

California Polytechnic State University, San Luis Obispo Agriculture Ambassador

Program of Work

A Senior Project

presented to

the Faculty of the Agricultural Education and Communications Department California

Polytechnic State University, San Luis Obispo

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science

by

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Abstract

The purpose of this project is to help the Cal Poly Ag Ambassador Program bridge the continuity gap from year to year by providing a comprehensive roadmap of the responsibilities Ag Ambassadors take on year to year. The program of work for Ag Ambassadors that was developed through this project will help the future generations of ambassadors continue the long standing traditions and legacies of the Ag Ambassadors, which has been a premier program at Cal Poly since 1989. The program of work has been designed to mold and change as the program grows, or changes are made to university procedures. With this program of work, students and advisors will be able to fully understand the scope of work intended for the Ag Ambassadors.

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Chapter One

Introduction

The Cal Poly Agriculture Ambassadors has been a long-standing student organization at California Polytechnic State University, San Luis Obispo (Cal Poly). Their mission is to promote agriculture, Cal Poly, and higher education. The Ag ambassadors travel all over California representing Cal Poly's College of Agriculture, Food & Environmental Sciences. Ag Ambassadors provide tour assistance to the deans' office and any prospective students interested in Cal Poly's College of Agriculture, Food and Environmental Sciences.

The Ag Ambassadors provides excellent leadership, communication, and personal development to its members. The club is comprised of a mix of students throughout the 10 different departments of the College of Agriculture, Food & Environmental Sciences. The organization has a seven-member leadership team, plus one or two advisors that aid in conducting business of the organization.

Due to the high volume of activities conducted by the Ag Ambassadors year to year, the absence of an Ag ambassador program of work adds dysfunction. In order to conduct a smooth transition from one year to the next, an Ag Ambassador program of work should be established. An Ag Ambassador program of work would help the continuity from year to year due to the large turnover rate of students year to year.

Statement of the Problem

Due to an upcoming transition between advisors, the Ag Ambassadors have found it extremely taxing to conduct a proper transition. Therefore, an Ag Ambassador program of work needs to be established in order to conduct a thorough transition between advisors and the leadership team. The advisor plays a crucial role in the operation of the Ag Ambassador organization, and will need direction in order to complete leadership development for its students, and the high volume of activities conducted by the Ag Ambassadors.

Importance of the Project

The project will serve a vital role in the continuing legacy of Ag Ambassadors on Cal Poly's campus. It will provide the direction necessary for all future Ag Ambassador leaders and advisors.

Purpose of the Project

The purpose of the project is to create a program of work for the Ag Ambassador student organization that will act as a road map for the organization. As the Ag Ambassadors approach a tremendous transition year; the organization will need something to give them direction, purpose, and guidance in order to accomplish the volume of activities and continue the legacy. The program of work will outline activities the organization has had a history with, and will detail how to accomplish specific activities. The program of work will also provide guidance to leadership,

communication, and personal development for the student members. The program of work will provide contacts, and pertinent information that the Ag Ambassadors will need in order to complete a successful academic year.

Objectives of the Project

The objectives to accomplish the devised plan of this project are to:

1. Gain knowledge of an accurate and effective program of work for a successful organization.
 - Literature review and research
1. Develop the idea of the Ag Ambassador legacy, and provide context on how to continue that.
2. Construct a program of work, which details the volume of activities the Ag Ambassadors complete within one academic year.
3. Devise organization information.
 - Mission of the Organization
 - Vision of the Organization
 - Student Development
 - Leadership Team Job descriptions

Definition of Important Terms

Cal Poly Agriculture Ambassadors - Recognized student organization on the Cal Poly campus

The Advisor - Faculty volunteer from Cal Poly to guide and provide advice to Cal Poly Agriculture Ambassadors

Cal Poly – Stands for California Polytechnic State University, San Luis Obispo, which is part of the California State University system.

College of Agriculture, Food & Environmental Sciences (CAFES) – Is one of six academic colleges on Cal Poly's campus and is comprised of ten departments and sixteen majors.

Program of Work – A written document outlining the activities of a program or organization.

Summary

The Ag Ambassador student organization is approaching a transition year. The symbolic torch is being passed to the next generation. However, the legacy of Agriculture Ambassadors needs to continue in order for the organization to succeed. Creating a program of work will aid in that transition and foster a successful academic year. The Ag Ambassadors promote Cal Poly all over California, as well as to prospective students that come to campus. The Ag Ambassadors need to stay organized in order to promote Cal Poly effectively, and a creation of an Ag Ambassador program of work is essential for organization.

Chapter 2

Review of Literature

The purpose of this project is to provide a program of work for continuity and sustainability of the Agriculture Ambassador program at California Polytechnic State University, San Luis Obispo (Cal Poly). The review of literature will explain the essential components of an effective program of work.

Program of Work

A program of work is the core of any club or organization as it provides the 'action plan' from year to year. In a post-secondary education setting, the high turnover of organizational leadership is a challenge; therefore, providing a program of work for the organization is essential for continuity purposes (National Program of Work).

The design and implementation of a program of work allows opportunity for leaders of the organization to develop planning skills and strategies. It can also help define the organization's goals and appropriate action steps needed to meet the defined goals (South Dakota FFA).

A program of work for the Cal Poly Agriculture Ambassadors will set the stage of annual activities and events the ambassadors participate in.

An Effective Structure

SkillsUSA, a national program that promotes occupational skills throughout the United States, provides a program of work outline for its local chapter affiliates. All SkillsUSA chapters must have a program of work these seven components: Professional Development, Community Service, Employment, Ways and Means, Competitions, Public Relations, and Social Activities (National Program of Work). In a sample program of work provided by SkillsUSA, the seven program areas were used as headings and a goal was developed for each one. Once the goal was stated, the proceeding text outlined how the goal was going to be attained (SkillsUSA, Sample POW).

Similarly to SkillsUSA, the National FFA Organization also promotes the development of a comprehensive program of work as a tool for success. A local FFA chapter program of work needs to encompass student development, chapter development, and community development (FFA Chapter Sample Documents). In a sample program of work form a local FFA chapter, the three components, student, chapter, and community development, are not used in the document as headings. Instead, the sample program of work showcases headings that pertain to only that local chapter (Firebaugh FFA). However, in the sample, there is clear evidence of student, chapter, and community development sporadically throughout the document. In contrast, to SkillsUSA, the FFA program of work also consisted of their chapter bylaws/constitution, as well as the national creed.

Industry Program of Work

The Cal Poly Agriculture Ambassadors are not the only organization of its kind. Most post-secondary institutions with an agriculture program have an affiliated ambassador group.

Hartnell College, a community college in Salinas, CA has a very active ambassador group; however, their organization does not follow a comprehensive program of work. They have developed bylaws for their organization as well as a defined responsibilities guide for their officers, which is used in lieu of a program of work (A. Graham, personal communication, March 5, 2015). Similarly, Kansas State Ag Ambassadors do not follow a comprehensive program of work either; they have developed a transition plan instead where new officers' shadow outgoing officers for a month before the official transition occurs (B. Brown, personal communication, March 5, 2015). The Aggie Ambassadors of UC Davis do not have any formal documents outlining their organization (K. Robinson, personal communication, March 10, 2015). California Polytechnic State University Pomona, California State University Stanislaus, and Oregon State University, never responded to communication efforts. Throughout the agriculture ambassador programs, there is a wide variety of how program of works are used and how continuity is bridged from year to year.

Format

According to “How to Write a Usable User Manual” by Edmond H. Weiss, a manual or user guide should contain three functions: instruction, reference, and motivation (Weiss). The instruction piece is a teaching component, helping the reader understand the operation of the organization. The reference component of the manual provides tools, definitions, and facts that the reader would not normally memorize. Finally, the motivational component grabs the reader’s attention and puts the organization in a positive light (Weiss).

In the creation of a program of work four goals need to be outlined within the document. First, availability which simply is a document that is available to anyone who may need the contents. Second is suitability, the information needs to be presented in a format that is understood by the reader. Cryptic text and unusable information is not suitable to the reader. Third is accessibility, where the information needs to be extremely organized so the reader can find information quick and effectively. The fourth goal is readability, where the reader can understand the information easily (Weiss).

Conclusion

Ultimately a comprehensive Ag Ambassador program of work is a unique form of organization throughout ambassador organizations. With structural help from the National FFA, SkillsUSA, and Edmond Weiss a useful document can be created. This

document will ultimately help in the bridging of continuity between student leaders and advisors.

Chapter 3

Methods and Materials

In order to create a comprehensive Ag Ambassador program of work the first step is industry consultation, and research on what other ambassador groups are using for their organizations in terms of programs of work. Then, discussions with current and former advisors to Cal Poly Ag Ambassadors are needed to incorporate pertinent information needed from year to year. Current and past advisors can help address the issue of continuity from year to year. Next, the organization and research of internal documents needs to occur in order to incorporate them into the project.

Once the information is collected research needs to be conducted on how to create a user-friendly program of work. Once the program of work is created the review and revision of segments begins. Once the project has been reviewed a finished product will be published.

Industry Consultation

Six other ambassador groups around the country and state were consulted for this project. The first was Hartnell College Ag Ambassadors from Salinas, CA, which offered their program of work consisting of their bylaws and officer responsibilities. The advisor uses the organization program of work and institutional knowledge to address the issue of continuity.

Kansas State Ag Ambassadors were also consulted. They have an internal transition program used to bridge the gap from year to year. They also have a revolving advisor.

The Aggie Ambassador program at UC Davis was also contacted. They explained they do not operate with a program of work, but instead have a full time advisor, and their program is outlined in the job description of the advisor.

Oregon State Ambassadors, CSU Stanislaus Ambassadors, Cal Poly Pomona Ag Ambassadors and Fresno State Ambassadors were all contacted and did not respond.

Former and Current Advisors

Former Ag Ambassador advisor, Bob Cummings, was consulted on this project. The most important element for him as an advisor was a calendar of events. In the creation of this program of work, there will be a list of events with contacts and procedures outlined.

Dr. Joe Sabol, the founding Ag Ambassador advisor, was also contacted for this project and his main point was to maintain student leadership. He stressed the importance of the “Dale Carnegie Public Speaking Series,” a cornerstone of Ag Ambassadors. Dr. Sabol wants to make sure from year to year we develop not only spokesman, but also leaders.

Dr. Bill Kellogg, current advisor, also reached out to me adding his thoughts, which mostly entailed volunteer appreciation. He is so proud how students

volunteer their time for this organization, and that needs to be backed up by appreciation. When putting the program of work together, I added the 'Advisor Message' section, which will, encompasses the importance of appreciation.

Internal Documents

Cal Poly Ag Ambassadors are fortunate enough to have an office on campus, which houses drawers of documents from years past. In collaboration with the current office coordinator, I went through all the documents, finding the official history of the organization, bits and pieces of job responsibilities, a half finished program of work, procedures for events, business cards, and other documents to help make a comprehensive program of work.

Once all the documents are found the review process takes place. In review of all the documents, the pertinent information is retained to incorporate in to the program of work, for example, the procedures found will help in developing a list of events.

User-Friendly Program of work

According to "How to Write a Usable User Manual" by Weiss (1985), a manual or user guide should contain three functions: instruction, reference, and motivation. Conducting research in the "How to Write a Usable User Manual" book will be essential as to how to put all the information together and in a user-friendly format.

