

# Agriculture Ambassador State Conference

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## Abstract

The Agriculture Ambassador organization at California Polytechnic State University, San Luis Obispo focuses on promotion of higher education, agriculture, and professional development among its members and community contacts. In 2018, the organization hosted the Agriculture Ambassador State Conference to bring together Californian Agriculture Ambassadors and industry professionals for workshops and advocacy planning. "Exposure to the different forms of leadership through out-of-classroom involvement offers concrete experiences and background knowledge upon which students can draw as they integrate leadership theories and skills," (Fritz, S., 1998, p.58). Industry professionals have cited the need to emphasize soft skill development through college level education (Robles, 2012).

Measurement of soft skills gained at the State Conference, through workshops and networking, can provide quantitative measurement of soft skills and prove the benefit of Agriculture Ambassadors attending training sessions like those offered at ambassador events (Platt, 2008). To analyze potential soft skills gained, this project utilized the Life Effectiveness Questionnaire, (LEQ-H Method) focusing upon Time Management, Social Competence, Achievement Motivation, Intellectual Flexibility, Task Management, Emotional Control, Active Initiative, and Self Confidence. By tracking individual students pre and post event, a composite score was calculated for each question, which determined soft skill development. Results concluded positive growth in all areas of soft skills occurred for attending ambassadors with Task Management and Intellectual Flexibility rating two of the highest soft skills improved at the 2018 Agriculture Ambassador Conference.