

# ~~RECRUITMENT & COMMUNICATIONS~~

**COORDINATING RECRUITMENT &  
COMMUNICATIONS EFFORTS TO  
ENHANCE THE CAFNR EXPERIENCE**





# UNIVERSITY RECOMMENDATIONS

- Develop a unified approach to recruitment
- Utilize the brand
- Clearly articulate how programs tie to CAFNR

- Improve user experience on the website
- Develop a video content strategy

# NEW MATERIALS: TRIFOLD

## CAFNR STUDENTS LEARN ABOUT

The food we eat • Fuel and energy sources • Water supply and quality • Animal and human health • Managing natural resources • Hospitality and tourism • Business and policy development • Communications and leadership • Personal and family financial planning • Exercise, nutrition and dietetics



## UNDERGRADUATE MAJORS (Emphasis areas listed below degree)

- **Agribusiness Management**
- **Agricultural Education**  
Communications & Leadership  
Teacher Certification
- **Agricultural Systems Technology**
- **Agriculture**
- **Animal Sciences**
- **Biochemistry**
- **Environmental Sciences**  
Atmosphere  
Land & Soil  
Outreach & Education  
Water
- **Food Science & Nutrition**
- **Hospitality Management**
- **Natural Resource Science & Management**  
Fisheries & Wildlife Sciences  
Forest Resources  
Human Dimensions  
Terrestrial Ecosystems
- **Nutrition & Exercise Physiology**  
Human Physiology & Translational Sciences  
Nutrition & Foods  
Physical Activity, Nutrition & Human Performance
- **Parks, Recreation & Sport**  
Natural Resource Recreation Management  
Recreation Administration  
Sport Management  
Tourism Development
- **Personal Financial Planning**
- **Plant Sciences**  
Breeding, Biology & Biotechnology  
Crop Management  
Horticultural Science & Design

## UNDERGRADUATE MINORS & CERTIFICATES

- Agribusiness Management
  - Agricultural Education
  - Agricultural Leadership
  - Agricultural Systems Technology
  - Animal Sciences
  - Captive Wild Animal Management
  - Equine Science & Management \*
  - Environmental Sciences
  - Financial Management Services
  - Floral Artistry & Management \*
  - Food Science & Nutrition
  - Hospitality Management
  - International Agriculture, Food & Natural Resources
  - Natural Environment & Human Health \*
  - Nutritional Sciences
  - Personal Financial Planning \*
  - Plant Sciences
  - Precision Agriculture Technology \*
  - Science & Agricultural Communications
  - Sustainability \*
  - Wellness
- \* certificate options

COLLEGE OF AGRICULTURE, FOOD AND NATURAL RESOURCES

## ADVISING

**Our award-winning advisors are committed to ensuring student success.**

Through one-on-one interaction, your advisor will get to know you and learn about your goals, helping you tailor your college experience accordingly.

Your advisor can:

- Help you select and schedule classes.
- Find career and internship information.
- Direct you to clubs and activities you will enjoy.
- Help you with academic or personal challenges.
- Be a lifelong mentor and professional contact.



## SCHOLARSHIPS

At CAFNR, we're always here to help, and helping you figure out how to pay for your college education is no exception!

The College of Agriculture, Food and Natural Resources is proud to offer one of the largest scholarship programs on the MU campus. Each year CAFNR awards more than \$1.3 million in scholarships.

CAFNR scholarships are also available to transfer and continuing students, and many programs offer scholarships specifically for their students. Awards range from \$1,000 to \$3,500 annually. In addition, CAFNR offers MU Curators Scholars and Chancellor's Scholars \$1,000/year. (If enrolled in CAFNR before Jan. 1 as an incoming freshman.)

