



Request for Proposal: Ambassador Scholar Coordinator

The NYS Agricultural Society (NYSASF) seeks to engage an individual or group to be ultimately responsible for the conduct of the Ambassador Scholar program on an annual basis under the oversight of the Foundation and an industry advisory panel. Using the supplemental information provided as reference (attached here), please submit an RFP of five pages or less to Ann Shephard, Executive Director, at ann@nysagsociety.org by May 1, 2021. Direct questions to Ann by phone at 315-727-5449 or email.

"Growing Agricultural Leadership"

Dating back to the early 1800s, the NYS Agricultural Society is one of the oldest organizations of its kind in the US. Members are representative of all sectors within the agriculture and food supply chain. Credited as a founding partner of many of NY's key industry organizations, the NYS Ag Society founded the NYS Agricultural Society Foundation in 2011. Since 2014, NYSASF donors have sponsored 100 young adults ages 18-25 - including college students and newly employed - to attend the NYS Agricultural Society Annual Forum and a two-day Summer Leadership Experience (SLE). These opportunities can uniquely shape the academic and career paths chosen by individuals within this demographic and help build important business skills and a professional network that will have long lasting personal benefit. Exposing motivated young adults to the breadth and complexity of the agriculture and food supply chain and to the decision-makers that are working to enhance its sustainability are invaluable to creating future leaders and an informed industry workforce.

In less than 10 years, the Ambassador Scholar program has

- Increased class size from 10 to 15 participants competitively selected annually
- Increased charitable support by individuals and corporate sponsors which has fueled a more rigorous and attractive curriculum
- Attracted a more diverse base of candidates from non-traditional backgrounds

Desired Coordinator Qualifications:

- Agriculture and food industry experience and professional network
- Demonstrated experience working with young adults and program facilitation
- Curriculum building, event management and fundraising expertise
- Proficient utilizing technology and social media

Summary of Responsibilities:

- Candidate recruitment and selection of annual Ambassador class for Forum and SLE
- Curriculum development, speaker identification, and meeting facilitation
- Coaching current and alumni Ambassadors
- Recruitment of industry mentors and program partners

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- Relationship manager with alumni network and current class
- Fundraising
- Event planning
- Database management
- Program promotion through traditional and non-traditional channels
- Program advocate and liaison to industry organizations, the NYS Ag Society, and NYS Ag Society Foundation
- Annual program evaluation
- Other

Term: 1-year contract for an estimated 100 hours of work with the potential to renew. Payment based on project fulfillment, not per hour compensation. Annual timeline available in supplemental material which indicates past, monthly milestones. Expenses for Ambassador participation (food, lodging, materials, etc.) and program delivery (materials, speakers, etc.) will be paid separately. NYSASF has established a preliminary budget - not to exceed \$7,000 - for support of the coordinator position.

Responsible to: The NYS Agricultural Society Foundation Board of Directors

RFP should include:

1. Summary of experience that is relatable to the Ambassador program
2. Recommendations for program improvements/enhancements
3. Budget with narrative explanation

Miscellaneous:

1. Proposal should not exceed five pages
2. Deadline for proposals is May 1, 2021
3. Program to begin August 2021 (Dependent on NYSASF Board approval)
4. Please send completed proposal to Ann Noble Shephard, NYSASF Executive Director, at ann@nysagsociety.org.
5. For more information, go to www.nysagsociety.org; contact Ann at 315-727-5449, or Karen Cartier (NYSASF President) at Kcartier@dfamilk.com, 315-247-5251.



Ambassador Program Supplemental Information

Program Objectives:

- Recruit and engage young adults 18-25 years old - who are passionate about food and agriculture - to be members of the NYS Agricultural Society by providing exposure to emerging issues, sectors, events, decision-makers, threats, opportunities and more.
- Create and maintain professional development opportunities and networking to develop a pipeline for future leaders and quality employees for the NYS agriculture and food supply chain.

Program Goals:

- Provide exposure to the scope, complexity and sustainability of NY agriculture and food production
- Build strong industry and university partnerships and connections with the LEAD NY program
- Maintain a strong Ambassador professional network by maintaining up-to-date contact information for alumni and tracking/promoting successes, careers changes, and major milestones
- Compensate an Ambassador coordinator/administrator based on activities outlined and 100+ hours annually
- Create and advisory committee to help guide the direction of the program
- Establish a mechanism to secure consistent funding
- Encourage diversity in Ambassador participation

Target Audience:

- Young adults ages 18-25 years old
- Students or newly employed

Evaluation Tools:

- Number of applications and growth of alumni network
- Demographic profile of candidates and past/present participants
- Trends in sponsor and donor support
- Repeat participation of Ambassadors in program and NYS Ag Society Annual Forum
- Mentor participation and ongoing involvement with individuals and program



TIMELINE FOR COORDINATOR ACTIVITY

September

- Update, change, and post application for the 1st and 2nd year applicants on the NYS Agricultural Society website

October

- Push out candidate application to university and industry partners, through social media channels, and NYS Ag Society Board members
 - SUNY Cobleskill - Faculty - Ag Business, Ag Engineering, Animal Science, Admissions
 - Morrisville State - Faculty - Ag Business, Ag Engineering
 - Cornell - Admissions, Faculty - Education (School of Integrated Plant Science)
- Program Considerations and Speaker Line-Up
 - Wednesday Evening
 - Dinner Program
 - Introductions
 - Cornell CALS Panel
 - Thursday Forum
 - Contact Laurie Levine to schedule Commissioner of Agriculture & Markets to speak to the Ambassadors during the program
 - Friday LEAD NY Program
- Include Forum registration question about internships and job openings

November

- Secure judges for selecting participants
- Applications due before Thanksgiving holiday
- Prepare applications, spreadsheet, and evaluation instructions
- Find a date for judging
- Ask both boards who would like to be mentors, have them complete a mentor profile
 - If you do not receive enough people to volunteer, you can double up exceptional mentors and reach out to people in your network who attend the forum to serve
 - LEAD NY also asks their current and former classes to fill this role



December

- Notify selected participants and encourage others to apply again
- Schedule webinars for orientation, noting any homework or readings that will be required
- Collect contact information, headshots, biographies for Ambassadors
- Secure lodging and meal accommodations for Ambassadors and mentors
- Print business cards
- Make rooming lists

January

- Print final internships and jobs from registration
- Event coordination
 - Greeting, securing that spaces are ready and available, checking on the Ambassadors to ensure they are engaged, touching base with guest speakers, assist with day-of tasks (questions, photographer, registration)
- Create an evaluation to share post-event to collect feedback, reflections on the experience

March

- Convene planning committee to discuss summer meeting focus, location, and experiences for the Ambassadors
 - Invite the Summer Meeting Chair from the Ag Society BOD
- Create the application, disperse to contacts and past Ambassadors

April

- Secure speakers
- Continue to advertise summer meeting opportunity (Summer Leadership Experience)

May

- Secure judges to review applications

June

- Early June applications are due
- Judging of applications
- Communicate to winners and encourage others to re-apply
- Order apparel or program materials
- Host orientations if necessary
- Communicate addresses, hotel rooming, etc.



July

- Secure speakers and space
- Day-of coordination
- Evaluate the experience

TOTAL TIME EXPECTATION:

- September - January: 75 hours of onsite activities and evaluation
- February - August: 30 hours