

National Agriculture Ambassador Program

Excellence Awards

Ambassador programs throughout the nation excel in a variety of areas and services. At the annual conference, we will recognize ambassador programs that excel in the following areas:

- ❖ Excellence in Service
- ❖ Excellence in Literacy and/or Communications
- ❖ Excellence in Leadership
- ❖ Excellence in Recruitment and Retention

As a recipient of the excellence award, Ambassador programs will receive the distinction of this award, a plaque, a \$500.00 cash prize for their program, and the opportunity to present a workshop on their program's area of excellence on Tuesday, January 6, 2009.

There will be one award-winning program for each area of excellence chosen by a non-biased committee. Ambassador programs *may apply for more than one area of excellence*, but a program is *only eligible to win one award area*. We encourage you to highlight the programs and projects, which have allowed your ambassador program to excel. The award categories are grouped into broad categories, so please feel free to use your creativity and demonstrate the broad scope of your program. If you choose to apply to multiple categories, it is strongly suggested that you modify your application.

This award application is for ***Excellence in Agricultural Literacy and/or Communications:***

Creating awareness and garnering support for all areas of agriculture, natural resources, and life sciences is crucial to the survival of our communities, and nation as a whole. The "Excellence in Agricultural Literacy and/or Communications" award serves to distinguish outstanding programs that have developed resources to further agricultural awareness. Developing awareness can take place among other students, teachers, civic and community leaders, or the general public as a whole.

Application deadline: Friday, November 14, 2008.

Return completed applications to:

**NAAC 2009, ATTN: Dr. Stanley Kelley
Ag Ambassadors
Campus Box 2088
Huntsville, Texas 77341**

Electronic versions of the application will also be accepted in a PDF format. Please send electronic applications to Dr. Kelley at sfkelley@shsu.edu.

IMPORTANT INFORMATION FOR APPLICANTS

Selected applicants will be contacted to arrange workshop details. The **competitive** selection process will require thorough explanation of your activity/project.

A panel of judges (faculty, students, staff) will review applications, and a winning program will be selected based on the application. The winning program will be contacted by December 1, 2008, with the expectation of presenting a workshop on January 6, 2009, at the NAAC held at Sam Houston State University.

- ❖ As part of the award process your program will be required to present a *one-hour workshop* addressing your winning award area. You may use visual aides, PowerPoint, posters, or other props to help illustrate your message.
- ❖ This presentation is to be used to share your ambassador program's excellence in your award winning area with other programs in attendance at the conference.
- ❖ Submit a thorough outline of your presentation and attach it with your award application.
- ❖ Organizations may attach supporting documents to their application (videos, brochures, letters of recommendation, etc.); however, such documents are not required.

Note: The workshops should not be considered a project report. Your group's workshop should be geared towards helping other ambassador programs excel in your selected area.

PROGRAM INFORMATION

University and/or Organization:		
Advisor/Coordinator:		
Award Contact Person:		
Address (line 1):		
Address (line 2):		
City:	State:	Zip:
Phone :	Fax:	
E-Mail Address:		
Total Student Enrollment in College of Agriculture:		
Total Student Membership in Ambassador Program:		
Ambassador Website:		
Duration of project:		

Excellence in Agricultural Literacy and/or Communications Application
NAAC 2009

Name of Activity:
Brief Description/Overview of Activity or Program (please limit to 2-3 sentences):
A. Original Goals/Objectives of the Activity (<i>what did you want to accomplish?</i>):
B. Plan of Action for Accomplishing Goals (<i>Who? What? When? Where? How?</i>):
C. Results/Evaluation (<i>What was accomplished/is being accomplished?</i>)

Please feel free to attach photos (with descriptions) of your team in action.

Excellence in Agricultural Literacy and/or Communications Application
NAAC 2009

As a part of the application, your program must submit an outline of the presentation highlighting your award area. The outline should provide the objectives of the workshop, the link, motivation, overview, and outline of the general information facilitated throughout the one-hour workshop. More information is better than less. A suggested outline is provided below for reference.

Workshop Title:

Workshop Description (to be included in program if selected):

Workshop Objectives:

During this session, ambassadors will learn:

- 1.
- 2.
- 3.

Suggested Workshop Format

Link: This element gets the attention of the audience. Its purpose is to build the audiences interest so they will be engaged during the presentation

Motivation: Why is this important to the participants? This is the question that is addressed in this portion. This part of the speech develops their urgency to listen.

Overview: Let the audience know where you are going.

Point #1, Point #2, and Point #3

- Define the point. Make the point you are addressing clear.
- Make the point real. This is done through jokes, statistics, stories or involvement
- Tell them what to do with the point. What changes of behavior should occur after understanding this point?
- Transition. Tie the point to the next.

Review: What were the major points covered in the speech? Tell them what you have just told them.

Challenge: Tie the message back to the main theme and leave the group with a challenge dealing with the message you hoped to convey. This is your final chance to persuade.

We also ask that your workshop include the following:

- Handouts/worksheets to supplement your workshop
- Visual aids (posters, flip charts, PowerPoint, etc.)
- Interactive application activities
- High energy
- Well thought out objectives