

Student NAMA Chapter Programs

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

Illinois College

Person submitting the form.:

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

As part of our inaugural year, the club wanted to provide new and engaging events that would connect students on campus to agricultural topics. Being a historical liberal arts college, many on campus have never engaged with the agricultural industry, well as they thought, and others with an ag background never envisioned these experiences being offered at Illinois College. Thus, the program planning committee sought to establish unique agricultural programs that went beyond the traditional cow, plow and sow images many have of the industry.

Outline the plan you developed to improve programming/enhance attendance. (25 points) :

To engage more students, the planning committee sought to gain convocation credit for each event presented to the campus community. Students at IC are required to complete 30 hours of convocation before graduation. Typically, a 1-hour event equals a convo credit. Having the convocation credit has increased the non-agricultural community participation significantly.

Additionally, marketing efforts have been produced to share the message across campus. These include posters hung in buildings, notices showcased on the campus TV screens, and promotional materials displayed in the dining halls.

Define the tactics used to implement the plan. (25 points):

We created a series of Convocation programs (Speakers) in the fall and during National Agriculture Month in March. These speakers and events are as follows:

Fall:

Mark Young

Climate FieldView™ platform and the need to bring digital innovation to farmers, faster.

Mark Young leads the development of a unified technical vision,

architecture, and roadmap to help The Climate Corporation deliver an industry-leading digital agriculture platform. Mark has more than 20 years of experience in Silicon Valley and previously served as a Director of Mobile Product Excellence at Yahoo, the Chief Technology Officer of Mobile Technology at Zynga, and the Founder and Chief Technology Officer at HipLogic.

Dr. David Vail

Learning from the Noxious Ones: Agricultural Health and Aerial Spraying in the Great Plains

Dr. David Vail will be discussing the methods and challenges of exploring the histories of pesticides and health in the Great Plains. "Learning from the Noxious Ones" will draw on stories from *Chemical Lands: Pesticides, Aerial Spraying, and Health in North America's Grasslands since 1945*. His new book explores how a distinctly regional view of agricultural health evolved in the grasslands after World War II. Practitioners sought to understand and deploy insecticides and herbicides by designing local scientific experiments, engineering more precise aircraft sprayers, developing more narrowly specific chemicals, and planting targeted test crops.

Trent Foltz of Trent Foltz Photography

Preserving Rural Landscapes and Heritage Livestock.

The art of seeing is an active process of observing the world around us with deliberate thoughtfulness. In photography, it's what you do with what you see that counts. Subject matter provides the build blocks while composition acts like the glue holding it all together. and light sets the stage for capturing a moment capable of conveying a sense of being there. Trent Foltz will showcase his desire to preserve the beautiful landscape of rural Illinois and heritage livestock.

Jean Payne, President, Illinois Fertilizer & Chemical Association
Food for Thought

Jean Payne will share the opportunities in agriculture for liberal arts majors and women seeking a challenging and rewarding career in agriculture. Additionally, Mrs. Payne will discuss what her role has been in implementing policies that enable the judicious use of agricultural chemicals and nutrients on 22 million acres of crop production in Illinois and discuss the challenges we constantly face in the eyes of the public when it comes to food safety and environmental protection. Jean will share how she uses her background in writing and communication to deliver upon the objectives in her role as President of the Illinois Fertilizer and Chemical Association, and give specific examples of how good communication, cultivating

interpersonal relationships with people within and outside the industry, and a commitment to integrity serves as the basis for sound public policy and implementation of programs that assure a thriving agricultural economy in Illinois.

We also hosted 3 poster events:

A historical look at World War II Agricultural Posters showcased in the library.

The historical look at 4H over the years through a poster showcase displayed in the Education Department building.

Look at the life and impact of Illinois College Professor Jonathan Baldwin Turner, noted as the father of the land-grant movement and all education in and about agriculture.

Presidential showcase of quotes made by all 50 presidents of the United States towards the agricultural industry.

Showcase of emerging issues facing the agriculture industry. Posters presented by students from the Introduction to Agribusiness Management course.