**\$1.3 million in scholarships awarded by CAFNR annually.**



## CAREER SERVICES

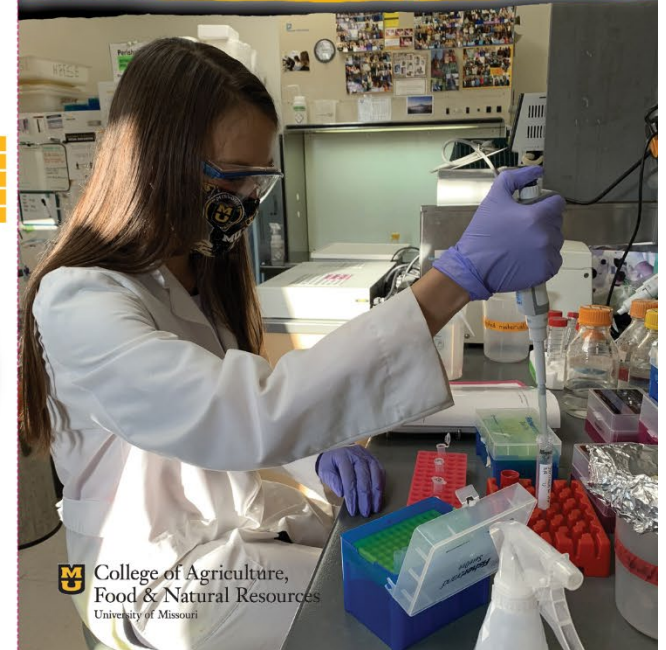
CAFNR's own Career Services office is a valuable, tailored resource for our students. We offer assistance and resources to help you with resume writing, salary negotiations and networking; career days where recruiters are brought in to meet with you in an open setting; and a step-by-step plan for individual, professional and personal development.

Professional development has become a part of the CAFNR culture. We work closely with faculty, staff, alumni and industry to have the most current advice, opportunities, speakers and mentors at the ready for you. CAFNR Career Services helps our industry partners find the best ways to connect with students and faculty to share information about their company and job opportunities.

**99% of CAFNR graduates are employed full-time or enrolled in graduate/professional school within six months of graduation.**



the **CAFNR** experience



College of Agriculture, Food & Natural Resources  
University of Missouri

**GET IN TOUCH!**  
cafnr@missouri.edu  
573-882-8301



**M** College of Agriculture, Food & Natural Resources  
University of Missouri

# NEW MATERIALS: TRIFOLD

**WE  
HAVE A  
LOT TO  
OFFER**

Our resources and history coupled with our personal attention – including dedicated academic advisors, a tailored Career Services office and degree-specific Study Abroad programs – make the MU College of Agriculture, Food and Natural Resources a perfect fit for you.

A degree from **CAFNR** impacts your future and career, as well as the core components of society – helping feed the world and keep it healthy.

## CAFNR DEGREE PROGRAMS:

Working together to cultivate a healthy world.



# SIGNATURE EXPERIENCES



CAFNR encourages each student to complete a "signature experience." This is part of the college's "RISE" initiative: Research, International, Service Learning and Experiential Learning. Of course, you don't have to stop at one – you're welcome to participate in many signature experiences as you can fit into your time at Mizzou!

## RESEARCH

CAFNR's research affects every part of our lives – health, environment, food & more.

Students in the College of Agriculture, Food and Natural Resources are involved in research projects that would be the envy of graduate programs at other institutions.

Recently, students have studied plant immunity to pathogens; created a winning landscape design for a veterans' cemetery; determined how to use a nuisance fish product for humanitarian aid; and looked at the connection between extreme weather events and climate change.

MU provides numerous opportunities for undergraduate research internships; many offer funding and academic credit. Interested students work with a faculty member to develop and submit their research plans to the college and the Office of Undergraduate Research. Since CAFNR embraces so many diverse disciplines, students wishing to pursue research as undergraduates are limited only by their imagination and ingenuity.

TAKE PART IN UNDERGRADUATE RESEARCH IN ONE OF OUR FACULTY LABS

APPLY FOR STUDY ABROAD SCHOLARSHIPS

## INTERNATIONAL

Discover a new view of the world.

Studying internationally can be one of the best experiences for you and your résumé. Learning and understanding a new culture and way of communicating, solving problems and expanding independence while far from home – these are all skills that will help you in life, no matter where you end up!

To make study abroad experiences possible for students, CAFNR offers study abroad scholarships and loans. Scholarship awards vary based on academic merit, financial need and program selected. Mizzou also offers financial aid for study abroad.

CAFNR offers study abroad programs in 13 countries.



CAFNR has study abroad programs in thirteen countries.

Australia	France	New Zealand
Austria	Germany	Scotland
Belize	Holland	Spain
China	Ireland	
Costa Rica	Italy	



HANDS-ON LEARNING OPPORTUNITIES ARE PART OF THE CAFNR EXPERIENCE

## EXPERIENTIAL LEARNING

Dive into real-world experiences.