SkillsUSA and the National FFA organizations were both consulted on this project to try and find out if they had any templates for program or chapter program of works. The National FFA offered a program of work from Firebaugh High School in California as an example for other chapter advisors. While the SkillsUSA program actually publishes an outline of what their program manuals should look like. With both these tools, the efficient and relevant pieces can be incorporated into this program of work.

Mr. Jerry Clark, former advisor to Cal Poly's CFFA organization offered his program of work as a tool, which provides help on how they present their information.

Review and Revise Process

Once the project is complete, a review and revise process will be initiated. I hope to have the current advisor to Ag Ambassadors review it to make sure all the information is relevant and usable by an everyday faculty member. I also hope to have a third party faculty/staff member review it to see if the information is clearly presented and usable, as someone not familiar with Ag Ambassadors could be using this project. That third party review is going to be crucial, and it exemplifies the importance of my advisor for this project, Mrs. Erin Gorter.

Conclusion

These components will need to come together to develop a comprehensive a program of work for Ag Ambassadors. The industry and advisor consultation will be crucial as their knowledge is so relevant to this project.

One of the positive outcomes of this project is consolidating all the internal documents that have been floating in an office the past 20 years. Once this program of work is complete it will be a one-stop shop, and it will be the first step to getting physically organized.

Bringing in outside professional research on how to develop a program of work is vital as that research will give this program of work major credibility. It will also help in the organization of a lot of information. The components of this project will come together to ensure a quality program exists for future students of Cal Poly.

Chapter 4

Results and Discussion

The Ag Ambassador program of work has been compiled into a 30 page document. The document outlines: a past advisor message, history of the organization, roles and responsibilities of officers, the recruitment process, meetings, budget, tour details, and a calendar of events. The document will be presented in this report via the above the outline.

2015

Cal Poly Agriculture
Ambassadors

Jake Odello

[PROGRAM OF WORK]

This document is intended to be used as a guide to the future of the Agriculture Ambassador Organization. This comprehensive manual will help future advisors and officers execute the roles, responsibilities, and events of the organization.

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Official Agriculture Ambassador History

Agriculture Ambassadors was founded in the spring of 1989. The group of fifteen wrote the bylaws, obtained a charter, and attended the first fall retreat. Since 1989, the number of Ag Ambassadors selected per year is between 24 and 30 depending on the applicant pool.

The idea of student recruiters comes from the age-old sales technique of using the happy customer to promote one's product. A "happy freshman on a Friday afternoon" conveys volumes to prospective students that could never be contained in a brochure.

As stated by Joe Sabol, founder, "Ag Ambassadors provide the colleges and universities with a well-trained current 'satisfied customer.' They give personal testimony and bring it to the audience alive and in color! They are different from a flyer, web page, and a form letter. They respond to questions with a genuine smile."

The principle is simple: A brochure can be thrown away without a glance, but a face to face encounter with someone who is happy with his/her choice and who takes the time to talk with a student personally is a memorable experience.

An important tradition of Ag Ambassadors is the signature shirt...the Ag Ambassadors Green Shirt, presented to new ambassadors upon completion of the fall retreat. Ambassadors understand the philosophy of the organization and make a commitment to respectfully and honestly represent Cal Poly and the organization, whether on-campus or at a venue anywhere in the nation.

Through the years, there have been several different colors of the Ag Ambassador shirt. The first shirt was white with buttons, a collar, no name, and instructions that it be worn with a tie. That only lasted for one year! In year two, the group decided on blue polo shirts, which were very nice until the trip to Modesto JC where their ambassadors wore blue polo shirts. The next year the box was opened at the retreat and the shirts were red. Fresno already had red shirts. Finally came the green shirt, representative of one of Cal Poly's colors.

It is true; there is a philosophy that belongs to the Ag ambassadors that is uniquely different from any other organization.

Mission: It is the mission of the Ag Ambassadors to take a personal approach to providing recruitment, outreach, and positive public relations for, in this order, Higher Education, Agriculture, and Cal Poly through well-trained student recruiters.

Vision: The future of Ag Ambassadors is closely linked to the future of agriculture. As the face of agriculture changes, the face of Ag Ambassadors will change as well. It almost goes without

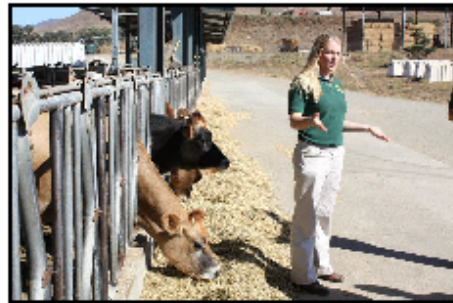


saying that links will be maintained with Cal Poly's traditional clientele – the high schools and community colleges with agriculture programs throughout California. The changes that will occur involve the attempt to reach groups of students who do not know about agriculture and the opportunities therein. Many of these students are from urban areas and know little except the negative stereotypes of agriculture or are from underrepresented groups and think of

hard manual labor when agriculture is mentioned.

It is necessary to stress the non-conventional areas of the agriculture industry as potential career choices. In addition to crops and animals, the "New Agriculture" is composed of environmental horticulture, agriculture engineering, agribusiness, and biotechnology.

The difficulty is in finding the ideal age to seek out these groups of potential students. Targeting high school students is a traditional form of recruitment, but often by the time students have reached high school, most of their values and beliefs have already been formed. In many cases it would take a complete paradigm shift to convince these non-traditional students a career in agriculture is something they should consider. By targeting a younger set of students, the perception of agriculture can be brightened so that when a student is choosing a career path in high school an agriculture occupation can be seen as having serious potential. Ag Ambassadors is a small part of this very large effort to improve the image of agriculture. By working in partnership with programs such as Ag in the Classroom and California Farm Bureau, these connections can be made at a younger age.



Cal Poly Agriculture Ambassadors Officer Duties

President

- **Weekly General Meetings**
 - Facilitate Meeting
 - Make sure location is accessible
 - Provide appreciation to those that completed tours
 - Make sure the tone of the meeting is always positive and motivational
- **Weekly Officer Meetings**
 - Facilitate Meeting
 - Create Agenda with consultation from Advisor
 - Develop a system for delegating tasks
 - Build consensus with the officers on decisions for the organization
- Serve as the volunteer coordinator for multiple events in consultation with Office Coordinator
- Represent Ag Ambassadors to CAFES deans' office, Campus Administration, Faculty/Staff and ASI
- Develop communication pattern with advisor
- Serve as a liaison/point person for the advisor
- Initiate Official Ag Ambassador Recruitment
- Develop a tour training, and Ag Ambassador retreat

Vice President

- **Weekly General Meetings**
 - Facilitate Meeting in the absence of the President
 - Make sure the tone of the meeting is always positive and motivational
 - Secure/Confirm weekly guest speakers from CAFES or campus community
 - Introduce all guest speakers at meetings
 - Lead activity/discussion in the absence of a guest speaker
- **Weekly Officer Meetings**
 - Facilitate Meeting in the absence of the President
 - Create Agenda in the absence of the President
 - Follow leadership style of the President
- Assist officer team with annual Ag Ambassador and officer team recruitment
- **Activity Responsibility**
 - World Ag Expo
 - CAFES Open House Liaison
 - FFA State Finals Lunch
 - End of the year banquet

Secretary

- Weekly General Meetings
 - Take detailed minutes
 - Maintain meeting sign-in sheet
 - Delegate breakfast and warm-up responsibility
 - Maintain breakfast supplies (i.e. napkins, plates, folks, spoons)
- Weekly Officer Meetings
 - Take detailed minutes
- Activity Responsibility
 - Ag Ambassador Extravaganza
 - FFA State Leadership Conference
 - End of the Year Banquet
- Maintain Communication with campus Ambassador groups

Treasurer

- Manage the ASI/Deans' Office account funds
- Submit receipts to ASI/Deans' Office and reimburse members for approved expenses incurred for Ag Ambassador events in a timely manner
- Develop the annual budget in consultation with the deans' office and advisor
- Maintain communication with ASI
- Initiate charter renewal process with ASI
- Update all members on the status of the budget
- Submit payment form for any CAFES Council Event

Ag Council Representative

- Serve as the primary liaison between Ag Ambassadors and CAFES Student Council
- Represent the Ag Ambassador voice at CAFES Council
- Attend weekly Ag Council meetings
- Maintain record of CAFES Council points earned
- Activity Responsibility
 - Coordinate Ag Ambassador "Club of the Week" displays/presentation
 - Farm City Nights
 - CAFES Council Sports Days
 - Ag Olympics
 - Any other CAFES Council event

Publicity Director

- Publicize Agriculture Ambassadors
- Maintain Facebook and social media sites
- Develop a process of storing and taking photos of all events
- Publicize all elements of the Ag Ambassador Recruitment process
- Develop a marketing campaign/theme for the year with accompanying flyers, posters, and memorabilia.
- Update and maintain Agriculture Ambassador bulletin board in Building 10
- Activity Responsibility
 - Document all Ag Ambassador Events
 - Publicize all events to attract the campus community

Office Coordinator

- Weekly General Meetings
 - Responsible for the printing of the agendas
 - Bring all sign-up sheets for upcoming tours and events
 - Print and distribute monthly calendar, which will serve as a nice visual for members
- Weekly Officer Meetings
 - Bring any tour or event requests to officer team
- Scheduling Tours
 - Field and maintain record of tour requests
 - Be the communication liaison between groups and ambassadors
 - Confirm tour with unit manager when appropriate (i.e. Large group tours)
 - Responsible for keeping track of individual ambassador tour hours
- Scheduling Events
 - Work with advisor to make sure booth space has been requested
 - Work with advisor, and deans' office to generate a general layout of booth space
 - Work with ambassadors to make sure volunteers are at each event
 - The officer team and office coordinator should coordinate any set-up or tear down
 - If activity chairs are appointed for a specific event, responsible for follow up
- Work Hours
 - Maintain a weekly record of hours worked on behalf of Ag Ambassadors
- Contact List
 - Responsible for keeping the ambassador contact list up to date.
 - Make sure to keep track of alumni contacts
 - Keep record of unit managers, department head, and deans' office contacts
- Recruitment
 - Update official applications and set-up official interview panels with officers and faculty
 - Set recruitment calendar and deadlines

Advisor

- The advisor(s) supports the mission and vision of Ag Ambassadors while primarily assisting in event, tour and meeting coordination. The advisor(s) also serve as the primary facilitator of leadership development.

