



Why does Agriculture Future of America (AFA) have Ambassadors?

AFA values students as leaders in all that we do. We know that the people most equipped to share what AFA does and how it impacts college students are the ones who have experienced our collegiate programs first-hand. The AFA Ambassadors represent and recruit our #1 collegiate audience for our unique opportunities.

What's in it for our Ambassadors?

AFA Ambassadors develop workforce preparedness through real-world professional experience to set them up for success as young professionals and beyond. This opportunity provides top-notch training students can't get in their classroom or internships, and a network of motivated peers to carry with them into their careers.

- Academic scholarship, released to your school on a semester-by-semester basis and contingent on your participation
- Receive training in topics such as sales and marketing, and respect and inclusivity
- Tangible sales and marketing experience for your resume
- Exclusive exposure to AFA partners and industry leaders through virtual and in-person events and meetings
- Registration and travel expenses to the 2023 AFA Leaders Conference
- Travel and expenses paid to AFA meetings
- LinkedIn badge at end of experience
- Skill development in interpersonal communication, accountability, time management, and problem-solving

When does an Ambassador serve? March 2023 – March 2024

What's the time commitment? Average of 4 hours per week (to fluctuate throughout the year)

What do Ambassadors do?

- Collaborate with AFA staff to set goals and grow AFA awareness on your campus and region
- Promote AFA Leader Institutes and AFA Leaders Conference with students and faculty through various marketing formats – class/club presentations, meetings with faculty and administration, social media outreach on personal social media accounts using AFA's posts and resources
- Serve as a resource to students selected for AFA programs from your campus prior to each event, including hosting one pre-event meeting for 2023 Leaders Conference delegates
- Attend and participate in all AFA Ambassador meetings (three, plus Leaders Conference attendance) throughout the year
- Maintain consistent communication with AFA staff throughout term
- Collect email addresses from students and campus faculty to grow AFA's email marketing lists
- Work with campus collegiate liaison to communicate organizational information as needed
- Arrive one day early to Leaders Conference to assist with set up and registration on November 8, 2023

Agriculture Future of America

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Additional Opportunities

- Participate in visits, meetings, and events with industry professionals on behalf of AFA
- Identify candidates for and promotion of AFA student leader programs to students on campus upon respective selection processes
- Provide student voice and feedback to AFA staff
- Collaborate with the Student Advisory Team on-site at AFA programs to create a positive student experience

What qualifications must Ambassadors have?

- Undergraduate full-time student majoring in agriculture, food, natural resources or a related field who has a passion for agriculture, food, and natural resources
 - Must have a cumulative GPA of at least 3.0
 - Must be between 17-25 years of age
- Must have attended at least one Track of AFA Leaders Conference or one AFA Leader Institute before applying for the Ambassador position
- Passionate about AFA's mission and can represent the organization in a professional manner

What makes a great AFA Ambassador?

- Resilient
- Problem-solver
- Approachable
- Persistent
- Reliable
- Excellent time and task manager
- Proactive communicator
- Passion for AFA's mission

Expectations of AFA Student Leaders

- Serve as ambassadors of the organization in business settings to fully participate, from table discussion to formal presentations.
- Always behave in a professional manner when representing AFA. In respect of the time and talent of all involved with AFA, drinking is not permitted during AFA events as its repercussions prohibit maximum productivity. This includes Ambassador meetings and the AFA Leaders Conference.
- Drive a culture of respect and inclusivity for the organization by participating in scheduled trainings, as well as throughout the planning and execution of collegiate programs.
- Communicate AFA's mission and vision during industry visits or as part of other events as needed.
- Serve as a role model and resource for other students.
- Responsible and punctual attendance at all meetings.
- Dress appropriately and professionally at AFA functions.
- Serve as a student voice on AFA opportunities and experiences to assist AFA with developing and evaluating programs.

Attendance

Attendance at AFA trainings and meetings is mandatory. AFA will cover expenses for you to travel to the following trainings and meetings.

Failure to be present for the complete time commitment on any of the following dates results in ineligibility to serve as an AFA student leader. If at this point in the process you have a specific conflict with one of the meeting dates, please bring that to attention during your interview.

2023-2024 Ambassador Meeting Dates

March 30 – 31, 2023 – Virtual

August 3-6, 2023 - Location to be determined (All student leaders)

November 8-12, 2023 - AFA Leaders Conference - Kansas City, MO

February 22-23, 2024 – Virtual