

Getting some **dirt** on their boots...

Engaging students with non-ag backgrounds



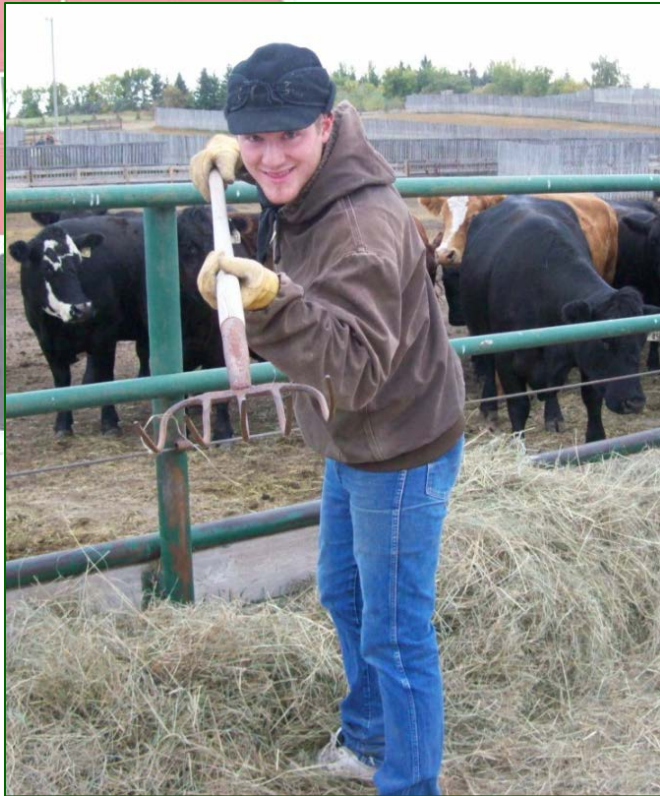
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Drawing Students to Ag

- Stop listing farm labourer as a career option!
- Emphasize entrepreneurship and innovation
- Connect students to successful alumni and agriculture professionals
- Expose students to industry and make them aware of major players



Lakeland's Student Base

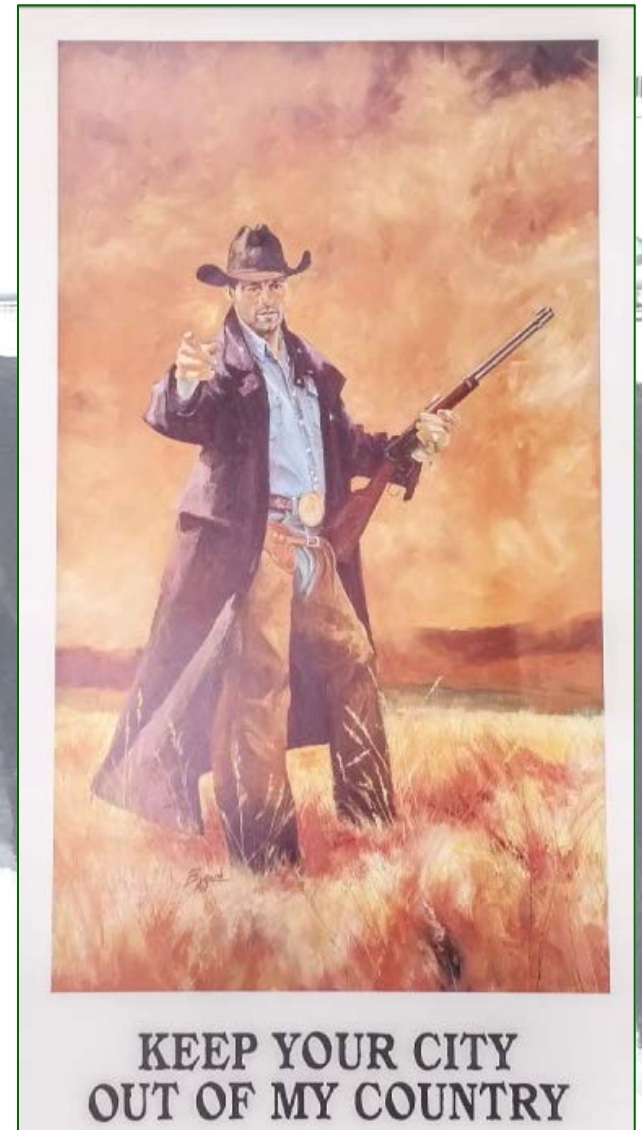


- 60 – 70% have a farm background
- 30 - 40% come with limited ag experience
- Increase in International students
 - may or may not have an ag background



Street cred...

- Practical background is a leg up when working in Ag
 - Being able to '*walk the walk*' and '*talk the talk*'



(Oil painting by Robert P. Byrne)



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Welcome to the Club!

- ***Ag Immersion***

- Builds people skills and relationships
- Increases industry networks
- Entrance into the Ag Community



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The Results...



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Skill Development

- Builds confidence
- Effects on student engagement
- Balancing the 'fun' with 'responsibility'



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Transferable Skills



- Building professionalism and soft skills
- Learning to balance pillars of sustainability
 - Economic
 - Social
 - Environmental



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Building Aggies... one boot at a time

