Beef Advocate Code of Conduct:

- Conduct yourself in a professional and mature manner that reflects positively on ANCW and its community of stakeholders.
- Show positive regard for your teammates, Program Director and the ANCW community.
- Attire and personal presentation should always be professional when representing CBAP.

I understand if conduct occurs that does not represent ANCW favorably, the \$2,000 scholarship will be revoked and I will be dismissed from the team. _____

(Initial)

I acknowledge, accept and consent to my obligation to serve as a Collegiate Beef Advocate for American National CattleWomen. In addition, I hereby grant permission for ANCW, its representatives and authorized media organizations to print, photograph, and record me for use in audio, video, film, or any other electronic, digital and printed media.

Full Name _____

Mailing Address _____

Cell Phone _____

Email _____

Signature of Collegiate Beef Advocate

Date

Signature of CBAP Program Director

Date

Email completed form to ancw.cbap@gmail.com.

Acceptance/Denial Notice

Example Acceptance Notice

Good morning *insert applicants name*,

Congratulations! **You have been selected to serve on the 2021 National Beef Advocacy Team!** I am excited for the energy and ideas that you will bring to the program this year and I look forward to working alongside you as we share the positive message about beef.

Attached you will find a "Consent to Serve" form, which serves as your official acceptance to the team. Please read, sign and return by January 10th. Additionally, please send me a digital head shot photo to accompany press releases and other media announcements regarding your selection.

Other information requested at this time is your class/work/student activities schedule. When sending this please also identify for Monday-Friday what days/ times you are typically available throughout the week. Please also indicate when your University spring break is. This will allow me to plan our monthly meetings for the spring semester. Please have this to me by Jan. 10 as well.

Moving forward, I will get a Zoom meeting scheduled in January for myself and the new team to be able to meet. At this meeting I'll share additional dates that you can add to your calendar as travel for CBAP. During this meeting we'll also review other onboarding information that will help prepare you for what to expect as a CBAP team member.

Again, congratulations on being selected to serve on the 2021 Collegiate Beef Advocacy Team. I look forward to working with you!

Example Denial Notice

Dear *insert name*,

Thank you for the effort you put in to completing the application for the Collegiate Beef Advocacy Program (CBAP). Our selection committee and interview team appreciated learning more about you and your enthusiasm for the beef industry.

Unfortunately, you were not selected to move forward with the program.

We encourage you to continue developing your leadership experiences and investing in the beef industry as you have been. Good luck on your spring semester and future endeavors.

Applicant Scorecard

CBAP Application & Interview Score Card

Applicant name: _____

Application Scoring

Guideline (total points possible)	Notes	Points earned
Application & cover page (5)		
Resume (5) <i>Highlights beef/ag industry involvement, collegiate activities, organizations, campus events, work/internships, certificates, trainings</i>		
Biography (5) <i>< 250 words, third person</i>		
Essay (10) <i>< 500 words, describe interest, connection and accomplishments within beef/ag industry</i>		
Campus event (10) <i>Conduct on-campus beef promotion activity playing a key role OR present detailed plan of proposed activity.</i>		
Social media (10) <i>Ideas of two projects to execute targeting collegiate audience to share beef message.</i>		
Two recommendation letters (5)		
MBA & BQA certifications (5)		
YouTube video (5) <i>4 minute video- what is the role of a CBA, why are college students essential members of the beef community, what unique qualities would you bring to the CBAP team.</i>		

Total points possible: 70

Total points earned: _____

Applicant name: _____

Interview Scoring

Attributes (total possible points)	Notes	Points earned
Verbal communication (10) <i>Tone, volume, confidence</i>		
Personal appearance (10) <i>Professional, polished, poised</i>		
Ability to answer questions (10) <i>Concise, articulate, provides answer</i>		
Existing industry knowledge (10) <i>References past industry experiences/involvement</i>		
Interpersonal/team skills (10) <i>Self-awareness, ability to contribute to team dynamic, coachable</i>		
Approach to the work to be done (10) <i>Innovative, logical thought processes, demonstrates initiative</i>		
Enthusiasm for role (10) <i>Genuine interest in serving on team/committing time and effort to the role</i>		