Dr. Bill Kellogg, Dept. Head AgEd & Communication, 2014-2015
Mr. Bob Cummings, Lecturer, AgEd & Communication, 2006-2014
Dr. Ben Burgoa, Professor, BioResource & Ag Engineering, 2008-2012
Dr. Leanne Berning, Professor, Dairy Science, 2002-2006
Mr. Marcus Yasutake, Irrigation Training & Research Center, 2002-2003
Ms. Carolyn Jones, CAFES Career Counselor, 1997-2006
Dr. Ken Solomon, Dept. Head BioResource & Ag Engineering, 1997-1999
Dr. Mark Zohns, Professor BioResource & Ag Engineering, 1992-1996
Mr. Mike Zohns, Professor BioResource & Ag Engineering, 1992-1996
Dr. Joe Sabol, Professor, AgEd & Communication, Founder, 1989-2002



Agriculture Ambassador Recruitment Process

In order to be considered as an official Agriculture Ambassador, you **MUST** meet the following requirements:

1. Be enrolled in the College of Agriculture, Food, & Environmental Sciences or have an agriculture-related career objective.
2. Have attended Cal Poly for at least two quarters.
3. Have a cumulative Cal Poly GPA of 2.50 or greater or a major and support courses GPA of 2.80.
4. Attend and **SIGN IN** at a minimum of five general Agriculture Ambassadors meetings.
5. Have participated in at least five hours of work activity with the Agriculture Ambassadors, including a minimum of one tour.
6. Obtain the Agriculture Ambassadors Advisor's signature – only after packet is complete!
7. Complete the official Ag Ambassador application (Must be typed to be considered) including two letters of reference from Cal Poly faculty members (reference forms are included). These letters must be sealed in individual envelopes with the recommender's signature across the envelope seal.
8. Be able to attend a formal interview with current Agriculture Ambassadors, Advisors, and Cal Poly faculty
9. If accepted, be able to attend the training retreat during Fall Quarter.

The recruit process will be initiated by the President, and the recruitment calendar developed at an officer meeting with consultation from advisor. The recruitment process can be up to four weeks long.

- A. Revise and Review the application packet with officer team
- B. Set deadline for application completion, and drop-off location
- C. Set interview dates, times and locations
- D. Publish and make application accessible to the members via email
-Allow two weeks for application completion
- E. Develop an interview committee that will preside over interview process
- F. Officer team needs to develop decision criteria for the interview process
- G. Review completed application and make sure all necessary requirements have been completed or submitted
- H. Invite applicants to interview, and start developing the interview schedule
- I. Interview panel needs to submit 'Interview Panel Evaluation' to officer team, and the final decision will be made by the officer team in consultation with advisor



10

Meetings

General meetings occur once a week on Thursdays at 7:00am. Location of the meeting is in 10-100, which can be scheduled through the AgEd & Communication department. Meetings are typically cancelled on dead week and finals week, so students can focus on academics. Breakfast is served every morning meeting by a student volunteer, and the secretary will coordinate. An outline of a typical meeting is as follows:

i. Welcome

The president should open the meeting by thanking the volunteer(s) that provided breakfast and overviewing what will be occurring in the meeting that morning.

ii. Warm-Up

The president will introduce the student in charge of the warm-up that day. The warm-up should involve all participants with the goal of team building, leadership, or ice-breaking skills. The moral or lesson of the activity should be evident.

iii. Guest Speaker

The vice-president will introduce the guest speaker, by explaining who the guest speaker is and why they are speaking at Ag Ambassadors. Guest speakers range from but are not limited to department heads, professors, deans, unit managers, or agriculture operations staff.

iv. Up Coming Tours/Events

The office coordinator will present sign-up sheets for upcoming tours and events. The officer coordinator should clearly explain the expectations of each tour and event. Discussion may ensue.

v. Officer Announcements

The president will open the floor for any officers to make announcements of information not presented in the meeting. For example, the secretary could recruit the breakfast and warm-up volunteers for next meeting in their report.

vi. Advisor Report

The president will open the floor so the advisor can make any remarks that they see fit to talk about. Discussion may ensue.

vii. Good News

The president will open the floor to any member who wants to announce any good news in they feel compelled to share

viii. Birthdays

In the meeting, the president will recognize any past or upcoming birthdays within a week of the current meeting.

ix. Close

The president will close the meeting by wishing everyone a great day.

Budget

The CAFES deans' office has sponsored the recruitment and outreach activities of Agriculture Ambassadors since the organization was founded in the spring of 1989. The early philosophy was that the Ambassadors were serving the needs of the College through public relations, tours, and outreach events. Fundraising has never been part of the mission or duties of Ag Ambassadors, and shall never be added to their list of duties. The Agriculture Ambassadors are considered a student organization, and the dean of CAFES established a foundation account 6115 specifically for the Ambassadors. The advisor and the president should meet with the dean(s) at the end of the academic year to establish the next academic year's budget. The 2014-2015 budget is as follows:

CAL POLY AGRICULTURE AMBASSADORS

ANNUAL BUDGET (2014-2015)

National FFA Conference (Fall)

Tentative budget for National Conference		
Booth Rental and Furniture	\$	1,650
Travel (Air fare, 2 people)	\$	1,200
Car Rental	\$	450
Hotel (5 days)	\$	1,500
Meals (2 people)	\$	600
Booth Shipping and Insurance	\$	600
Sub Total	\$	6,000

World Ag Expo (Winter)

Booth Rental and Furniture	\$	3,500	Two booths, each 10X10
Students Daily Transportation	\$	800	Two vans and bus (AGED)
Advisor Lodging	\$	200	
Advisor Travel	\$	400	
Advisors and students Meals	\$	600	
Flowers	\$	450	
Oranges and ice cream	\$	250	
Sub Total	\$	6,200	

State FFA (Spring)

Booth Rental	\$	200
Students and Advisors Transportation	\$	300
Hotel (3) rooms (one night)	\$	500
Meals for Advisor & Students	\$	300
Sub Total	\$	1,300

Office Supplies

Student Office Coordinator (10hrs/week)	\$	3,000
Ag. Ambassadors Shirts	\$	500
Ag. Ambassadors Jackets	\$	1,000
Ag. Ambassadors Seniors' Bags	\$	300
"I Love CP" Buttons	\$	1,000
"I Love CP" Stickers	\$	300
Cal Poly Pencils	\$	500
CAFES Information Handouts	\$	500
CAFES Ag. Ambassadors Banner	\$	300
CAFES Student's Pictures for Booth	\$	300
Meeting Breakfast and Refreshments (\$30/wk)	\$	900
Ag. Ambassadors Retreat	\$	300
Cal Poly Ambassadors Breakfast	\$	300
Ag. Ambassadors Banquet	\$	450
Sub Total	\$	9,650

TOTAL **\$ 23,150**

The Agriculture Education & Communication Department has been a vital partner as they have provided essentially an unlimited fuel supply and vehicle use. The significant contribution by the department has never been formally calculated nor recognized.

Through the club chartering process there is also an ASI account established through Agriculture Ambassadors. The ASI account is used to help reserve campus facilities or reimburse students for activities, not covered by the deans' office.

Tours

The tours are the largest portion of Agriculture Ambassadors, and it is the primary job of the office coordinator to fulfil requests and act as the communication liaison between ambassadors and tour groups. The Ag Ambassadors can provide large group tours, as well as individual tours.

Requests

The requests for tours come primarily through email. The email is run through Cal Poly, but directed to a Gmail account, the emails are as follows:

Cal Poly: agambassadors@calpoly.edu
Gmail: agambassadors@gmail.com

Requests will come in via these emails, and it will be primarily be the office coordinator's job to field and manage all emails. Occasionally the requests come in via phone, and the phone number is (805) 756-7225. The voicemail will have to be checked for requests, and later returned.

The deans' office will also forward requests to the office coordinator fairly regularly, and they need to be met with the upmost professionalism.

The Units

The requestor of a tour may request what unit to see, however, some may not and our default location is the Dairy. Our typical tour consists of the Dairy, Horticulture Unit, and Equine Unit (the big three). However, tours can be customized for the requestor. At the beginning of every academic year it is always good practice to check-in with the unit managers to make sure the unit is still available for tours and if any rules need to be followed while touring.

Ambassadors must incorporate ample amounts of common curtesy while touring any units, while also maintaining the up most professionalism and leadership.

Composition

Each tour should be led by at least one official Ag Ambassador that has been through a recruitment processes, a retreat, and tour training. A friend of Ag Ambassador is welcome to help the tour and aid the official. Number of tour leaders is dependent on the number of participants in the tour.

Tour leaders will be identified at weekly general meetings.

Calendar of Events

Fall Quarter

WOW Club Showcase

The WOW Club Show case occurs the weekend just before the first day of school. This is where a majority of recruitment happens for our organization. Each spring quarter an email from ASI Club Services is circulated asking for participants in the WOW Club Showcase, therefore the officer team from Spring Quarter is responsible for signing up for the event in the proceeding fall quarter. Your booth could possibly be visited by hundreds of students.

When: First weekend before school starts, and it will take up a majority of the day.

Where: Its different every year, ASI Club Services should be communicating the location of your booth

Set-up: This event requires the following:

1. Table
2. Chairs
3. Table Cloth
4. Ag Ambassador Marketing Material
5. Contact Information
6. Interest Sign-Up Sheet
7. Volunteers on a shift schedule
8. A canopy/pop-up tent is advised
9. Booth supplies (tape, markers, decorations, etc.)

Ag Ambassador Retreat

The Ag Ambassador retreat is crucial to starting off the year on a good note. It gives an opportunity for the officer team to present the goals and objectives of the coming year, and get members re-engaged. At the retreat members will develop skills of recruiting, teamwork and leadership, provide training for presentations and campus/agriculture unit tours.

When: First Saturday of Fall Quarter, typically a full day or two half days.

Where: Typically this event is held on campus; however the location is left to the discretion of the officer team with consultation from advisor.

Set-up: This event is run by the officer team, and the president has delegated authority over the event. Experienced ambassadors should be the ones conducting the trainings and workshops.

This event may require the following:

1. Activity Supplies (games, string, paper, pencils, candy etc.)
2. Lunch
3. Scheduling of unit tours
4. Transportation to units for tours (i.e. AgEd Bus)
5. Polo's, if not already received
6. Friend Shirts
7. Printed Copies of Agenda
8. PowerPoint Presentation, if applicable
9. General Event Supplies

Tour Training

Tour training is crucial, and should be a separate event from the retreat. The retreat is where learning occurs. Utilize the tour training to practice the application of knowledge gained at the retreat. The event is run by the officer team, and the participants at the event should be split into smaller groups lead by an officer. Each officer will be responsible for training their group on how to give a tour. Typically this event takes place at the dairy.

When: Fall Quarter subsequent to the retreat

Where: Cal Poly Dairy

Set-Up: The dairy manager will need to be notified ahead of time of when the event will be held. The following items may be needed:

1. Tour Info Packet (Compiled by secretary and edited by office coordinator)

Giant Pumpkin Contest

Farm Supply, every year, puts on the Central Coast Great Pumpkin and Scarecrow Contest, and the Ag Ambassadors are there purely as volunteers in conjunction with Collegiate FFA (CFFA). Ag Ambassadors primarily help out with the photo/hop-in pumpkin. Ag Ambassadors typically enter a scarecrow into the contest as well.

When: Week prior to Halloween in October, usually a Thursday night.

Where: Mission Plaza in downtown San Luis Obispo

Set-Up: The set-up begins early in the afternoon. The first task is to scoop out the contents of the hop-in pumpkin. Check-in with either Dr. Joe Sabol or Cara Crye from Farm Supply. Work

with MDS and Ag Communications faculty/staff to secure a camera and printer for the event.

