

## **American Farm Bureau Federation Partners in Advocacy Leadership - Class 10**

### **Background**

The American Farm Bureau Federation's *Partners in Advocacy Leadership (PAL)* program is designed to help today's agricultural leaders accelerate their engagement abilities and solidify their role as powerful advocates for agriculture. The PAL program provides advanced training to our organization's rising stars, to equip them with executive-level skills to become effective advocates in their communities, their agricultural organizations and in government, and to cultivate leaders who can help Farm Bureau advance its policy goals.

The PAL program focuses on taking young farmers and ranchers who have already begun their personal development journey and moving them to the next level. The curriculum is designed to be challenging and rigorous with extensive homework. The core competencies for the program are: self-awareness, industry knowledge, message development, message delivery, policy engagement, and interpersonal skills.

### **Eligibility**

Each state is eligible to make two nominations for the class based on the following criteria:

- Nominee shall be a member in good standing with their county Farm Bureau.
- Nominee shall be a voting Farm Bureau member.
- Nominee shall be an individual, unlike some YF&R programs in which couples apply together.
- Nominee shall be an individual between the ages of 30-45 as of June 9, 2019.
- Nominee must complete an application and be willing to meet the service commitments listed below.
- Current employees or agents of county, state and/or the American Farm Bureau organizations and their affiliates are not eligible. An affiliate is defined as an entity owned or controlled in whole or in part by another entity through, for example, ownership (including partial ownership) or positions on the board of directors.

### **Service Commitments**

Applicants must agree to the following criteria to be considered:

- Attend four training modules and graduation with class members from June 2019 to March 2021. These modules are tentatively scheduled for
  - July 14-18, 2019
  - October 6-10, 2019
  - March 14-23, 2020
  - August 9-13, 2020
  - March 2021—Graduation tentatively set for FUSION Conference.
- Complete readings and other homework assignments by deadlines.
- Become an active member of AFBF's Grassroots Outreach (GO) Team.
- Conduct hometown presentations and community roundtables to hone skills.
- Create informational outreach and consumer-engagement videos.
- Participate in the AFBF spokesperson network\* as opportunities arise.
- Participate in opportunities offered through other organizations – food, agricultural, etc.
- Complete an evaluation of the program.

\* On behalf of the American Farm Bureau Federation you will conduct media interviews, attend AFBF events, participate in FB Advocacy, gain peer-to-peer connection through social networking and blogging, etc.

*\*\*AFBF reserves the right to dismiss any PAL participant for behavior that reflects poorly on the program or the organization.*

**Entry Form and Application Guidelines**

- Do not use abbreviations or acronyms.
- The nominee must fill out and properly complete the application through electronic submission. No additional pages are to be used.
- Please attach and send three letters of recommendation in pdf form as additional files to the application submission. One letter must be from the state Farm Bureau president and at least one letter must be from an individual outside of Farm Bureau.

**Application Selection Process**

- A panel of three qualified judges will select 15 finalists.
- Scorecard:
 

Advocacy Experience	30 points
Engagement Interest	30 points
Knowledge/Grasp of Issues	20 points
Leadership Experience	10 points
Diversity	10 points
<b>Total</b>	<b>100 points</b>
- Finalists will be interviewed and ranked based upon the interview. Regional and commodity diversity will be taken into account. The interview will count for an **additional 25 points** of the scorecard.
- The top 10 finalists will be named as candidates for *Partners in Advocacy Leadership* enrollment with the remaining five named as alternates.
- Candidates and alternates will be notified of their status. Candidates will have two weeks to accept or decline the invitation. Should a candidate decline participation, the first alternate will be contacted and given two weeks to accept or decline until the class is filled.
- Candidates who accept enrollment in the class will be asked to submit a letter of intent. Finalists and/or alternates who cannot participate in the class will be invited to apply to the following class.
- Once the class is filled, the training program will begin. The maximum class size is 10 members.

**Photographs**

Please attach one portrait headshot picture of you. Please send pictures that are bright and crisp. *(Note: All pictures become property of AFBF.)*

**Deadline and Schedule**

Applications must be submitted to the email address, [johnnam@fb.org](mailto:johnnam@fb.org) on or before **8:00 a.m. Eastern Standard Time on March 4, 2019** to be considered for the *Partners in Advocacy Leadership* program.

Finalists Announced – March 2019

Interviews Conducted – March-April 2019

Class Announced – late April 2019