Total points possible: 70

Total points earned: _____

OVERALL SCORING

Application

Total points possible: 70

Total points earned: _____

Interview

Total points possible: 70

Total points earned: _____

Combined total points possible: 140

Combined total points earned: _____

On Campus Event Planning Matrix



On-Campus Event Planning | Submitted By: _____

Event Name:	Event Date and Location:
Is this in conjunction with an existing event (Welcome Week Activities, Alumni Weekend, etc.)? If yes, explain:	Event Host(s) (such as Collegiate Cattlewomen, Block and Bridle, etc.):
What permissions are needed from campus to host event:	Attendance goal:
Describe the general concept of your proposed event:	
How many volunteers will be needed and how will you secure the necessary volunteers:	How will CBAP be recognize or promoted at the event:
Explain how the event fulfills CBAP’s mission of sharing the positive story of beef with your peers. Include how this event reaches “beyond the barnyard”:	
Giveaway item(s) for attendees:	Will giveaway items need to be purchased or will they be donated? Are they existing or need to be created?:

Event Budget

Item	Cost	Funded by (donation, cohosting group, or CBAP)
Event registration fee		
Venue		
Event promotion (flyers, social media promoted posts, etc.)		
Giveaways (recipes, swag, etc)		
Food (non-meat)		
Meat		

Total cost: _____

Total contribution from donations/sponsors: _____

Total contribution from cohost group: _____

Total contribution from CBAP: _____

Participant Selection Press Release



FOR IMMEDIATE RELEASE

Contact: Kristi Sproul; Program Director, Collegiate Beef Advocacy Program

Email: ancw.cbap@gmail.com

Phone: 405-564-3414

National Cattlewomen Name Collegiate Beef Advocacy Program Winners

FEBRUARY 1, 2022 – Developing beef advocates and leaders for the cattle industry is the goal of the Collegiate Beef Advocacy Program. Hosted by American National Cattlewomen, 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. Through this program participants will be enabled to become an integral voice for the beef community.

Two winners of the Collegiate Beef Advocacy Program selected for 2022 are Ms. Hailey Davis, Woodruff, UT and Ms. Bailey Rogers, Armington, IL. The announcement of the winners took place during the ANCW annual meeting held in Houston, Texas February 1, 2022.

During their year of service, the two recipients will host a beef advocacy program on their college campus, engage in social media efforts promoting beef, and pursue opportunities to connect with peers by sharing the positive story of beef. The students will also travel the nation to participate in industry events. Each winner will earn a \$2,000 scholarship.

Davis is an Agribusiness major with a minor in Animal Science at Utah State University in Logan. She is a former Utah Beef Ambassador. Ms. Davis calls her families cow-calf ranch in northern Utah home. She is the daughter of Jared and Jeni Davis.

Rogers is an Animal Science and International Studies double major with a minor in Extension Education at North Dakota State University (NDSU) in Fargo. She is an active member of NDSU Collegiate CattleWomen and Saddle & Sirloin. Ms. Rogers family has a cow-calf operation in central Illinois. She is the daughter of Clint and Monica Rogers.

American National Cattlewomen, Inc., consists of thousands of members from across the United States and has a 70-year history of uniting women in agriculture to focus on its core concepts of beef promotion, education, and legislation. For more information about ANCW, including how to join, visit ancw.org. For more information about the Collegiate Beef Advocacy Program email program director Kristi Sproul at ancw.cbap@gmail.com.

Photo caption: The 2022 winners of the Collegiate Beef Advocacy Program are Hailey Davis, Woodruff, UT and Bailey Rogers, Armington, IL. Each recipient receives a \$2,000 scholarship. Pictured L-R: Hailey Davis, Bailey Rogers and Kristi Sproul, Program Director.

Social Media Toolkit

Collegiate Beef Advocacy Program | 2022 Social Media Toolkit

General Social Media Tips:

- Make time for CBAP, make it a priority, schedule enough time to develop and edit social media content. It really does not take long to get something done, and is far less stressful to post when content is planned.
- Plan, plan, plan ahead. When planning social media content each month, create a spreadsheet or a form that you can plan and write future social media content on and delegate who posts when. At the same time, give yourself grace when you can't prepare everything in advance. Some weeks you'll have time to create original content and some weeks you will share posts from existing accounts. Being a college student can involve juggling a lot of roles, so use your time as efficiently as you can.
- Adobe Illustrator, Adobe InDesign and Canva are great design tools for social media content.
- Stay in near constant communication with your CBAP team members and director with new ideas and questions. Try to respect one another's busy schedules and evenings, but don't hesitate to reach out if it's urgent.
- Pay attention to what posts are receiving the most engagement on social media accounts. Regularly schedule that type of content and test new content ideas every now and then. A 4:1 ratio of regular and new content is a good measuring tool.
- Set a few hours aside to write up and create all the content you are going to post during the week. Then on each day you have scheduled your post you can simply copy+paste your text and share your images and you're good to go! You can save time during the week, and it won't be a chore during busy hectic days (Cause all you have to do is click share!)
- Interact with comments, interact on stories, try and boost engagement. 5-15 min a day is better than nothing.
- TAKE LOTS OF PICTURES!!

Target Audience

Who are they?	<i>(E.g. job title, age, gender, salary, location, etc.)</i> •
What are they interested in that you can provide?	<i>(E.g. entertainment, educational content, case studies, new products, etc.)</i> •
Where do they usually hang out online?	<i>(E.g. Facebook, Instagram, etc. or niche platforms)</i> •
When do they look for the type of content you can provide?	<i>(E.g. weekends, during their daily commute, etc.)</i> •
Why do they consume the content?	<i>(E.g. to get better at their job, to become healthy, to stay up to date with something, etc.)</i> •
How do they consume the content?	<i>(E.g. read blogs, listen to podcasts, watch videos, etc.)</i> •

Hashtags

Photo Filter

Suggest using Adobe LightRoom app

Tone

Frequency of Posts

Schedule posts using Meta Business Suite (accessed through Facebook)

- Follow "schedule" tab

Topics

(Topic or message of the content we share)

Timing of Posts

Content Calendar

The content calendar serves as a tool for team members to maintain consistency with their posts objective, tone and purpose. It is important to fill out the calendar before monthly meetings because Kristi will want to review it at the monthly meeting. This Google spreadsheet worked well for our team, but feel free to format a content calendar that is better suited for the current team.

2:22 PM Fri Dec 17 100%

CBAP Social Media Content Calendar

	A	B	C	D	E	F	G	H
1	Date	Deliverer	Topic/Caption	Media (image, infographic)				
2	September 5, 2021	Kathryn						
3	Facebook		Ag Olympics w/ Cattlewomen	Photo				
4	Instagram		Ag Olympics w/ Cattlewomen	Photo				
5	September 6, 2021	Kathryn						
6	Facebook		Labor Day Post	Photo				
7	Instagram		Labor Day Post	Photo				
8	September 7, 2021	Kathryn						
9	Facebook		Beef Nutrition Fact	Share				
10	Instagram		Beef Nutrition Fact	Share				
11	September 8, 2021	Kathryn						
12	Facebook		Beef Recipe from website	Share				
13	Instagram		Beef Recipe from website	Share				
14	September 9, 2021	Carli	Ag in the Classroom					
15	Facebook			Photo				
16	Instagram			Photo				
17	September 10, 2021	Kathryn						
18	Facebook		Regional Update? Drought	Photo				
19	Instagram		Regional Update? Drought	Photo				
20	September 11, 2021	Kathryn						
21	Facebook		Day in the Life: Vaccinating Calves	Photo				
22	Instagram		Day in the Life: Vaccinating Calves	Story/Grid Photo				
23	September 12, 2021	Carli						
24	Facebook							
25	Instagram							
26	September 13, 2021	Carli	Cook with Beef - safety tips					
27	Facebook		Beef is a nutritious protein that needs to be prepared safely before you serve it for yourself, your family and your friends. This webpage from "Beef. It's What's for Dinner" outlines how to make smart, clean decisions from the grocery store to your dinner table. #beefadvocates #beef4generations #beefitswhatsfordinner	Link				
28	Instagram		Beef is a nutritious protein that needs to be prepared safely before you serve it for yourself, your family and your friends. This webpage from "Beef. It's What's for Dinner" outlines how to make smart, clean decisions from the grocery store to your dinner table. #beefadvocates #beef4generations #beefitswhatsfordinner	Link				
29	September 14, 2021	Carli	Advertise On-Campus Event					
30	Facebook		For my campus event, I will be sharing the positive message of how beef is essential for a healthy body and diet! Beef snacks will be passed out to students on their way to our campus's wellness facility. We look forward to a day full of delicious beef and connecting with consumers! See ya September 28! #beefadvocates #beef4generations #beefitswhatsfordinner	Photo				
31	Instagram		For my campus event, I will be sharing the positive message of how beef is essential for a healthy body and diet! Beef snacks will be passed out to students on their way to our campus's wellness facility. We look forward to a day full of delicious beef and connecting with consumers! See ya September 28! #beefadvocates #beef4generations #beefitswhatsfordinner	Photo				
32	September 15, 2021	Carli						
33	Facebook							
34	Instagram							
35	September 16, 2021	Carli						
36	Facebook							
37	Instagram							
38	September 17, 2021	Carli	Answering the question: Why is beef good for you?					
39	Facebook			Infographic				
40	Instagram			Infographic				
41	September 18, 2021	Carli						
42	Facebook							
43	Instagram							
44	September 19, 2021	Kathryn						
45	Facebook							
46	Instagram							