You will need the following items:

1. Camera (Brock Center)
2. Printer with cartridges (Brock Center or AgEd store room in bldg. 10)
3. Photo Paper
4. Tutorial on how to use the printer and cameras
5. SD cards and power cords
6. Power Strip for additional outlets
7. Laptop
6. Black back drop
8. Table Cloths
9. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Farm City Nights

The Farm City Nights is an event put on by the CAFES Council; therefore the CAFES Council representative(s) should have delegated authority over this event. This is a booth for the community at large; however, the primary audience is young children. Agriculture trivia questions needs to be developed as that is our interactive activity for that event.

When: Mid-October, Thursday night Farmers Market

Where: Garden Street in Downtown San Luis Obispo.

Set-Up: The spinning trivia wheel needs to be retrieved from the second floor of BRAE Lab 1. There should be a trivia question associated with each number on the wheel. CAFES Council will provide you a set-up time, however, earlier is always better. It gets very crowded on that particular Thursday. Utilize the public parking lot on Broad St. between Marsh and Higuera streets. The following items you may need:

1. Prepackaged Candy
2. Table
3. Chairs
4. Table Cloth
5. Ag Ambassador Marketing Material
6. Spinning Wheel with stand
7. Volunteers on a Shift Schedule
8. General Booth Supplies (i.e. Tape, pens, paper, etc.)

*Farm City Nights and Giant Pumpkin Contest are sometimes scheduled the same night

Fall Preview

This event is primarily run by the Deans' office, specifically, the administrative assistant for undergraduate studies. Ag Ambassadors are there as a volunteer base checking in people and providing short campus tours in the afternoon. The administrative assistant for undergraduate

studies should be scheduled to come to a meeting prior to Fall Preview asking for volunteers and clearly outlining the expectations of the ambassadors. The office coordinator should work in conjunction with the administrative assistant for undergraduate studies to make sure volunteers are there.

When: October

Where: University Union

Set-Up: The set-up for this event may be minimal, as this is a volunteer event only. Follow the direction of any staff from the Deans' office. The following items you may need:

1. Volunteer Sign-Up List to Check-In Volunteers
2. Task or Shift Schedule

Winter Quarter

All Ambassador Extravaganza

This event is used as a networking opportunity between all the ambassador groups on campus, as well as Poly Reps. The event happens on the last Thursday of January at 7:00am. Event usually held in one of the BRAE Labs (Labs 1 or 4). The office coordinator will send invites to all the ambassador groups on campus, as well as, the Poly Reps, make sure to get an accurate RSVP number. The Ag Ambassadors will cook omelets for the attendees using eggs from the poultry unit, while also conducting icebreaker activities with the group.

When: Last Thursday of January, 7:00 am-8:00 am

Where: BRAE Labs 1 or 4

Set-Up: A member of Ag Ambassadors should be appointed as chair of this event. They need to reserve the BRAE Lab with the BRAE Department office in building 8, and secure eggs from the poultry unit. Prior to the event, omelet ingredients need to be acquired from Smart & Final or Costco. Serving material can be acquired from the AgEd container at the dairy. The following items will need to be garnered:

AgEd Container at Dairy:

1. Spatulas
2. Frying pans
3. Portable Stoves with Butane Can
4. Pam or non-stick spray
5. Salt/Pepper
6. Plates, forks, Spoons, Knives
7. Napkins
8. Ladles
9. Serving spoons

10. Chopping Knives
11. Serving Tongs
12. Plastic Serving Bowls
13. Serving gloves
14. Table Coverings

Smart & Final/Costco List:

1. Bacon
2. Sausage
3. Shredded Cheese
4. Omelet Vegetables
 - a. Mushrooms
 - b. Bell Peppers
 - c. Onions
 - d. Tomatoes
 - e. Spinach
5. Peanut Butter (Dr. Spiller Must)
6. Chocolate
7. *You will need to buy anything from the above list if it supplies are not sufficient in the AgEd Container

Contact Dr. Joe Sabol:

1. California Fresh Eggs Aprons

BRAE Department:

1. Tables
2. Chairs

It is crucial to set-up as many cooking stations as possible in hopes to not let the line get too long. Ambassadors should be the one cooking the omelets, conduct an omelet-cooking tutorial if needed before hand.

World Ag Expo

This is one of the biggest events Ag Ambassadors takes on. The goal is to showcase Cal Poly at the World Ag Expo in Tulare, CA for three days. Design a booth space that has been pre-arranged and paid for from the year before. Work with the Deans' office to design a good-looking booth and acquire CAFES marketing material (i.e. department one sheets, applying information, college handouts, etc). Also, communicate with Alumni Relations to coordinate marketing efforts for the Cal Poly Alumni Reception at the World Ag Expo. There is a need for Cal Poly alumni stickers and ribbons from Alumni Relations. Arrange transportation through the Agriculture Education and Communication department. Fremont Hall might invite Ag Ambassadors to ride on their charter bus one of the days, but politely decline the offer, as they are typically late to the expo. Make sure to check and see how many buttons, lanyards, and stickers there are in the Ag Ambassador office, order more if needed.

When: Second Week of February (Tuesday, Wednesday, Thursday)

Where: Tulare, CA, Agriculture Expo Event Center

Set-Up: The booth design should be a joint effort between the Deans' office and Ag Ambassadors. The Expo staff should provide tables, chairs, carpet and electric. The booth should always have an open floor plan design that inviting to attendees. Arrangements will need to be made to conduct set-up on the Monday prior to the Expo. You will need the following Items:

1. Cal Poly Oranges (Crops Unit will provide oranges)
2. Cal Poly Ice Cream for just Wednesday (Dairy Processing Center, or Department Head)
3. 'I Love Cal Poly' Stickers
4. 'I love Cal Poly' Buttons
5. Pencils
6. Lanyards
7. Department Heads/Deans' Business Cards
8. Department One Sheets
9. CAFES Marketing Materials
10. CAFES Pull-ups (Used as back drop)
11. CAFES Table Covering
12. Shelving (Display Cal Poly Products)
13. General Booth Supplies (i.e. Tape, pens, paper, etc.)
14. Shift Schedule for Volunteers

*Make time to see the show, as it is impressive

Winter Sports Day

Winter Sports Day is an event put on by CAFES Council, and is at the discretion of the council officer team. The CAFES Council Representative should have delegated authority over this event. Ag Ambassadors will need to garner a team to compete, as this is a point's event used to evaluate club of the year.

When: At the discretion of the CAFES Council

Where: At the discretion of the CAFES Council

Set-Up: This event is different every year. You will need:

1. Sign-Up Sheet

Ag Olympics

Ag Olympics is an event put on by CAFES Council, and is at the discretion of the council officer team. The CAFES Council Representative should have delegated authority over this event. Ag Ambassadors will need to garner a team to compete, as this is a point's event used to evaluate club of the year. Typically this event has different contests related to agriculture. One of the events every year is choosing the top ten California commodities.

When: At the discretion of the CAFES Council

Where: At the discretion of the CAFES Council

Set-Up: This event is different every year. You will need:

1. Sign-Up Sheet

Spring Quarter

Open House

Ag Ambassador plays a crucial role for CAFES Open House. Open House is a two day event usually the second or third week of Spring Quarter. Ag Ambassadors have responsibilities both of Friday and Saturday of Open House.

Friday of Open House:

Ag Ambassadors will set-up the green Ag Ambassador Booth at the corner of Via Carta and N. Perimeter Rd. in front of building 11. Start time is usually at 7:00am, and ambassadors are responsible for helping Open House guest's find their way to the main check-in point. The booth needs to be staffed throughout the morning, and into the early afternoon.

Saturday of Open House:

Ag Ambassadors will again set-up their booth; however, on Saturday it needs to be in front of the Farm Shop (Building 9). The Ag Ambassadors will be responsible for directing Open House Guest to various activities. Usual hours of operation for this day are between 9:00am and 3:00pm.

When: Second or Third week of Spring Quarter

Where: N. Perimeter Rd. and Via Carta
Farm Shop, Building 9

Set-Up: it would be helpful to have some members of Ag Ambassadors also become members of the CAFES Open House Committee, so they can serve as somewhat of liaison between Ag Ambassadors and CAFES Open House. Work with the Deans' office to get general Open House

information and all the other college activities, not just CAFES. People from all majors will be asking questions, so make sure to have the answers. You will need the following:

Friday

1. Green Booth from Building 1 (find a forklift operator to help)
2. Donuts for early morning volunteers
3. Sign-Up List and Shift Schedule
4. Cal Poly Open House Check-in Information
5. Itineraries for all Colleges in the University
6. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Saturday

1. Green Booth from Building 1 (find a forklift operator to help)
2. Sign-Up List and Shift Schedule
3. All College/Departmental Schedule of Activities University Wide
 - A. College of Agriculture, Food & Environmental
 - B. College of Engineering
 - C. College of Science and Mathematics
 - D. College of Liberal Arts
 - E. College of Architecture & Environmental Design
 - F. Orfalea College of Business
 - G. University Club Showcase
4. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Spring Mega Tours

Spring Mega Tours are put together every year through the Admissions office, and they call on the Ag Ambassadors to give daily tours every day at 2:00pm during the week of Spring Mega Tours. The tours meet at Ag Circle and includes, Building 11, Kennedy Library, Dexter Lawn, Build 10, and if time permitting BRAE Labs. The Office Coordinator will have delegated authority for this event, as they will be the primary contact with and for Admissions.

When: Third or Fourth Week of Spring Quarter

Where: Ag Circle

Set-Up: There is no real set-up involved, as this event requires multiple tours. The Office Coordinator will have to generate a sign-up sheet and a tour calendar for that week.

State FFA Leadership Conference

The Ag Ambassadors travel to Fresno, CA for the annual State FFA Leadership Conference, and participate in the Career/Resource Fair. In Winter Quarter, the President needs to make sure we have reserved our booth space for the conference, typically the Ag Ambassadors reserve six 10X10 booths, making our booth 20X30. We also need to reserve hotel rooms at the Fresno Convention Center, which we can do through the Assistant State FFA Advisor. Work with the Deans' office to design a booth and acquire CAFES marketing material. This event falls directly

after Open House, so a lot of decorations for Open House can be used in Fresno, coordinate accordingly.

When: Monday Following Open House in April

Where: Fresno Convention Center

Set-Up: The Ag Ambassadors need to arrange transportation through the Agriculture Education & Communication Department, on the day prior to the career show. Typically the ambassadors travel and then spend the night prior to the career show because set-up for the event starts at 7:00am. Some members may choose to rider over Monday morning as the event does not start till 10:00am, however, it is good to have a group there at 7:00am to begin set-up. The booth space needs to be an open floor plan which is inviting to attendees. Bring a picture board (the boards with face cut-outs) so FFA students can take pictures. Also the "Faces of Cal Poly" boards from Open House can be used as a nice back-drop. You will need the following items:

1. CAFES Admissions Information
2. How to Apply to Cal Poly handouts
3. Buttons (NO stickers)
4. Department One Sheets
5. Pencils
6. Lanyards
7. Four or Five Straw Bales (to stand up picture board)
 - a. Broom and Dust Pan to Pick up Straw for clean-up
8. Green Table Coverings from 10-100
- 9 CAFES Table Covering
10. Flowers from Open House
11. Cal Poly Products for display
12. Shelving
13. General Booth Supplies (i.e. Tape, pens, paper, etc.)