Spring:

Proposed National Ag Month Schedule of Events
Illinois College 2019

Feb 18th: IC Aggie Preview Day: This is an event in partnership with Admissions to invite students interested in the ag program to come to campus to learn more about IC and the ag program. Students from 211 will also present their company profile projects (a poster style event in the hall of McGaw Fine Arts Center while students and families arrive). We will have a Convo speaker that will bring IC students into the event in addition to the visitors. There will be campus tours as well. Needing Ag student ambassadors to help with this project.

Spring break starts on March 1 and students return on March 11. Thus, want to have a kick off event in February prior to students leaving Campus.

Feb 25th: National Ag Month Convo Series Kick Off. Trying to line up a Convo presentation to kick off National Ag Month and connect to Black History Month. A friend of mine is Corey Flournoy. He is the first African American to serve as the

national FFA President. Hope we can fit this into his schedule. I am still working with him.

Feb 25th: Kick off to the IC Agri Cultured Film Series (7 pm, Schewe Library). The first film would be DIRT! The Movie— Narrated by Jamie Lee Curtis—brings to life the environmental, economic, social and political impact that the soil has. It shares the stories of experts from all over the world who study and are able to harness the beauty and power of a respectful and mutually beneficial relationship with soil. But more than the film and the lessons that it teaches, DIRT! The Movie is a call to action. “When humans arrived 2 million years ago, everything changed for dirt. And from that moment on, the fate of dirt and humans has been intimately linked.” How can you affect that relationship for the better?

March 7th: Ag Banquet. A group of IC Students from the Jacksonville area have been invited to attend the Jacksonville Chamber of Commerce Ag Banquet to represent IC and connect with industry leaders from the area.

March 11th: IC Ag Talks. This is the first day back from Spring break. Was thinking we could host the IC Ag Talks on this day. Six teams from the AG 111 class have been invited to present their talks.

March 13th: Ferae Sementivae Convo. An agricultural event celebrating the connection between agriculture, environment and religion.

March 11th: Second film Series Screening. (7 pm, Schewe Library). Food, Inc.—Documentary filmmaker Robert Kenner examines how mammoth corporations have taken over all aspects of the food chain in the United States, from the farms where our food is grown to the chain restaurants and supermarkets where it's sold. Narrated by author and activist Eric Schlosser, the film features interviews with average Americans about their dietary habits, commentary from food experts like Michael Pollan and unsettling footage shot inside large-scale animal processing plants.

March 18th National Ag Month Convo (Ben Rediger, "Hemp on the Hilltop" Building a new industry in Illinois for the world.)

March 18th Third Film Series Screening. (7 pm, Schewe Library). The Future of Food—Distills the complex technology and consumer issues surrounding major changes in the food system

today—genetically engineered foods, patenting, and the corporatization of food—into terms the average person can understand. It empowers consumers to realize the consequences of their food choices on our future.

March 23 or 24--Oxfam Hunger Banquet. Convo An Oxfam Hunger Banquet event is an interactive community event designed to bring hunger and poverty issues to life. This event is a metaphor for how food and other resources are inequitably distributed in the world.

March 25th National Ag Month Convo (still working speaker)

March 25th Fourth Film Series Screening. (7 pm, Schewe Library). Cowspiracy: The Sustainability Secret is a groundbreaking feature-length environmental documentary following intrepid filmmaker Kip Andersen as he uncovers the most destructive industry facing the planet today – and investigates why the world’s leading environmental organizations are too afraid to talk about it.

March 30th Farm Sim Championship. Agriculture, like eSports, is about passion, precision and attention to detail. Optimal conditions for an exciting competition.

The fall events witness 549 students to attend all events. Anecdotal evidence from college stakeholders showcases a stronger understanding and connection to the agriculture industry.

The enrollment goal established by the administration for the inaugural year of the Agribusiness Management program was 12. At present we have 45 students enrolled in the major and over 64 students enrolled in the fall courses with 82 students enrolled in the spring courses. It is truly believed that the efforts advanced by the Agribusiness Club have helped increase enrollment in the program and courses.

The success of these numbers has showcased an event strong commitment from the administration to increase fiscal support by adding 2 additional instructors to support the program.

Describe the results in quantified terms. (25 points):