☰ |e| July | NCBA | August | **September** ▼ | October | November | December | +

Use this worksheet to define your team's goals and objectives for the year.

SOCIAL MEDIA MARKETING STRATEGY WORKSHEET

What have we done in the past?

Look at previous social media performance and consider:

- **Profile health:** username, profile completeness, profile photos, cover photos, page info, tabs, etc.
- **Branding:** describe the current branding or lack thereof and strengths and weaknesses
- **Audience:** who is the audience for this platform; does this match the target audience the page *wants* to reach?
- **Content:** what are they posting; when they are posting; what is working; what isn't working; are they following best practices; do they interact with other brands or pages; etc.?
- **Recommendations and comments:** what should continue; what needs to change; what can be improved, how can the organization leverage trends for this platform, etc.?

Why do we want to be on social media?

Awareness objectives: Get your message in front of as many people as possible. (Metrics: fans/followers, reach, views, etc.)

Engagement objectives: Encourage interaction with your content. (Metrics: reactions, comments, video views, clicks, mentions, hashtags)

Conversion objectives: Drive specific action from a social media user. (Metrics: the number who complete this action (typically takes place OFF of social media). Sales, reviews, opt-ins/signups)

Our social media goals are:

Content Strategy

What is the *purpose* of the content?

- To inform
- To entertain
- To connect

What types of content should you post? What topics? What categories? (*Examples: Sharing knowledge/curating content, Storytelling, Quotes and motivation, Promotional posts, Holidays, User-generated content, Events and announcements*)

- (Type 1)
- (Type 2)
- (Type 3)

What media format will you use? (*Examples: Links, Videos, Images, Reshares, Plain-text updates, Stories, etc.*)

*Consider the 4:1 Strategy: Choose a “staple” update, a single type that will make up the majority of your shares. Create a 4:1 ratio of sharing: for every four “staple” updates, publish one different type for variety)

- (List here)

CONTENT CATEGORIES:

Spring Training Schedule

CBAP Spring Training 2022 | Oklahoma City

Thursday, March 24

Attire: CBAP button down shirt with dark jeans and closed toe shoes/boots.

Evening attire: Snappy casual for dinner.

7:30 – 9:00 a.m.	Breakfast, tour of Oklahoma National Stockyards and industry discussion with Kelli Payne Oklahoma National Stockyards Board Room
9:00 – 10:00 a.m.	Media Training with Nikki Snyder Oklahoma National Stockyards Board Room
10:00 - Noon	Beef Nutrition with Sheri Glazier Oklahoma National Stockyards Board Room
Noon - 1:30 p.m.	Lunch Cattlemen’s Steakhouse
2:00 - 3:30 p.m.	Legislative Training with Michael Kelsey TBD
4:00 - 5:45 p.m.	CBAP Project Planning VRBO
7:00 p.m.	Dinner at Red Prime Steak with Tammi Didlot

Friday, March 25

Attire: Jeans and gray CBAP ¼ zip pullover. Closed toe shoes required.

Breakfast at the VRBO or drive-thru

8:00 a.m.	Check out of VRBO and depart for Ralph’s Packing Company
9:00 – 10:30 a.m.	Beef Packing Industry Overview with Jake Nelson Ralph’s Packing Company Perkins, OK
11:00 a.m.	Lunch at Eskimo Joes Stillwater, OK
	Walking tour of Oklahoma State University campus if time allows
2:27 p.m.	Bailey and Hailey depart Stillwater Regional Airport