State FFA Judging Finals

The State Judging Finals brings a large amount of prospective students to Cal Poly. There are multiple judging contests going on throughout the day and students from all over California. The job of Ag Ambassadors is to work with the BBQ crew. The Ag Ambassadors will set up their booth in front of the Farm Shop door, to collect BBQ tickets and talk to the FFA students in line waiting for food. Ag Ambassadors will also assist the BBQ crew with anything they need help with. Work with the Agriculture Education & Communication faculty member in-charge of advising the State Finals BBQ.

When: First Saturday in May

Where: Farm Shop (Building 9)

Set-Up: The green Ag Ambassador booth will need to be retrieved from BRAE Lab 1, and set-up in front of the Farm Shop. Items needed:

1. Green Booth
2. Sign-up List and Shift Schedule
3. Ticket Collecting Receptacle
4. Stickers
5. Buttons

End of the Year Banquet

The End of the Year banquet is an opportunity to recognize the hard work that the organization has done throughout the academic year. Typically tri-tip is served for dinner, and a keynote speaker is invited. At this event, awards are presented, new officials inducted, outgoing officers recognized, incoming officers introduced, senior send-off and advisor appreciation. The event is typically held at the Crops Unit, with utilization of the Crop's Unit BBQ. The crops unit classroom can be reserved through the Horticulture & Crop Science Department. The BBQ can be reserved through the Crop Unit Manager/Technician.

Awards Given:

- Outstanding Official Ambassador
- Outstanding Friend of Ag Ambassador
- Most Memorable Freshman
- Most Tours Given
- Most Passionate about Agriculture
- Most Passionate about CAFES

Outgoing Officer Gifts:

- Black Embroidered Jackets

Advisor Gift:

- At the Discretion of the Officer Team

The Vice-President is typically the person in charge of creating the script and program for the evening, while also securing a keynote speaker.

When: Last Thursday in May at 6:30pm

Where: Crops Unit or any Viable On-Campus Location

Set-Up: The room should be set-up banquet style, with food on a buffet line. Arrange for students to come and BBQ, past banquets have had students from the Agriculture Engineering Society (AES). All materials (i.e. food, serving supplies, and cooking supplies) need to be provided by Ag Ambassadors.

AgEd Container at Dairy:

1. Spatulas
3. Roasting Oven for Beans
4. Pam or non-stick spray
5. Salt/Pepper

6. Plates, forks, Spoons, Knifes
 7. Napkins
 8. Ladles
 9. Serving spoons
 10. Chopping Knifes
 11. Serving Tongs
 12. Plastic Serving Bowls
 13. Serving gloves
 14. Table Coverings
 15. Tin Foil
 16. Cutting Boards
 18. Tin Foil pans for melting butter for bread
- Costco Supply List:
1. Tri-Tip
 2. Bread Loafs
 3. Bagged Salad
 4. Salad Dressing
 5. Croutons
 6. Cans of Beans
 7. Potato Salad
 8. Butter
 9. Seasoning if needed
 10. Desert



Interview Panel Evaluation

Candidate _____

Based on the candidate's interview, please provide comments for each of the characteristics below

1. Commitment to Ag Ambassadors

2. Passion

3. Responsibility

4. Trustworthy/Honesty

5. Demonstrated Interest/background in Agriculture, Food, or Environmental Science

Strengths:

Areas of Improvement:

Meeting the Ag Ambassador Characteristics

Using a scale from 1 to 10, please rate how well the candidate met all the characteristics (1... no characteristics met, 10...all characteristics met).

Level of Characteristics Met _____

Comments:

Overall Interview Quality

Using a scale from 1 to 10, please rate how well the candidate's interview went (1: needs great improvement, 10: exceptional interview).

Overall Interview Quality _____

Please provide constructive comments so we can assist our Ag Ambassadors with developing interview skills:

Appendix 2
Example Meeting Minutes

Ag Ambassadors
General Meeting
Minutes
May 21, 2015

1. Meeting called to order by Jake at 7:12am
2. Breakfast – Joyce Pexton
3. Mr. Ayon- commencement help
4. Warm- up- Jamie Sebastian
5. Officer elections:
 - a. Nominees-
 - i. President- Jen Tarke
 - ii. Vice-President- Trey Johnston, Bethany Simm
 - iii. Secretary- Kat Ross, Allyson Heston
 - iv. Treasure- Tyler Harris, Mikeala Tosta, Jordan Weston (ran from floor)
 - v. Publicity- Mirim Flock, Jessica Mckeehan (ran from floor)
 - vi. CAFES council rep- Zoe Strachan-Payne, Blair Brooks, Eleanor Harlan, Alex Castenelli
 - b. President- Jen Tarke
 - c. Vice-Presidents- Trey Johnston and Bethany Simm
 - d. Secretary- Allyson Heston
 - e. Treasure-Tyler Harris
 - f. Publicity Representative- Miriam Flock
 - g. CAFES Council Representatives- Blair Brooks and Eleanor Harlan
6. Banquet RSVP
7. Tour sign ups
8. Advisor report- encouraging team
 - a. Looking forward to the banquet
 - b. Looking forward to next year
9. Officer reports-
 - a. Jen- if want to help with banquet see her
 - b. Patrick needs names of those who attended CAFES banquet
10. Good news and Birthdays
 - a. AG Ambassadors really does help get jobs and internships
 - b. Birthdays - Jake Odello 24
11. Meeting adjourned at 7:55am

Appendix 3
Example End of the Year Banquet Program

Cal Poly Ag Ambassador Banquet
May 28, 2015

Dinner

Welcome

Keynote Speaker
Joe Sabol

New Officials of the Year
Jake Odello

Graduating Seniors:
Danielle Zurcher
Vanessa Alexandre
Joyce Pexton
Jake Odello

Awards

Introduction of 2015-2016 Officer Team
Current Officer Team

Advisor Report
Dr. Bill Kellogg

Presidential Speech

Close

Chapter 5

Summary, Recommendations, and Conclusions

Summary

The creation of an Ag Ambassador program of work will be tremendously helpful to the future generations of Ag Ambassadors, as it will provide a comprehensive roadmap to the breadth of activities the Ag Ambassadors take on year to year. The Ag Ambassador organization is steeped in history and tradition, and this program of work will help future leaders of the organization carry out the legacy. The program of work was written with the full intent that it could be updated as the ways of doing business may change.

Recommendations

The following recommendations should be considered before the next revision of the Ag Ambassador program of work:

1. The College of Agriculture, Food & Environmental Sciences Deans' office needs to be consulted to document the relationship between the Deans' office and Ag Ambassadors.
 - This recommendation is based upon the fact that the Deans' office is a crucial partner for the Ag Ambassador organization, and the extent of their partnership is not documented. With the steadfast changes rippling

through the college and campus as a whole, the Ag Ambassadors should solidify and document the partnership between the Deans' office and Ag Ambassadors.

2. Build working relationships with other Ambassador groups throughout the state.
 - There are five 4-year post-secondary institutions offering agriculture programs in California alone, and there are a dozen 2-year post-secondary programs as well. Most of these programs also have an Ag Ambassador program, and the organization here at Cal Poly should reach out to them in order to build a network around the state.
3. Create and utilize templates for organizational documentations.
 - In an effort to further build the bridge from year to year professional templates should be created for officers to use when communicating within the organization or externally. For example, the use of an Ag Ambassador Memo template on Ag Ambassador letter head would be helpful when needing to document actions or requests. It would also help in professional development for the members in the organization.

Conclusion

Completion of the program of work for Ag Ambassadors has been a success as the objectives for the project have been met. The program of work provides a comprehensive calendar of activities, while also providing job descriptions and organizational procedures. The project also incorporates ideas based upon 'best

practices' for developing a program of work. As the objectives have been fully met, work can still be done. Further consultation with the Deans' office and other similar organizations around the State could be improved making the program of work even stronger.

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Appendix 1:
Cal Poly Ag Ambassador Program of Work

2015

Cal Poly Agriculture
Ambassadors

Jake Odello

[PROGRAM OF WORK]

This document is intended to be used as a guide to the future of the Agriculture Ambassador Organization. This comprehensive manual will help future advisors and officers execute the roles, responsibilities, and events of the organization.

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Official Agriculture Ambassador History

Agriculture Ambassadors was founded in the spring of 1989. The group of fifteen wrote the bylaws, obtained a charter, and attended the first fall retreat. Since 1989, the number of Ag Ambassadors selected per year is between 24 and 30 depending on the applicant pool.

The idea of student recruiters comes from the age-old sales technique of using the happy customer to promote one's product. A "happy freshman on a Friday afternoon" conveys volumes to prospective students that could never be contained in a brochure.

As stated by Joe Sabol, founder, "Ag Ambassadors provide the colleges and universities with a well-trained current 'satisfied customer.' They give personal testimony and bring it to the audience alive and in color! They are different from a flyer, web page, and a form letter. They respond to questions with a genuine smile."

The principle is simple: A brochure can be thrown away without a glance, but a face to face encounter with someone who is happy with his/her choice and who takes the time to talk with a student personally is a memorable experience.

An important tradition of Ag Ambassadors is the signature shirt...the Ag Ambassadors Green Shirt, presented to new ambassadors upon completion of the fall retreat. Ambassadors understand the philosophy of the organization and make a commitment to respectfully and honestly represent Cal Poly and the organization, whether on-campus or at a venue anywhere in the nation.

Through the years, there have been several different colors of the Ag Ambassador shirt. The first shirt was white with buttons, a collar, no name, and instructions that it be worn with a tie. That only lasted for one year! In year two, the group decided on blue polo shirts, which were very nice until the trip to Modesto JC where their ambassadors wore blue polo shirts. The next year the box was opened at the retreat and the shirts were red. Fresno already had red shirts. Finally came the green shirt, representative of one of Cal Poly's colors.

It is true; there is a philosophy that belongs to the Ag ambassadors that is uniquely different from any other organization.

Mission: It is the mission of the Ag Ambassadors to take a personal approach to providing recruitment, outreach, and positive public relations for, in this order, Higher Education, Agriculture, and Cal Poly through well-trained student recruiters.



Vision: The future of Ag Ambassadors is closely linked to the future of agriculture. As the face of agriculture changes, the face of Ag Ambassadors will change as well. It almost goes without saying that links will be maintained with Cal Poly's traditional clientele – the high schools and community colleges with agriculture programs throughout California. The changes that will occur involve the attempt to reach groups of students who do not know about agriculture and the

opportunities therein. Many of these students are from urban areas and know little except the negative stereotypes of agriculture or are from underrepresented groups and think of hard manual labor when agriculture is mentioned.

It is necessary to stress the non-conventional areas of the agriculture industry as potential career choices. In addition to crops and animals, the “New Agriculture” is composed of environmental horticulture, agriculture engineering, agribusiness, and biotechnology.



The difficulty is in finding the ideal age to seek out these groups of potential students. Targeting high school students is a traditional form of recruitment, but often by the time students have reached high school, most of their values and beliefs have already been formed. In many cases it would take a complete paradigm shift to convince these non-traditional students a career in agriculture is something they should consider. By targeting a younger set of students, the perception of agriculture can be brightened so that when a student is choosing a career path in high school an agriculture occupation can be seen as having serious potential. Ag Ambassadors is a small part of this very large effort to improve the image of agriculture. By working in partnership with programs such as Ag in the Classroom and California Farm Bureau, these connections can be made at a younger age.