Opportunities at the College of Agriculture, Food and Natural Resources go beyond the classroom – at CAFNR, you can dive into real-world experiences through our full-service floral shop, ice cream parlor, meat market and policy centers, as well as in faculty research laboratories and at our research centers throughout Missouri.

These services showcase the college's signature research, education and outreach programs while providing experience for our students and top-quality products to the public!

## SERVICE LEARNING

Build leadership skills and friendships in 40+ CAFNR-specific clubs & organizations!

Each program has experiences tailored to its students, in addition to many college-wide opportunities. Getting involved is a great way to expand on classroom learning, meet others with similar interests – and have some fun along the way!

CAFNR Student Ambassadors represent the College of Agriculture, Food and Natural Resources on campus tours and at events regionwide. The college's student soil, meat, livestock and dairy product judging teams and the Torq'N Tigers quarter-scale tractor pulling team consistently take home trophies at national events. Students can assist Missourians with their tax preparations through the Volunteer Income Tax Assistance (VITA) program. The Pre-Veterinary Medicine Club and the Biochemistry Club assist in preparing students for professional school.

## ALL DEGREE PROGRAMS HAVE A RELATED STUDENT ORGANIZATION

A sampling of CAFNR student clubs & orgs:

- + Agribusiness Club
- + Agronomy Club
- + American Institute of Floral Designers
- + Biochemistry Club
- + Block & Bridle
- + Collegiate Farm Bureau
- + Dairy Club
- + Food Science Association
- + Forestry Club
- + Meteorology Club
- + Mizzou Financial Planning Association
- + Nutrition and Wellness Organization
- + Pre-Med Club
- + Special Events Society
- + Sport, Parks, Recreation & Tourism Association
- + Swine Club
- + Torq'N Tigers quarter-scale tractor pulling team



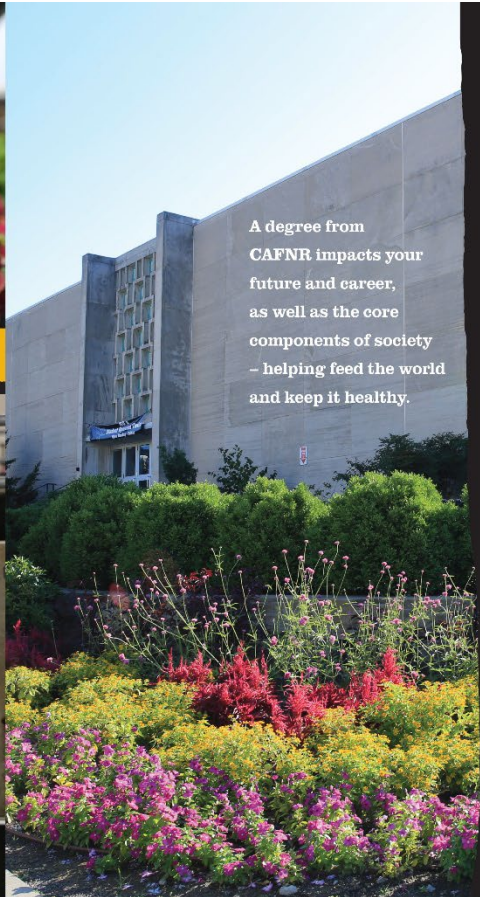
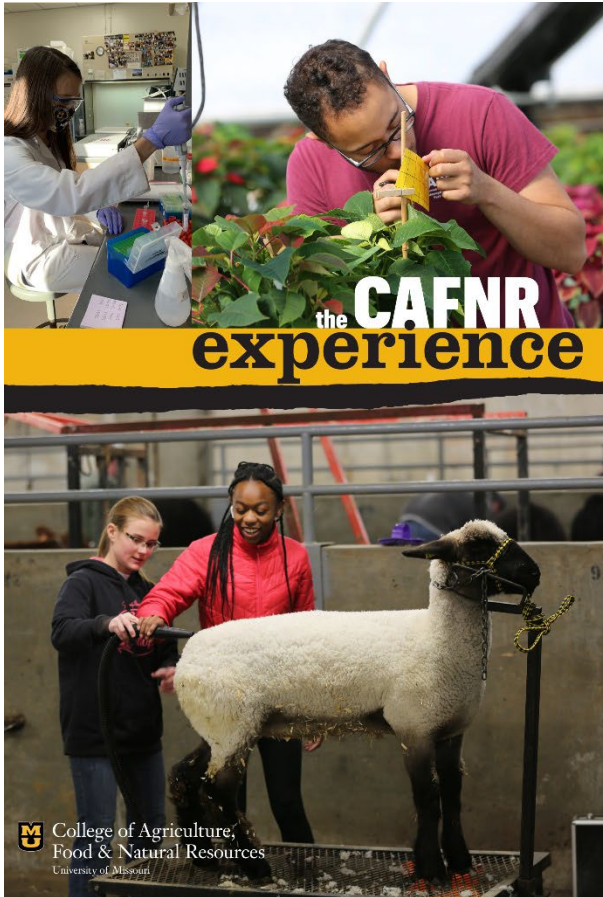
Sharpen your skills by helping craft CAFNR products.



