

Form Name:	Student NAMA Chapter Programs
Submission Time:	February 6, 2020 4:31 pm
Browser:	Chrome 79.0.3945.130 / Windows
IP Address:	50.83.124.116
Unique ID:	578880154
Location:	39.740100860596, -90.238800048828

College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.) Illinois College

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Explain the changes your chapter wanted to make in this year's program planning. (25 points)

As a small college, students are pulled in many directions to participate in campus activities. While the new agricultural academic programs currently have 88 students enrolled, trying to get all of these students to attend IC Aggie/NAMA events has proven to be challenging. Thus, as a new student club, officers and the adviser found that they needed to find a way to excite students to make the IC Aggie/NAMA club a priority in their time commitments.

As such, the club officers and adviser began to determine why they need or want students/members to get more involved. Specifically, they wanted to address the following:

1. As objectives are achieved, the club has chosen to broaden its goals, which will require additional membership support.
 2. Those who could benefit most from the club effort are not currently participating.
 3. The group's membership does not include representation from key sectors and those individuals who can provide crucial insight into planning appropriate interventions/events.
 4. The effort is not publicly visible or supported in the community and expanding the membership base will bring about greater community and/or institutional support.
 5. The organization or group lacks members with specific knowledge, relationships, or experience (e.g., fundraising) needed to accomplish its goals.
 6. The club does not currently have enough participants to carry out the legwork involved with action planning steps.
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Outline the plan you developed to improve programming/enhance attendance. (25 points)

To connect with the student body and incoming students, the club officers worked to establish more exciting and engaging activities to attract potential students to learn more about the club. As such, the club established several industry speakers to come to campus from beyond the Jacksonville area. Additionally, each speaker was aligned with the student convocation program that requires a minimum of 30 convocation hours to graduate. The event speakers include the following:

Fall Speakers/Films

Sept 4 Kay Shipman, FarmWeek® Legislative Affairs Editor

Sept 11 Ben Rediger, CEO, Hemp Mergers Group LLC

Sam Stowell, Lab Director, Ascend Illinois

Sept 18 Food Inc. Documentary: <http://watchdocumentaries.com/food-inc/>

Sept 25 Cowspiracy: The Sustainability Secret:

<https://documentarylovers.com/film/cowspiracy-the-sustainability-secret/>

Oct 2 Jennifer Tiery, Executive Director, Illinois Pork Producers (Free Pork Dinner)

Oct 16 Brad Hobrock and Adam York, Co-Owners, AgriBio Systems

Oct 23 Dirt the Movie: <https://www.filmsforaction.org/watch/dirt-the-movie/>

Oct 30 Jean Payne, President, Illinois Fertilizer and Chemical Association

Nov 6 John Sullivan, Director, Illinois Department of Agriculture

Nov 13 Rodney, Weinzierl, executive Director, Illinois Corn Producers

Nov 20 Mark Young, Chief Technology Officer, Climate Corporation

Dec 4 Drones, robots, and super sperm - the future of farming:

<https://www.youtube.com/watch?v=qwNVNE83Udo>

Spring Speakers

1.22 Frank Dohleman, Open Innovation Lead, The Climate Corporation

1.29 Trent Foltz, Professional Photographer that focuses on agricultural landscapes and heritage livestock

2.5 Janet M. Mathis, Principal & Chief Executive Officer, The Development Consortium

2.12 Kayla Portwood, Member & Student Recruiting Manager at GROWMARK, Inc.

2.19 Heather Zualof, Human Resources, CGB Diversified

2.26 Luke Worrell, President Worrell Land Services

3.11 Ryan Whitehouse, Illinois Farm Bureau, Associate Director of National Legislation & Policy

Jeremy Flynn, Chief of Staff, Illinois Department of Agriculture

3.18 Joe Horabik, Marketing Manager at Prairie State Bank and Trust

3.25 Dr. Trent Ford, Illinois State Climatologist & Illinois State Water Survey/Prairie Research Institute

3.26 Peterson Farm Brothers, as part of the National Ag Month celebrations

4.1 Jim Spradlin, CEO, GROWMARK

4.8 Kim Hamilton, International Marketing Representative at Illinois Dept of Agriculture

4.15 Rich Morrison, Senior Risk Analyst at Diversified Services Marketing Group

4.22 Farmers, Ranchers and Fisherman Film Screening and Panel Discussion.

Define the tactics used to implement the plan. (25 points) Mass marketing materials sent out to students that included, emails, campus TV displays and included on the convocation program flyers put up around campus. Direct emails to all 88 students within the Ag program received weekly promotional materials to encouraged attendance. The IC Aggie Facebook page featured stories of the speakers.

Describe the results in quantified terms. (25 points) An increase of 50% student participation has been witnessed. The NAMA presentation team increased from 6 students the first year to 14 students contributing to the student marketing team project, with 10 of the scheduled to attend the 2020 conference. Beyond quantifiable numbers, overall student excitement and passion for the IC Aggie/NAMA club is showcased by more attendance at events thus far.