Cal Poly Agriculture Ambassadors Officer Duties

President

- Weekly General Meetings
 - Facilitate Meeting
 - Make sure location is accessible
 - Provide appreciation to those that completed tours
 - Make sure the tone of the meeting is always positive and motivational
- Weekly Officer Meetings
 - Facilitate Meeting
 - Create Agenda with consultation from Advisor
 - Develop a system for delegating tasks
 - Build consensus with the officers on decisions for the organization
- Serve as the volunteer coordinator for multiple events in consultation with Office Coordinator
- Represent Ag Ambassadors to CAFES deans' office, Campus Administration, Faculty/Staff and ASI
- Develop communication pattern with advisor
- Serve as a liaison/point person for the advisor
- Initiate Official Ag Ambassador Recruitment
- Develop a tour training, and Ag Ambassador retreat

Vice President

- Weekly General Meetings
 - Facilitate Meeting in the absence of the President
 - Make sure the tone of the meeting is always positive and motivational
 - Secure/Confirm weekly guest speakers from CAFES or campus community
 - Introduce all guest speakers at meetings
 - Lead activity/discussion in the absence of a guest speaker
- Weekly Officer Meetings
 - Facilitate Meeting in the absence of the President
 - Create Agenda in the absence of the President
 - Follow leadership style of the President
- Assist officer team with annual Ag Ambassador and officer team recruitment
- Activity Responsibility
 - World Ag Expo
 - CAFES Open House Liaison
 - FFA State Finals Lunch
 - End of the year banquet

Secretary

- Weekly General Meetings
 - Take detailed minutes
 - Maintain meeting sign-in sheet
 - Delegate breakfast and warm-up responsibility
 - Maintain breakfast supplies (i.e. napkins, plates, folks, spoons)
- Weekly Officer Meetings
 - Take detailed minutes
- Activity Responsibility
 - Ag Ambassador Extravaganza
 - FFA State Leadership Conference
 - End of the Year Banquet
- Maintain Communication with campus Ambassador groups

Treasurer

- Manage the ASI/Deans' Office account funds
- Submit receipts to ASI/Deans' Office and reimburse members for approved expenses incurred for Ag Ambassador events in a timely manner
- Develop the annual budget in consultation with the deans' office and advisor
- Maintain communication with ASI
- Initiate charter renewal process with ASI
- Update all members on the status of the budget
- Submit payment form for any CAFES Council Event

Ag Council Representative

- Serve as the primary liaison between Ag Ambassadors and CAFES Student Council
- Represent the Ag Ambassador voice at CAFES Council
- Attend weekly Ag Council meetings
- Maintain record of CAFES Council points earned
- Activity Responsibility
 - Coordinate Ag Ambassador "Club of the Week" displays/presentation
 - Farm City Nights
 - CAFES Council Sports Days
 - Ag Olympics
 - Any other CAFES Council event

Publicity Director

- Publicize Agriculture Ambassadors
- Maintain Facebook and social media sites
- Develop a process of storing and taking photos of all events
- Publicize all elements of the Ag Ambassador Recruitment process
- Develop a marketing campaign/theme for the year with accompanying flyers, posters, and memorabilia.
- Update and maintain Agriculture Ambassador bulletin board in Building 10
- Activity Responsibility
 - Document all Ag Ambassador Events
 - Publicize all events to attract the campus community

Office Coordinator

- Weekly General Meetings
 - Responsible for the printing of the agendas
 - Bring all sign-up sheets for upcoming tours and events
 - Print and distribute monthly calendar, which will serve as a nice visual for members
- Weekly Officer Meetings
 - Bring any tour or event requests to officer team
- Scheduling Tours
 - Field and maintain record of tour requests
 - Be the communication liaison between groups and ambassadors
 - Confirm tour with unit manager when appropriate (i.e. Large group tours)
 - Responsible for keeping track of individual ambassador tour hours
- Scheduling Events
 - Work with advisor to make sure booth space has been requested
 - Work with advisor, and deans' office to generate a general layout of booth space
 - Work with ambassadors to make sure volunteers are at each event
 - The officer team and office coordinator should coordinate any set-up or tear down
 - If activity chairs are appointed for a specific event, responsible for follow up
- Work Hours
 - Maintain a weekly record of hours worked on behalf of Ag Ambassadors
- Contact List
 - Responsible for keeping the ambassador contact list up to date.
 - Make sure to keep track of alumni contacts
 - Keep record of unit managers, department head, and deans' office contacts
- Recruitment
 - Update official applications and set-up official interview panels with officers and faculty
 - Set recruitment calendar and deadlines

Advisor

- The advisor(s) supports the mission and vision of Ag Ambassadors while primarily assisting in event, tour and meeting coordination. The advisor(s) also serve as the primary facilitator of leadership development.

Dr. Bill Kellogg, Dept. Head AgEd & Communication, 2014-2015

Mr. Bob Cummings, Lecturer, AgEd & Communication, 2006-2014

Dr. Ben Burgoa, Professor, BioResource & Ag Engineering, 2008-2012

Dr. Leanne Berning, Professor, Dairy Science, 2002-2006

Mr. Marcus Yasutake, Irrigation Training & Research Center, 2002-2003

Ms. Carolyn Jones, CAFES Career Counselor, 1997-2006

Dr. Ken Solomon, Dept. Head BioResource & Ag Engineering, 1997-1999

Dr. Mark Zohns, Professor BioResource & Ag Engineering, 1992-1996

Mr. Mike Zohns, Professor BioResource & Ag Engineering, 1992-1996

Dr. Joe Sabol, Professor, AgEd & Communication, Founder, 1989-2002



Agriculture

Ambassador Recruitment Process

In order to be considered as an official Agriculture Ambassador, you **MUST** meet the following requirements:

1. Be enrolled in the College of Agriculture, Food, & Environmental Sciences or have an agriculture-related career objective.
2. Have attended Cal Poly for at least two quarters.
3. Have a cumulative Cal Poly GPA of 2.50 or greater or a major and support courses GPA of 2.80.
4. Attend and **SIGN IN** at a minimum of five general Agriculture Ambassadors meetings.
5. Have participated in at least five hours of work activity with the Agriculture Ambassadors, including a minimum of one tour.
6. Obtain the Agriculture Ambassadors Advisor's signature – only after packet is complete!
7. Complete the official Ag Ambassador application (Must be typed to be considered) including two letters of reference from Cal Poly faculty members (reference forms are included). These letters must be sealed in individual envelopes with the recommender's signature across the envelope seal.
8. Be able to attend a formal interview with current Agriculture Ambassadors, Advisors, and Cal Poly faculty
9. If accepted, be able to attend the training retreat during Fall Quarter.

The recruit process will be initiated by the President, and the recruitment calendar developed at an officer meeting with consultation from advisor. The recruitment process can be up to four weeks long.

- A. Revise and Review the application packet with officer team
- B. Set deadline for application completion, and drop-off location
- C. Set interview dates, times and locations
- D. Publish and make application accessible to the members via email
 - Allow two weeks for application completion
- E. Develop an interview committee that will preside over interview process
- F. Officer team needs to develop decision criteria for the interview process
- G. Review completed application and make sure all necessary requirements have been completed or submitted
- H. Invite applicants to interview, and start developing the interview schedule
- I. Interview panel needs to submit 'Interview Panel Evaluation' to officer team, and the final decision will be made by the officer team in consultation with advisor



Meetings

General meetings occur once a week on Thursdays at 7:00am. Location of the meeting is in 10-100, which can be scheduled through the AgEd & Communication department. Meetings are typically cancelled on dead week and finals week, so students can focus on academics. Breakfast is served every morning meeting by a student volunteer, and the secretary will coordinate. An outline of a typical meeting is as follows:

i. Welcome

The president should open the meeting by thanking the volunteer(s) that provided breakfast and overviewing what will be occurring in the meeting that morning.

ii. Warm-Up

The president will introduce the student in charge of the warm-up that day. The warm-up should involve all participants with the goal of team building, leadership, or ice-breaking skills. The moral or lesson of the activity should be evident.

iii. Guest Speaker

The vice-president will introduce the guest speaker, by explaining who the guest speaker is and why they are speaking at Ag Ambassadors. Guest speakers range from but are not limited to department heads, professors, deans, unit managers, or agriculture operations staff.

iv. Up Coming Tours/Events

The office coordinator will present sign-up sheets for upcoming yours and events. The officer coordinator should clearly explain the expectations of each tour and event. Discussion may ensue.

v. Officer Announcements

The president will open the floor for any officers to make announcements of information not presented in the meeting. For example, the secretary could recruit the breakfast and warm-up volunteers for next meeting in their report.

vi. Advisor Report

The president will open the floor so the advisor can make any remarks that they see fit to talk about. Discussion may ensue.

vii. Good News

The president will open the floor to any member who wants to announce any good news in they feel compelled to share

viii. Birthdays

In the meeting, the president will recognize any past or upcoming birthdays within a week of the current meeting.

ix. Close

The president will close the meeting by wishing everyone a great day.

Budget

The CAFES deans' office has sponsored the recruitment and outreach activities of Agriculture Ambassadors since the organization was founded in the spring of 1989. The early philosophy was that the Ambassadors were serving the needs of the College through public relations, tours, and outreach events. Fundraising has never been part of the mission or duties of Ag Ambassadors, and shall never be added to their list of duties. The Agriculture Ambassadors are considered a student organization, and the dean of CAFES established a foundation account 6115 specifically for the Ambassadors. The advisor and the president should meet with the dean(s) at the end of the academic year to establish the next academic year's budget. The 2014-2015 budget is as follows:

CAL POLY AGRICULTURE AMBASSADORS

ANNUAL BUDGET (2014-2015)

National FFA Conference (Fall)

Tentative budget for National Conference		
Booth Rental and Furniture	\$	1,650
Travel (Air fare, 2 people)	\$	1,200
Car Rental	\$	450
Hotel (5 days)	\$	1,500
Meals (2 people)	\$	600
Booth Shipping and Insurance	\$	600
Sub Total	\$	6,000

World Ag Expo (Winter)

Booth Rental and Furniture	\$	3,500	Two booths, each 10X10
Students Daily Transportation	\$	800	Two vans and bus (AGED)
Advisor Lodging	\$	200	
Advisor Travel	\$	400	
Advisors and students Meals	\$	600	
Flowers	\$	450	
Oranges and ice cream	\$	250	
Sub Total	\$	6,200	

State FFA (Spring)

Booth Rental	\$	200
Students and Advisors Transportation	\$	300
Hotel (3) rooms (one night)	\$	500
Meals for Advisor & Students	\$	300
Sub Total	\$	1,300

Office Supplies

Student Office Coordinator (10hrs/week)	\$	3,000
Ag. Ambassadors Shirts	\$	500
Ag. Ambassadors Jackets	\$	1,000
Ag. Ambassadors Seniors' Bags	\$	300
"I Love CP" Buttons	\$	1,000
"I Love CP" Stickers	\$	300
Cal Poly Pencils	\$	500
CAFES Information Handouts	\$	500
CAFES Ag. Ambassadors Banner	\$	300
CAFES Student's Pictures for Booth	\$	300
Meeting Breakfast and Refreshments (\$30/wk)	\$	900
Ag. Ambassadors Retreat	\$	300
Cal Poly Ambassadors Breakfast	\$	300
Ag. Ambassadors Banquet	\$	450
Sub Total	\$	9,650

TOTAL

\$ 23,150

The Agriculture Education & Communication Department has been a vital partner as they have provided essentially an unlimited fuel supply and vehicle use. The significant contribution by the department has never been formally calculated nor recognized.

