



# ACT's Next Stop: Lubbock

At Texas Tech University, Agricultural Communicators of Tomorrow (ACT) helps many different kinds of students prepare for the job hunt. The group is part of a national organization that can be found at universities with agricultural communications programs. Students of any major or background can join, and the group focuses on preparing members for their careers.

One of the main events ACT members attend is the Professional Development Conference, hosted by a member school. Texas Tech will host the conference in 2012. Agricultural Communications Campaigns, a capstone class that allows students to combine knowledge learned in multiple classes, is focused on the planning aspect of the upcoming conference.

Danielle White, senior in agricultural communications, is one of the students enrolled in the class.

"We are learning to plan a campaign from start to end," White said. "We started out with the event planning aspect of it and are going to move on to marketing the event, which is the 2012 ACT Professional Development Conference."

White said students in the class are in charge of marketing, which includes the creation of a website, printed materials, and social media initiatives. Each student submits a proposal and collectively the group decides what to implement.

"Knowing that you came up with an idea that is good enough to be put into place is really cool. It's an experience to take when applying for jobs," White said. "It gives students the experience of planning and marketing an event from start to finish, and is something that employers can respect."

Adeline Fox, junior in agricultural communications, and 2010-2011 president of Texas Tech's ACT chapter, stresses the importance of conference attendance.




*Kristen Oodm, Danielle White and Katie Schlosser work on the marketing aspect of the Professional Development Conference.*

"It is important for students to start thinking about life after college," Fox said. "There are always great speakers and seminars, and a wide range of professions are represented."

Hosting the conference at Texas Tech does more than just benefit students who attend.

"Texas Tech will be brought to light when we host the conference here. Students from across the United States and Canada will be able to see all the wonderful things about Texas Tech," Fox said. "It will bring recognition to CASNR and the great programs we have here. A lot of the students who come to the conference will go on to graduate school, and it is a great recruiting tool for Texas Tech."

Hosting the conference at Texas Tech gives students valuable hands-on learning, as well as bringing national recognition to the programs offered in CASNR. While the event takes place in 2012, the benefits have already begun to affect the students involved. 

The ACT Professional Development Conference will be held at Texas Tech University on February 24-26, 2012.

For more information: [www.nactnow.org](http://www.nactnow.org)

Laura Rau | Flower Mound, Texas

