

COOKING UP A SCHOLARSHIP DEVELOPMENT PLAN

The Utah Agriculture Products BBQ

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Why Such an Event?

Showcase your state's agricultural products
Develop industry support and contacts
Expose your students to the diverse industry

State-wide Participation

Commodity groups donate product and prepare
BBQ menu reflects the diversity of Utah Ag
Brings together a medley of food groups!

Staffing the Event

Volunteers from the faculty and staff
Leadership driven students will participate
Short term commitment with great rewards

Outcomes

Raised \$7,000 for the one day event
Accessed an audience not typically sought
Gain an active associate with commodity groups
Established long term relationships; loyal fans

Requires University-Wide Collaboration

Athletics Department has endorsed and encourages the event
A public relations opportunity for the President's Office
Logistics involves movers, fire marshal, custodial, and maintenance

A Special Touch

Recognize commodity group with a service award
Country western entertainment is icing on the cake
Provide an amplification to a tail-gating atmosphere



The Devil is in the Details

Plan, implement, and evaluate all factors
Start early, plan, and revise on the fly
Pray for great weather and a winning football season