Through the club chartering process there is also an ASI account established through Agriculture Ambassadors. The ASI account is used to help reserve campus facilities or reimburse students for activities, not covered by the deans' office.

Tours

The tours are the largest portion of Agriculture Ambassadors, and it is the primary job of the office coordinator to fulfil requests and act as the communication liaison between ambassadors and tour groups. The Ag Ambassadors can provide large group tours, as well as individual tours.

Requests

The requests for tours come primarily through email. The email is run through Cal Poly, but directed to a Gmail account, the emails are as follows:

Cal Poly:	agambassadors@calpoly.edu
Gmail:	agambassadors@gmail.com

Requests will come in via these emails, and it will be primarily be the office coordinator's job to field and manage all emails. Occasionally the requests come in via phone, and the phone number is (805) 756-7225. The voicemail will have to be checked for requests, and later returned.

The deans' office will also forward requests to the office coordinator fairly regularly, and they need to be met with the upmost professionalism.

The Units

The requestor of a tour may request what unit to see, however, some may not and our default location is the Dairy. Our typical tour consists of the Dairy, Horticulture Unit, and Equine Unit (the big three). However, tours can be customized for the requestor. At the beginning of every academic year it is always good practice to check-in with the unit managers to make sure the unit is still available for tours and if any rules need to be followed while touring.

Ambassadors must incorporate ample amounts of common curtesy while touring any units, while also maintaining the up most professionalism and leadership.

Composition

Each tour should be led by at least one official Ag Ambassador that has been through a recruitment processes, a retreat, and tour training. A friend of Ag Ambassador is welcome to help the tour and aid the official. Number of tour leaders is dependent on the number of participants in the tour.

Tour leaders will be identified at weekly general meetings.

Calendar of Events

Fall Quarter

WOW Club Showcase

The WOW Club Show case occurs the weekend just before the first day of school. This is where a majority of recruitment happens for our organization. Each spring quarter an email from ASI Club Services is circulated asking for participants in the WOW Club Showcase, therefore the officer team from Spring Quarter is responsible for signing up for the event in the proceeding fall quarter. Your booth could possibly be visited by hundreds of students.

When: First weekend before school starts, and it will take up a majority of the day.

Where: Its different every year, ASI Club Services should be communicating the location of your booth

Set-up: This event requires the following:

1. Table
2. Chairs
3. Table Cloth
4. Ag Ambassador Marketing Material
5. Contact Information
6. Interest Sign-Up Sheet
7. Volunteers on a shift schedule
8. A canopy/pop-up tent is advised
9. Booth supplies (tape, markers, decorations, etc.)

Ag Ambassador Retreat

The Ag Ambassador retreat is crucial to starting off the year on a good note. It gives an opportunity for the officer team to present the goals and objectives of the coming year, and get members re-engaged. At the retreat members will develop skills of recruiting, teamwork and leadership, provide training for presentations and campus/agriculture unit tours.

When: First Saturday of Fall Quarter, typically a full day or two half days.

Where: Typically this event is held on campus; however the location is left to the discretion of the officer team with consultation from advisor.

Set-up: This event is run by the officer team, and the president has delegated authority over the event. Experienced ambassadors should be the ones conducting the trainings and workshops. This event may require the following:

1. Activity Supplies (games, string, paper, pencils, candy etc.)
2. Lunch
3. Scheduling of unit tours
4. Transportation to units for tours (i.e. AgEd Bus)
5. Polo's, if not already received
6. Friend Shirts
7. Printed Copies of Agenda
8. PowerPoint Presentation, if applicable
9. General Event Supplies

Tour Training

Tour training is crucial, and should be a separate event from the retreat. The retreat is where learning occurs. Utilize the tour training to practice the application of knowledge gained at the retreat. The event is run by the officer team, and the participants at the event should be split into smaller groups lead by an officer. Each officer will be responsible for training their group on how to give a tour. Typically this event takes place at the dairy.

When: Fall Quarter subsequent to the retreat

Where: Cal Poly Dairy

Set-Up: The dairy manager will need to be notified ahead of time of when the event will be held. The following items may be needed:

1. Tour Info Packet (Compiled by secretary and edited by office coordinator)

Giant Pumpkin Contest

Farm Supply, every year, puts on the Central Coast Great Pumpkin and Scarecrow Contest, and the Ag Ambassadors are there purely as volunteers in conjunction with Collegiate FFA (CFFA). Ag Ambassadors primarily help out with the photo/hop-in pumpkin. Ag Ambassadors typically enter a scarecrow into the contest as well.

When: Week prior to Halloween in October, usually a Thursday night.

Where: Mission Plaza in downtown San Luis Obispo

Set-Up: The set-up begins early in the afternoon. The first task is to scoop out the contents of the hop-in pumpkin. Check-in with either Dr. Joe Sabol or Cara Crye from Farm Supply. Work

with MDS and Ag Communications faculty/staff to secure a camera and printer for the event. You will need the following items:

1. Camera (Brock Center)
2. Printer with cartridges (Brock Center or AgEd store room in bldg. 10)
3. Photo Paper
4. Tutorial on how to use the printer and cameras
5. SD cards and power cords
6. Power Strip for additional outlets
7. Laptop
6. Black back drop
8. Table Cloths
9. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Farm City Nights

The Farm City Nights is an event put on by the CAFES Council; therefore the CAFES Council representative(s) should have delegated authority over this event. This is a booth for the community at large; however, the primary audience is young children. Agriculture trivia questions needs to be developed as that is our interactive activity for that event.

When: Mid-October, Thursday night Farmers Market

Where: Garden Street in Downtown San Luis Obispo.

Set-Up: The spinning trivia wheel needs to be retrieved from the second floor of BRAE Lab 1. There should be a trivia question associated with each number on the wheel. CAFES Council will provide you a set-up time, however, earlier is always better. It gets very crowded on that particular Thursday. Utilize the public parking lot on Broad St. between Marsh and Higuera streets. The following items you may need:

1. Prepackaged Candy
2. Table
3. Chairs
4. Table Cloth
5. Ag Ambassador Marketing Material
6. Spinning Wheel with stand
7. Volunteers on a Shift Schedule
8. General Booth Supplies (i.e. Tape, pens, paper, etc.)

*Farm City Nights and Giant Pumpkin Contest are sometimes scheduled the same night

Fall Preview

This event is primarily run by the Deans' office, specifically, the administrative assistant for undergraduate studies. Ag Ambassadors are there as a volunteer base checking in people and providing short campus tours in the afternoon. The administrative assistant for undergraduate

studies should be scheduled to come to a meeting prior to Fall Preview asking for volunteers and clearly outlining the expectations of the ambassadors. The office coordinator should work in conjunction with the administrative assistant for undergraduate studies to make sure volunteers are there.

When: October

Where: University Union

Set-Up: The set-up for this event may be minimal, as this is a volunteer event only. Follow the direction of any staff from the Deans' office. The following items you may need:

1. Volunteer Sign-Up List to Check-In Volunteers
2. Task or Shift Schedule

Winter Quarter

All Ambassador Extravaganza

This event is used as a networking opportunity between all the ambassador groups on campus, as well as Poly Reps. The event happens on the last Thursday of January at 7:00am. Event usually held in one of the BRAE Labs (Labs 1 or 4). The office coordinator will send invites to all the ambassador groups on campus, as well as, the Poly Reps, make sure to get an accurate RSVP number. The Ag Ambassadors will cook omelets for the attendees using eggs from the poultry unit, while also conducting icebreaker activities with the group.

When: Last Thursday of January, 7:00 am-8:00 am

Where: BRAE Labs 1 or 4

Set-Up: A member of Ag Ambassadors should be appointed as chair of this event. They need to reserve the BRAE Lab with the BRAE Department office in building 8, and secure eggs from the poultry unit. Prior to the event, omelet ingredients need to be acquired from Smart & Final or Costco. Serving material can be acquired from the AgEd container at the dairy. The following items will need to be garnered:

AgEd Container at Dairy:

1. Spatulas
2. Frying pans
3. Portable Stoves with Butane Can
4. Pam or non-stick spray
5. Salt/Pepper
6. Plates, forks, Spoons, Knives
7. Napkins
8. Ladles
9. Serving spoons

10. Chopping Knives
11. Serving Tongs
12. Plastic Serving Bowls
13. Serving gloves
14. Table Coverings

Smart & Final/Costco List:

1. Bacon
2. Sausage
3. Shredded Cheese
4. Omelet Vegetables
 - a. Mushrooms
 - b. Bell Peppers
 - c. Onions
 - d. Tomatoes
 - e. Spinach
5. Peanut Butter (Dr. Spiller Must)
6. Chocolate
7. *You will need to buy anything from the above list if it supplies are not sufficient in the AgEd Container

Contact Dr. Joe Sabol:

1. California Fresh Eggs Aprons

BRAE Department:

1. Tables
2. Chairs

It is crucial to set-up as many cooking stations as possible in hopes to not let the line get too long. Ambassadors should be the one cooking the omelets, conduct an omelet-cooking tutorial if needed before hand.

World Ag Expo

This is one of the biggest events Ag Ambassadors takes on. The goal is to showcase Cal Poly at the World Ag Expo in Tulare, CA for three days. Design a booth space that has been pre-arranged and paid for from the year before. Work with the Deans' office to design a good-looking booth and acquire CAFES marketing material (i.e. department one sheets, applying information, college handouts, etc). Also, communicate with Alumni Relations to coordinate marketing efforts for the Cal Poly Alumni Reception at the World Ag Expo. There is a need for Cal Poly alumni stickers and ribbons from Alumni Relations. Arrange transportation through the Agriculture Education and Communication department. Fremont Hall might invite Ag Ambassadors to ride on their charter bus one of the days, but politely decline the offer, as they are typically late to the expo. Make sure to check and see how many buttons, lanyards, and stickers there are in the Ag Ambassador office, order more if needed.

When: Second Week of February (Tuesday, Wednesday, Thursday)

Where: Tulare, CA, Agriculture Expo Event Center

Set-Up: The booth design should be a joint effort between the Deans' office and Ag Ambassadors. The Expo staff should provide tables, chairs, carpet and electric. The booth should always have an open floor plan design that inviting to attendees. Arrangements will need to be made to conduct set-up on the Monday prior to the Expo. You will need the following Items:

1. Cal Poly Oranges (Crops Unit will provide oranges)
2. Cal Poly Ice Cream for just Wednesday (Dairy Processing Center, or Department Head)
3. 'I Love Cal Poly' Stickers
4. 'I love Cal Poly' Buttons
5. Pencils
6. Lanyards
7. Department Heads/Deans' Business Cards
8. Department One Sheets
9. CAFES Marketing Materials
10. CAFES Pull-ups (Used as back drop)
11. CAFES Table Covering
12. Shelving (Display Cal Poly Products)
13. General Booth Supplies (i.e. Tape, pens, paper, etc.)
14. Shift Schedule for Volunteers

*Make time to see the show, as it is impressive

Winter Sports Day

Winter Sports Day is an event put on by CAFES Council, and is at the discretion of the council officer team. The CAFES Council Representative should have delegated authority over this event. Ag Ambassadors will need to garner a team to compete, as this is a point's event used to evaluate club of the year.