College of Agriculture,  
Food & Natural Resources  
University of Missouri

the **CAFNR**  
experience

# NEW MATERIALS: ROAD PIECE



**CAFNR STUDENTS LEARN ABOUT...**

- Managing natural resources
- Animal & human health
- Water supply & quality
- The food we eat
- Business & policy
- Communication & leadership
- Hospitality & tourism
- Fuel & energy sources

College of Agriculture, Food & Natural Resources  
University of Missouri  
2-64 Agriculture Building  
Columbia, MO 65211

**f** **i** **in**

cafnr.missouri.edu

# NEW MATERIALS: ROAD PIECE

## SIGNATURE EXPERIENCES

CAFNR encourages each student to complete a “signature experience.” This is part of the college’s “RISE” initiative: **Research, International, Service Learning and Experiential Learning.** Of course, you don’t have to stop at one – you’re welcome to participate in many signature experiences as you can fit into your time at Mizzou!



Take part in undergraduate research in one of our faculty labs.

### RESEARCH

CAFNR’s research affects every part of our lives – health, environment, food and much more.



Discover a new view of the world.

### INTERNATIONAL

CAFNR has study abroad programs in 13 countries and scholarships are available annually.



Hands-on learning opportunities are all part of the CAFNR Experience.

### SERVICE LEARNING

Build leadership skills and friendships in 40+ CAFNR-specific clubs and organizations!



Dive into real-world experiences.

### EXPERIENTIAL LEARNING

Get experience beyond the classroom and provide and top-quality products at:

- Buck’s Ice Cream Place
- Mizzou Meat Market
- Tiger Garden floral shop
- World-class faculty research labs
- Policy centers

### UNDERGRADUATE MAJORS

- Agribusiness Management
- Agricultural Education
- Agricultural Systems Technology
- Agriculture
- Animal Sciences
- Biochemistry
- Environmental Sciences
- Food Science & Nutrition
- Hospitality Management
- Natural Resource Science & Management
- Nutrition & Exercise Physiology
- Parks, Recreation & Sport
- Personal Financial Planning
- Plant Sciences

All degree programs have a related student organization!

### ADVISING

Through one-on-one interaction, your adviser will get to know you and learn about your goals, helping you tailor your college experience accordingly.

Your adviser can:

- Help you select and schedule classes.
- Find career and internship information.
- Write letters of recommendation.
- Direct you to clubs and activities you will enjoy.
- Help you with academic or personal challenges.
- Be a lifelong mentor and professional contact.

**Our faculty advisers are actively involved with teaching and research.**

### SCHOLARSHIPS

At CAFNR, we’re helping to reduce your financial burden. CAFNR is proud to offer one of the largest scholarship programs on the MU campus.

- Each year CAFNR awards more than \$1.3 million in scholarships.
- Scholarship awards range from \$1,000 to \$3,500 annually.
- CAFNR automatically offers MU Curators Scholars and Chancellor’s Scholars an additional \$1,000/year.

### CAREER SERVICES

CAFNR Career Services is committed to helping you think about your future and work to make that future a reality.

We offer:

- Assistance and resources to help you with résumé writing, salary negotiations and networking
- Career days for recruiters to meet with you in an open setting
- A step-by-step plan for individual professional and personal development
- The most current advice, opportunities, speakers and mentors at the ready for you.

**99% of CAFNR graduates are employed full-time or enrolled in graduate/professional school within six months of graduation.**

COME CHECK US OUT ON A CAMPUS VISIT! [admissions.missouri.edu/visit](https://admissions.missouri.edu/visit)



College of Agriculture,  
Food & Natural Resources  
University of Missouri

the **CAFNR**  
experience

# NEW MATERIALS: NEW STUDENT POSTCARD

See **YOU**  
this Fall!



