



2024-2025 Collegiate Beef Ambassador Program

The Georgia Beef Board (GBB) is looking for collegiate men and women to use their unique strengths to connect with consumers and peers to promote beef by serving as a 2024-2025 Collegiate Beef Ambassador (CBA). This is an excellent opportunity for students to strengthen their leadership and communication skills, establish career networks and enhance their knowledge of the cattle industry. If chosen, you will represent your university, the Georgia Beef Board, and Georgia's 15,000 cattle producers at promotional and educational events throughout the Fall and Spring semester. This experience will assist participants in furthering their passion for beef advocacy by providing trainings, access to educational resources, and unique experiences. Through this program participants will be enabled to become an integral voice for the beef community.

What does it mean to be a CBA?

The selected CBAs will join the GBB in their efforts of beef promotion and education events across the state. CBAs will also work to promote beef through social media platforms. Travel to any event during this program will be paid for by the program. If a day of event happens and travel by personal vehicle occurs reimbursement will be given upon receipts submitted properly. Any events that you want to attend representing as a CBA should be communicated with GBB staff with plenty of notice.

The one-year term of the team will begin September 1, 2024 and culminate August 31, 2025. The Collegiate Beef Ambassador team is required to travel under the auspices of GBB throughout the year. Appearances will be required at the Georgia National Fair, and other required CBA engagements throughout the year. Time will also be devoted toward managing GBB social media platforms. Team members are expected to conduct themselves in a professional, mature manner and represent GBB and the beef industry positively. A team member can be removed at any time as determined necessary by the GBB Executive Vice-President and the Checkoff Coordinator.

GBB will expect your participation and engagement in activities outlined by a GBB staff member. These responsibilities may include, but are not limited to:

- Assist with the Beef Booth at the 2024 Georgia National Fair including booth set up, dismantling, and serving a minimum of two shifts during the fair.
- Deliver 1-2 beef promotion activities on your college/university campus.
- Deliver a beef promotion message/activity to a group that is not directly related to the beef or cattle industry.
- Make social media posts on GBB platforms in collaboration with your teammates.
- Keep an electronic journal of photos from activities during your year of service.

- Submit quarterly reports (March, June, September, December) of activities to the GBB.
- Participate in monthly virtual meetings or conference calls with CBA teammates.

Application Details:

1. You will need to include a headshot, resume, 250-word biography, 300-word essay on your involvement and accomplishments within the cattle/beef industry, an on-campus advocacy plan, and at least one letter of recommendation with your application.
2. Completed applications can either be returned to Caitlin Jackson by **Friday, August 16th** by email or submitted digitally through the GBB Website.
3. Virtual interviews will be conducted with top applicants to evaluate oral communication skills and assess applicant's abilities to communicate beef industry knowledge. These interviews will be conducted by August 21, 2024. The chosen CBAs will be announced by Friday, August 23rd via email.
4. All CBAs must return the CBA Code of Conduct and media release form to accept their position.
5. Further instructions will be provided to the team at that time and there will be a mandatory training session on or around August 29th.

Caitlin Jackson is available to answer any questions regarding the Georgia Collegiate Beef Ambassador Program. Please direct your inquiries to:

(478) 474-1815 or caitlin@gabeef.org



2024-2025 Collegiate Beef Ambassador Application

Applicant Information

Full Name: _____

Permanent Address: _____ City: _____

State: _____ Zip: _____ County: _____

Email Address: _____

Cell Number: _____ Shirt Size: _____

Name of college or university you're attending: _____

Year in school: _____ Expected Graduation Date: _____

Major/minor/concentration: _____

Please attach a current headshot and resume to your application.

Please list all social media handles for your personal pages as well as any pages that you administer for other organizations:

Facebook: _____

Instagram: _____

Twitter/X: _____

Tik Tok: _____

LinkedIn: _____

Please provide contact information and letter of reference from either a professor or mentor within your institution or a board member from your local Cattlemen's or Cattlewomen's Association

Name: _____ **Phone:** _____

Email: _____

Biography

250 words or less bio to be used in publications, written in third person.

Essay

Describe your involvement and accomplishments within the cattle/beef industry. (300 words or less)

On-Campus Advocacy Plan

Please present a detailed plan for a beef promotion activity that you could realistically host on your college campus. Give a detailed description of the event's mission of what your promotion topic will be, the target audience, ideal locations and timing, plan for outside resources who will potentially assist in executing the event, and any other additional details that will ensure the plausibility and success of the event. (500 words or less).

Certifications

Please provide documentation that you have completed the Masters of Beef Advocacy and Beef Quality Assurance training. Both certificates can be completed free of charge online:

Masters of Beef Advocacy <https://mba.beeflearningcenter.org/>

Beef Quality Assurance <https://www.bqa.org/beef-quality-assurance-certification>