When: At the discretion of the CAFES Council

Where: At the discretion of the CAFES Council

Set-Up: This event is different every year. You will need:

1. Sign-Up Sheet

Ag Olympics

Ag Olympics is an event put on by CAFES Council, and is at the discretion of the council officer team. The CAFES Council Representative should have delegated authority over this event. Ag Ambassadors will need to garner a team to compete, as this is a point's event used to evaluate club of the year. Typically this event has different contests related to agriculture. One of the events every year is choosing the top ten California commodities.

When: At the discretion of the CAFES Council

Where: At the discretion of the CAFES Council

Set-Up: This event is different every year. You will need:

1. Sign-Up Sheet

Spring Quarter

Open House

Ag Ambassador plays a crucial role for CAFES Open House. Open House is a two day event usually the second or third week of Spring Quarter. Ag Ambassadors have responsibilities both of Friday and Saturday of Open House.

Friday of Open House:

Ag Ambassadors will set-up the green Ag Ambassador Booth at the corner of Via Carta and N. Perimeter Rd. in front of building 11. Start time is usually at 7:00am, and ambassadors are responsible for helping Open House guest's find their way to the main check-in point. The booth needs to be staffed throughout the morning, and into the early afternoon.

Saturday of Open House:

Ag Ambassadors will again set-up their booth; however, on Saturday it needs to be in front of the Farm Shop (Building 9). The Ag Ambassadors will be responsible for directing Open House Guest to various activities. Usual hours of operation for this day are between 9:00am and 3:00pm.

When: Second or Third week of Spring Quarter

Where: N. Perimeter Rd. and Via Carta
Farm Shop, Building 9

Set-Up: it would be helpful to have some members of Ag Ambassadors also become members of the CAFES Open House Committee, so they can serve as somewhat of liaison between Ag

Ambassadors and CAFES Open House. Work with the Deans' office to get general Open House information and all the other college activities, not just CAFES. People from all majors will be asking questions, so make sure to have the answers. You will need the following:

Friday

1. Green Booth from Building 1 (find a forklift operator to help)
2. Donuts for early morning volunteers
3. Sign-Up List and Shift Schedule
4. Cal Poly Open House Check-in Information
5. Itineraries for all Colleges in the University
6. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Saturday

1. Green Booth from Building 1 (find a forklift operator to help)
2. Sign-Up List and Shift Schedule
3. All College/Departmental Schedule of Activities University Wide
 - A. College of Agriculture, Food & Environmental
 - B. College of Engineering
 - C. College of Science and Mathematics
 - D. College of Liberal Arts
 - E. College of Architecture & Environmental Design
 - F. Orfalea College of Business
 - G. University Club Showcase
4. General Booth Supplies (i.e. Tape, pens, paper, etc.)

Spring Mega Tours

Spring Mega Tours are put together every year through the Admissions office, and they call on the Ag Ambassadors to give daily tours every day at 2:00pm during the week of Spring Mega Tours. The tours meet at Ag Circle and includes, Building 11, Kennedy Library, Dexter Lawn, Build 10, and if time permitting BRAE Labs. The Office Coordinator will have delegated authority for this event, as they will be the primary contact with and for Admissions.

When: Third or Fourth Week of Spring Quarter

Where: Ag Circle

Set-Up: There is no real set-up involved, as this event requires multiple tours. The Office Coordinator will have to generate a sign-up sheet and a tour calendar for that week.

State FFA Leadership Conference

The Ag Ambassadors travel to Fresno, CA for the annual State FFA Leadership Conference, and participate in the Career/Resource Fair. In Winter Quarter, the President needs to make sure we have reserved our booth space for the conference, typically the Ag Ambassadors reserve six 10X10 booths, making our booth 20X30. We also need to reserve hotel rooms at the Fresno Convention Center, which we can do through the Assistant State FFA Advisor. Work with the

Deans' office to design a booth and acquire CAFES marketing material. This event falls directly after Open House, so a lot of decorations for Open House can be used in Fresno, coordinate accordingly.

When: Monday Following Open House in April

Where: Fresno Convention Center

Set-Up: The Ag Ambassadors need to arrange transportation through the Agriculture Education & Communication Department, on the day prior to the career show. Typically the ambassadors travel and then spend the night prior to the career show because set-up for the event starts at 7:00am. Some members may choose to rider over Monday morning as the event does not start till 10:00am, however, it is good to have a group there at 7:00am to begin set-up. The booth space needs to be an open floor plan which is inviting to attendees. Bring a picture board (the boards with face cut-outs) so FFA students can take pictures. Also the "Faces of Cal Poly" boards from Open House can be used as a nice back-drop. You will need the following items:

1. CAFES Admissions Information
2. How to Apply to Cal Poly handouts
3. Buttons (NO stickers)
4. Department One Sheets
5. Pencils
6. Lanyards
7. Four or Five Straw Bales (to stand up picture board)
 - a. Broom and Dust Pan to Pick up Straw for clean-up
8. Green Table Coverings from 10-100
- 9 CAFES Table Covering
10. Flowers from Open House
11. Cal Poly Products for display
12. Shelving
13. General Booth Supplies (i.e. Tape, pens, paper, etc.)

State FFA Judging Finals

The State Judging Finals brings a large amount of prospective students to Cal Poly. There are multiple judging contests going on throughout the day and students from all over California. The job of Ag Ambassadors is to work with the BBQ crew. The Ag Ambassadors will set up their booth in front of the Farm Shop door, to collect BBQ tickets and talk to the FFA students in line waiting for food. Ag Ambassadors will also assist the BBQ crew with anything they need help with. Work with the Agriculture Education & Communication faculty member in-charge of advising the State Finals BBQ.

When: First Saturday in May

Where: Farm Shop (Building 9)

Set-Up: The green Ag Ambassador booth will need to be retrieved from BRAE Lab 1, and set-up in front of the Farm Shop. Items needed:

1. Green Booth
2. Sign-up List and Shift Schedule
3. Ticket Collecting Receptacle
4. Stickers
5. Buttons

End of the Year Banquet

The End of the Year banquet is an opportunity to recognize the hard work that the organization has done throughout the academic year. Typically tri-tip is served for dinner, and a keynote speaker is invited. At this event, awards are presented, new officials inducted, outgoing officers recognized, incoming officers introduced, senior send-off and advisor appreciation. The event is typically held at the Crops Unit, with utilization of the Crop's Unit BBQ. The crops unit classroom can be reserved through the Horticulture & Crop Science Department. The BBQ can be reserved through the Crop Unit Manager/Technician.

Awards Given:

- Outstanding Official Ambassador
- Outstanding Friend of Ag Ambassador
- Most Memorable Freshman
- Most Tours Given
- Most Passionate about Agriculture
- Most Passionate about CAFES

Outgoing Officer Gifts:

- Black Embroidered Jackets

Advisor Gift:

- At the Discretion of the Officer Team

The Vice-President is typically the person in charge of creating the script and program for the evening, while also securing a keynote speaker.

When: Last Thursday in May at 6:30pm

Where: Crops Unit or any Viable On-Campus Location

Set-Up: The room should be set-up banquet style, with food on a buffet line. Arrange for students to come and BBQ, past banquets have had students from the Agriculture Engineering Society (AES). All materials (i.e. food, serving supplies, and cooking supplies) need to be provided by Ag Ambassadors.

AgEd Container at Dairy:

1. Spatulas
3. Roasting Oven for Beans
4. Pam or non-stick spray
5. Salt/Pepper

6. Plates, forks, Spoons, Knives
 7. Napkins
 8. Ladles
 9. Serving spoons
 10. Chopping Knives
 11. Serving Tongs
 12. Plastic Serving Bowls
 13. Serving gloves
 14. Table Coverings
 15. Tin Foil
 16. Cutting Boards
 18. Tin Foil pans for melting butter for bread
- Costco Supply List:

1. Tri-Tip
2. Bread Loafs
3. Bagged Salad
4. Salad Dressing
5. Croutons
6. Cans of Beans
7. Potato Salad
8. Butter
9. Seasoning if needed
10. Desert



Interview Panel Evaluation

Candidate_____

Based on the candidate's interview, please provide comments for each of the characteristics below

1. Commitment to Ag Ambassadors

2. Passion

3. Responsibility

4. Trustworthy/Honesty

5. Demonstrated Interest/background in Agriculture, Food, or Environmental Science

Strengths:

Areas of Improvement:

Meeting the Ag Ambassador Characteristics

Using a scale from 1 to 10, please rate how well the candidate met all the characteristics (1... no characteristics met, 10...all characteristics met).

Level of Characteristics Met _____

Comments:

Overall Interview Quality

Using a scale from 1 to 10, please rate how well the candidate's interview went (1: needs great improvement, 10: exceptional interview).

Overall Interview Quality _____

Please provide constructive comments so we can assist our Ag Ambassadors with developing interview skills:

Appendix 2
Example Meeting Minutes

Ag Ambassadors
General Meeting
Minutes
May 21, 2015

1. Meeting called to order by Jake at 7:12am
2. Breakfast – Joyce Pexton
3. Mr. Ayon- commencement help
4. Warm- up- Jamie Sebastian
5. Officer elections:
 - a. Nominees-
 - i. President- Jen Tarke
 - ii. Vice-President- Trey Johnston, Bethany Simm
 - iii. Secretary- Kat Ross, Allyson Heston
 - iv. Treasure- Tyler Harris, Mikeala Tosta, Jordan Weston (ran from floor)
 - v. Publicity- Mirim Flock, Jessica Mckeehan (ran from floor)
 - vi. CAFES council rep- Zoe Strachan-Payne, Blair Brooks, Eleanor Harlan, Alex Castenelli
 - b. President- Jen Tarke
 - c. Vice-Presidents- Trey Johnston and Bethany Simm
 - d. Secretary- Allyson Heston
 - e. Treasure-Tyler Harris
 - f. Publicity Representative- Miriam Flock
 - g. CAFES Council Representatives- Blair Brooks and Eleanor Harlan
6. Banquet RSVP
7. Tour sign ups
8. Advisor report- encouraging team
 - a. Looking forward to the banquet
 - b. Looking forward to next year
9. Officer reports-
 - a. Jen- if want to help with banquet see her
 - b. Patrick needs names of those who attended CAFES banquet
10. Good news and Birthdays
 - a. AG Ambassadors really does help get jobs and internships
 - b. Birthdays - Jake Odello 24
11. Meeting adjourned at 7:55am

Appendix 3
Example End of the Year Banquet Program

Cal Poly Ag Ambassador Banquet
May 28, 2015

Dinner

Welcome

Keynote Speaker
Joe Sabol

New Officials of the Year
Jake Odello

Graduating Seniors:
Danielle Zurcher
Vanessa Alexandre
Joyce Pexton
Jake Odello

Awards

Introduction of 2015-2016 Officer Team
Current Officer Team

Advisor Report
Dr. Bill Kellogg

Presidential Speech

Close