For the Students, 
By the Students: 
Generating Scholarship Funds 
through Club Activities

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Motivation

• College costs are rising
• Student debt levels are rising
• Student clubs need to keep members active and engaged
• Student clubs can be powerful forces in industry engagement
Cal Poly Agribusiness Management Club

- Started in 1962
- Primary discipline-based club for Agribusiness students
- Over 100 paid members, many majors represented
- 13-member board
- Monthly meetings
- 2-3 industry field trips per year
- All activities are funded by club activities
- $100,000 budget
Scholarships:
Range from $500 - $4,000

- 2015 - $5,000 (5 recipients)
- 2016 - $15,000 (10 recipients)
- 2017 - $26,000 (15 recipients)
- 2018 - $31,000 (21 recipients)
- 2019 - $37,000 (26 recipients)

- Requirements – Club activities, leadership and min. 2.5 GPA
- Senior ABM Club officers select recipients

- Both industry-sponsored and club-sponsored scholarship funds
How do we do this?

• Creative involvement of industry partners

• Big-ticket activities –
  • Ag Showcase Career Fair
  • Rodeo Food Concession
Creative Involvement of Industry Partners

- Recognize the value of your student leaders
- Industry wants access
- In 2017, launched “Industry Partners Program”

- Sponsor a club meeting ($500 for food/door prizes)
- Exclusive access to our club members
- Promotion of their brand & company
- Name recognition with students
Sponsoring companies

- **2017-18:**
  - Simplot

- **2018 – 19:**
  - Cargill
  - Earthbound Farms (organic produce company)
  - K-Coe-Isom (agribusiness consulting and accounting)
  - Famous Software (technology company for agribusinesses)
  - Rjik-Swan (produce)

- Several companies already interested for 2019-20!
Student-Led Activities:

• Ag Showcase
  • Career Fair, 160 companies,
  • 2 days (expanded in 2018)
  • Over 800 students
  • Careers,
  • Internships
  • $90,000 budget
  • Completely student-run
Ag Showcase Sponsors:
Platinum, Gold and Silver include a named scholarship for the company
Rodeo Concession

- ABM Club has a food concession at the annual spring Rodeo
- Student organized and run
- Help feed 10,000 people at event
Other student-organized/funded activities:

- Industry field trips
- Trade Shows: World Ag Expo, Specialty Food Association, Produce Marketing Association
Circle of Success

- Student Ownership
- True Student Engagement
- Accomplishment
- Rewards (Scholarships, Trips)
How to incorporate this in your student clubs

- Examine your advisory and/or leadership style
- Be more of an “idea” and support resource
- Let the students run the show
- Industry WANTS your students and their talent
- They WANT to support worthy activities, like field trips and scholarships
- Take advantage of this and get creative with industry opportunities to connect to your students
Thank you!

• Questions?

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