



Becoming a Bright Crop Ambassador for Farming & Food Supply

Bright Crop

As an industry we need to promote the great career opportunities available in our sector. One way in which to help achieve this is by becoming a Bright Crop STEM Ambassador. Bright Crop wants to get the message out about what a wonderful and diverse industry we have and we think the best way for this to happen is to let those who are working in it be our voice. After all, they know the industry and their work better than anyone else so can provide the most relevant and inspiring information to students, teachers and parents.

Our Ambassador Programme

When looking at how best to structure our ambassador programme we decided to work alongside STEMNET; a scheme already recognised by schools and teachers to help open the doors for us. STEMNET is funded by the Government's Department for Business, Industry and Skills. It is an existing ambassador scheme that has been operating very successfully for a number of years so registration, criminal record checks and training to go into schools are all provided free of charge.

We also wanted to ensure that ambassadors supporting the Bright Crop agenda are given extra support in their role. The STEMNET training is therefore complemented with additional Bright Crop training and resources to help Ambassadors get the farming and food message integrated fully into any school visits.

For more information on becoming an Ambassador for Bright Crop, please see our frequently asked questions below:

What is a STEM Ambassador?

- STEM stands for Science, Technology, Engineering & Maths - www.STEMNET.org.uk
- Volunteering as an Ambassador is your chance to promote your skills to young learners, actively encourage them to enjoy STEM subjects, and inform them about the unique career opportunities that are available to them in the farming and food supply industries.
- Bright Crop Ambassadors include agronomists, scientists, engineers of all disciplines, farmers, technicians, traders, managers and more.

Why become a STEM Ambassador?

- By volunteering as an Ambassador, you could be opening up life-changing opportunities for many young people in your area. As an Ambassador you have the opportunity to:
 - Help make a difference
 - Take on a new and exciting challenge and share your enthusiasm for your work and industry
 - Challenge stereotypes young people have about farming and food
 - Strengthen your own skills, including communication, planning and presentation skills

Bright Crop was developed by BITC and is managed by FACE - Farming & Countryside Education

Registered Charity Number 1108241 | Arthur Rank Centre, Stoneleigh Park, Warwickshire CV8 2LG

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- Have lots of fun and enjoy the buzz and energy from the young people!
- Share your experience and knowledge
- Give something back to the community
- Act as a role model

Who makes a good Ambassador?

The main qualities that all Ambassadors share are enthusiasm and commitment, along with a passion for what they do in the farming and food supply industries. Research has shown that students often relate well to young people who have recently joined the industry as they are closer in age, but some requests from schools may require more technical knowledge and experience.

What have other Ambassadors gained from this?

A survey of STEM ambassadors in 2011 said volunteering in schools had:

- Contributed to their personal and professional development (88%)
- Improved their presentation and communication skills (63%)
- Increased their understanding of young people's capability and skills (65%)
- Helped their employer benefit from a higher profile in the community (82%)

What do the students get out of it?

- Better motivation, more confidence and enthusiasm
- Better understanding of the opportunities that a career in farming and food combining science, technology, engineering and maths can offer
- Ensure their teachers are put back in touch with latest ideas, developments and career choices.

What do STEM Ambassadors do?

Get involved in a number of diverse and innovative projects including:

- Talks and activities in schools
- Careers speed dating
- Careers fairs
- Farm walks
- Mock job interviews
- Being interviewed over Skype as part of a school lesson

See 'Example Requests from Schools' for more information.

I have no experience of working in schools. Can I still take part?

Yes. A large number of new Ambassadors have not worked with young people before joining the programme. Training is provided before you work with your local schools and there will be a range of Bright Crop resources and materials you can use and distribute during the school sessions. The induction training aims to make you feel confident about visiting a school for the first time, and includes some classroom-based scenario activities and role-play exercises.

This seems to be geared towards science and technology and for people with technical roles. How does farming and food fit with this and what can I add?

All farming and agricultural roles will have some link to science, technology, engineering and/or maths, even if the association is not obvious. We know that science, technology and business related careers are of interest to young people and we wish to highlight the opportunities within farming and food supply. We will help you explore this and identify ways of including this in your school visits from your additional Bright Crop training.

Essentially, your role is to show young people what a diverse, interesting, challenging and rewarding industry food and farming can be.

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What is the time commitment?

The STEM training takes two hours after which you must commit to at least one school visit per year for their programme. The additional Bright Crop training takes a further two hours and where possible runs immediately after the STEM training. Bright Crop think that one visit is not best use of the excellent resource of our Ambassadors so we would encourage all Ambassadors to try and get involved in a further 2 events – providing a total of 3 per year. Obviously, you can choose to offer as much or as little time as you have available and pick your events accordingly.

What resources and support do I actually get from STEMNET and Bright Crop?

STEMNET	BRIGHT CROP
Become part of a network of 29,000 STEM ambassadors	Additional training from your industry
Regular updates from your regional co-ordinator about local events you can get involved with	Learn activities and ideas on the training to use in your presentations
Guidance on making links with your local schools	Access to Bright Crop materials including: general information leaflets, posters for schools, power point master template, generic presentation that can be used, DVD of video case studies, Bright Crop Ambassador badge
Advice on how to organize your activities	Dedicated 'Linked In' page for Bright Crops Ambassadors to share thoughts, ideas and best practice
Official programme system to record your visits	Access to Bright Crop and FACE advice and information networks
Free criminal check, and subsequent authorized ambassador card to work in schools	Become one of the 1000 Ambassadors we are looking to recruit
Information on other career events you may want to get involved with	Opportunity to be an ambassador on our website and have your own Bright Crop Twitter page to help answer questions coming in from young people
	Open channel for feedback so Bright Crop can capture this and help develop the scheme further

How do I sign up?

The first step is to contact Bright Crop

Go to the 'Information for Industry' page on the website www.brightcrop.org.uk and complete the form. We will then contact you to explain the next steps to get you started.

Who can I talk to find out more?

To find out more please contact Ambassador Recruitment Consultant: Ian Beecher Jones on 07967 637985 or at ambassadors@brightcrop.org.uk or for general enquires Matthew Hetherington at info@brightcrop.org.uk or 0207 566 8722.

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