- \* **Fall Welcome: CAFNR Academic Day**  
Aug. 19 (serving up ice cream and padfolios!)
- \* **Fall Round-Up** (engaging with clubs and orgs)  
Aug. 31
- \* **CAFNR Week** (experiencing fun and service)  
Oct. 3-7
- \* **Fall Career Fair** (exploring jobs and internships)  
Oct. 3
- \* **Check your university email: CAFNR Info**  
every Tuesday for opportunities and announcements

Office of Academic Programs  
cafnr@missouri.edu  
573-882-8301  
visitcafnr@missouri.edu

 College of Agriculture,  
Food & Natural Resources  
University of Missouri  
2-64 Agriculture Building  
Columbia, MO 65211-1300





# COMMUNICATION TIMELINE



## MANAGED AT CAFNR LEVEL

Month	Communication Activities
AUGUST	<ul style="list-style-type: none"> <li>Email: Latitude newsletter</li> <li>Email: Invite high school ag teachers to bring class for a visit</li> </ul>
SEPTEMBER	<ul style="list-style-type: none"> <li>Email: Latitude newsletter</li> </ul>
OCTOBER	<ul style="list-style-type: none"> <li>Direct Mail: Make a Visit</li> <li>Email: Latitude newsletter</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>Email: Show Me CAFNR</li> <li>Email, Phone Call: General scholarship info</li> <li>Email: Scholarship deadline reminder</li> <li>Email (Slate): Dean's welcome (ongoing Nov-Aug)</li> <li>Email: Latitude newsletter</li> <li>Email (Slate): Tigers Get the Job (ongoing Nov-July)</li> </ul>
DECEMBER	<ul style="list-style-type: none"> <li>Email: Latitude newsletter</li> <li>Email (Slate), Event: Discovering the CAFNR Experience</li> <li>Email: Show Me CAFNR</li> </ul>
JANUARY	<ul style="list-style-type: none"> <li>Email: Quick check-in</li> <li>Email: Latitude newsletter</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>Direct Mail, Email, Social, Web: Apply to LSQ</li> <li>Phone Call: Show Me (insert degree program name)</li> <li>Phone Call: Summer Welcome and enrollment fee reminder</li> <li>Email: Latitude newsletter</li> <li>Event: Invite high school ag teachers to bring class for a visit</li> <li>Event: KC Western Farm Show, CAFNR attends</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>Email: Learn about CAFNR programs</li> <li>Direct Mail: Family to Family publication mailer</li> <li>Email: Latitude newsletter</li> <li>Email (Slate): Experience your industry with CAFNR career service office</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>Email, Direct Mail: Notify accepted LSQ students</li> <li>Email: Latitude newsletter</li> <li>Event: Admitted Student Day event, hosted by CAFNR</li> </ul>
MAY	<ul style="list-style-type: none"> <li>Email: Learn about CAFNR programs</li> <li>Email: Latitude newsletter</li> <li>Email (Slate): CAFNR transfer message</li> </ul>
JUNE	<ul style="list-style-type: none"> <li>Direct Mail: Make a Visit handwritten card</li> <li>Event: Life Science Quest Summer Camp, hosted by CAFNR</li> </ul>
JULY	<ul style="list-style-type: none"> <li>Direct Mail: Make a Visit postcard</li> <li>Direct Mail: Apply to Mizzou postcard</li> <li>Email (Slate), Event: Discovering the CAFNR Experience</li> </ul>

## ONGOING COMMUNICATIONS

- Direct Mail: Congrats from ambassadors
- Direct Mail: Congrats from associate dean
- Email: Congrats from Julie Scroggs
- Direct Mail, Email, Web, Social: Event invites
- Direct Mail: Campus visit reminder
- Direct Mail: Nice to meet you (anyone they meet on the road)
- Direct Mail: Thank you for visiting

## MANAGED AT DEGREE LEVEL

Month	Communication Activities
AUGUST	<ul style="list-style-type: none"> <li>Email: PST Mackenzie Ewing Introduction</li> <li>Direct Mail: FNES welcome with swag</li> <li>Event: Battle High Ag Day, PST attends</li> <li>Direct Mail: NEP sends letter and swag to applicants</li> <li>Event: Animal Science Exploration Day</li> <li>Event: Fall Festival at Governor's Mansion, Animal Science attends</li> </ul>
SEPTEMBER	<ul style="list-style-type: none"> <li>Phone Call: PST introduces themselves, scholarship deadline reminder</li> <li>Event: Online Horse Auction and Fundraiser, hosted by Animal Science</li> <li>Event: Horse Sale Preview, hosted by Animal Science</li> <li>Event: AEL Showcase</li> </ul>
OCTOBER	<ul style="list-style-type: none"> <li>Event: Red Angus board event, hosted by Animal Science</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>Phone Call: PST outreach to applicants who haven't been admitted yet</li> <li>Email: PST reaches out to admit list to remind them of admit day</li> <li>Direct Mail: Happy New Year from FNES</li> <li>Event: Food science teacher workshops</li> </ul>
DECEMBER	<ul style="list-style-type: none"> <li>Event: School of Natural Resources booth at Missouri Parks &amp; Rec Expo</li> <li>Event: Animal Science KY Equine Management Internship presentation</li> </ul>
JANUARY	<ul style="list-style-type: none"> <li>Event: Easter at Governor's Mansion event, Animal Science attends</li> <li>Direct Mail: NEP outreach to applicants</li> </ul>
FEBRUARY	<ul style="list-style-type: none"> <li>Event: Animal Science, Youth Leadership Academy</li> <li>Direct Mail: FNES sends happy graduation cards to incoming CAFNR freshmen</li> </ul>
MARCH	<ul style="list-style-type: none"> <li>Event: BioChem Summer Camp</li> <li>Event: Food Science Workshops for FFA Teachers</li> </ul>
APRIL	<ul style="list-style-type: none"> <li>Event: Livestock Academy, Animal Science</li> <li>Event: Ag Ed Summer Academy</li> <li>Event: School of Natural Resources Career Academy</li> <li>Event: Name that Foal Contest, Animal Science</li> <li>Event: Etiquette Dinner, hosted by Hospitality Management</li> </ul>

## AUDIENCE GUIDE



Timeline compiled from regular recruiting efforts with set/recurring dates. While as comprehensive as possible using information available, it may not include all recruitment efforts.

## ONGOING COMMUNICATIONS

- Direct Mail: Thank you for visiting
- Event: High school group and individual visits to CAFNR and/or specific program
- Event: CAFNR and/or degree programs on to high school classrooms and give presentations
- Email: AEL email to prospective students when notified they may be interested in AEL
- Event: Food Science and NEP have Zoom meetings with high schools (do experiments)
- Email: NEP sends emails to acclimated students
- Event: School of Natural Resources visits community colleges to discuss transfers
- Email: AEL congrats on acceptance message
- Direct Mail: AEL sends birthday cards to admitted students
- Direct Mail: FNES congrats on acceptance message
- Email: NEP sends emails to admitted
- Advertising: NEP runs ad in MU Visitor's Guide

# NEW MATERIALS: SHOW-ME DEGREE EMAILS

SHOW-ME

# Animal Sciences

CAFNR's Animal Sciences Degree Program

*Congratulations on being admitted to the University of Missouri College of Agriculture, Food and Natural Resources (CAFNR)! As a future Tiger, we want you to get a glimpse of what you can experience in the [animal sciences degree program](#). Click on the links below to learn more about the CAFNR Experience!*

## Making an Impact



### Growing Together »

[Anna Hartke and Mark Wendell](#) have [grown professionally and personally](#) while pursuing degrees at MU. The duo earned their animal sciences degrees in 2020 and are now in MU's College of Veterinary Medicine pursuing their Doctor of Veterinary Medicine (DVM) degrees.



College of Agriculture,  
Food & Natural Resources

University of Missouri

the **CAFNR**  
**experience**

# EVENTS

- Discovery Days: 3 per year – 15-20 average participation size
- CAFNR Admitted Students Day: 143 admitted students in attendance
- Life Sciences Quest: 35 top students from around Missouri selected



# VISITS & TRAVEL

- College Fairs: traveled to 45 in Fall 2022 semester
- National FFA Convention: 300 students talked to
- High School Group Visits: 8
- Career Exploration Days: 6



# MEETING TOGETHER

- Recruitment meets biweekly with Web & Social Media Strategist
- Meet with CAFNR Communications team twice per semester
- CAFNR News Strategist meets with Dr. Garton about CAFNR Experience stories and highlighting interesting courses

