National Cattlemen’s Beef Association

YOUNG BEEF LEADERS

STRATEGIC PLAN
NCBA Young Beef Leaders (YBL) is a state/breed based platform for member involvement. Age for participation is defined by the respective State or Breed Affiliate Organization Young Leader Program and will vary. State Affiliates and Breed Associations are encouraged to include members of their respective programs in the NCBA Policy development process through participation on NCBA Policy Committees.

**Membership**

- A total of seven members will be elected during the Cattle Industry Summer Conference Regional Meetings and serve alongside their respective NCBA Regional Vice President.
- Members of the YBL Advisory Group must be nominated by a state affiliate and be a current NCBA Member.
- YBL Regional Representative(s) shall serve no longer than two years in their respective positions and cannot serve in two consecutive appointments.
- YBL Regional Representative(s) Terms will not, when possible, coincide with Regional Vice President’s terms.
- YBL will hold an Ex-Officio seat on the NCBA Executive Committee.
  - Regional Representatives will each serve a quarterly term and will be responsible for attending one in-person Executive Committee meeting and corresponding monthly conference calls. They will be responsible reporting back to the other regional representatives for the duration of their appointed term.
  - Service to the NCBA Executive Committee will be determined by election date so that each Regional Representative will have the opportunity to serve.
- Each Regional Representative will receive an annual budget of $500 per region to utilize towards travel expenses to attend, host or assist in sponsoring Young Beef Leader events on a state and regional level at their discretion for both the YBL Steering Committee and YBL Advisory Group.
- NCBA will cover travel, housing and registration expenses to the Cattle Industry Annual Convention, Cattle Industry Summer Conference and YBL Advisory Group Orientation Meeting to be held in the fall for each regional representative. In the fall of 2016, the meeting will include both the YBL Steering Committee Members and the newly appointed YBL Advisory Group.
- NCBA will cover expenses associated with Executive Committee Meetings per quarter, per Ex-Officio Seat.

**Annual Report**

- A formal report will be presented to the Executive Committee on an annual basis.

**Staffing**

- NCBA’s governance and leadership development staff will staff the YBL program.
YOUNG BEEF LEADERSHIP OPPORTUNITIES

STATE AFFILIATE ENGAGEMENT

YOUNG CATTLEMEN’S CONFERENCE → YOUNG BEEF LEADERS → STATE LEADERSHIP

NATIONAL COMMITTEE & BOARD INVOLVEMENT

EXCEPTIONAL LEADERS → NCBA LEADERSHIP
YBL PURPOSE STATEMENT

NCBA’s Young Beef Leader (YBL) program is focused on education, engagement, networking and development of the next generation of beef industry leaders through engagement with NCBA state and breed affiliated organizations and incorporation to industry meetings and events.

NATIONAL PROGRAM PRIORITIES

**ENGAGEMENT**
- State, Regional and National Coordination
- Networking

**EDUCATION**
- Institutional Knowledge
- Government Affairs

**PROGRAM MODELS**
- Program Sharing
- Informational Resource

**RESOURCE UTILIZATION**
- Explore Funding Opportunities in coordination with states
- State and National Staff and Volunteer Leader Collaboration
NATIONAL PROGRAM PRIORITIES

EDUCATION

TACTIC

• Provide institutional knowledge and supplemental materials to help gain a better understanding of NCBA’s Governance Structure

• Young producer educational content offered at Annual Cattle Industry Convention for all young attendees

• Young producer specific programmed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department.

• Provide convention training and prep webinar for state staff, leadership, and new attendees in collaboration with Producer Education, Membership and Association Marketing Departments

• Research opportunities for new state affiliate staff and policy division leadership orientation meeting, similar to what is conducted for State Beef Council Staff

• Produce hybrid meetings available through online platform to include convention videos and speaker live stream capabilities.

• Promote BQA and MBA programs that are already in place to grow opportunities and education for young producers/members.

• Encourage YBL Participants to complete MBA Program

• Host YBL events held in conjunction with Annual Cattle Industry Convention

• Research opportunities for a policy oriented MBA program

ENGAGEMENT

TACTIC

• Participation in Regional Meetings at Annual Cattle Industry Convention and Cattle Industry Summer Business meeting

• Coordination with state affiliates to achieve young producer representation from each state affiliate at Annual Cattle Industry Convention and Cattle Industry Summer Business meeting

• Participation in Convention First Timer Orientation to include more young producers

• Networking events specific to young producers and members held in conjunction with national events
**TACTIC**

- Engage and coordinate with NCBA, State Staff, and State and National Leadership to build a State/National Partnership
  Example: “Regional Roundtable” event held in conjunction with Summer Conference for YBL Regional Representatives, NCBA’s Regional VP’s and State Affiliate Staff to engage and work on regional project
- Booklet of state program to use as a resource among the state affiliates and regions

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**TACTIC**

- Create a centralized online resource for young producers with links to sites addressing key issues related to MBA/Issues Management/Producer Education Resources. Example: Facts About Beef, BQA, Social Media, Policy Issues, etc.
- Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state, regional or national level
- Create online YBL Calendar with state, regional and national events
- Develop a state affiliate program directory hosted on NCBA’s website to include program information, and state contacts within a specific state and region
NCBA YOUNG BEEF LEADERS (YBL) REGIONAL PROGRAM PRIORTIES

REGION I IN, KY, MI, NY, OH, PA, VA & WV

EDUCATION
TACTIC
• Distribute institutional knowledge and supplemental materials to help gain a better understanding of NCBA's Governance Structure
• Coordinate regional tours and partnership between states focusing on legislative/policy issues and training. To include trip to state Capitols and/or Washington, D.C.

ENGAGING & NETWORKING
TACTIC
• Host YBL Networking/Social Events held in conjunction with state and regional meetings
• Rotate an annual YBL Regional Field Day hosted by state affiliates to include production tours, extension and legislative issues

PROGRAM MODELS
TACTIC
• Partner with collegiate agriculture and beef industry programs
• Organize a state Mentorship/Shadow Program at meetings and events
• Distribute booklet of state program to use as a resource among the state affiliates and regions

RESOURCE UTILIZATION
TACTIC
• Promote and communicate centralized online resource for young producers with links to sites addressing key issues related to MBA/Issues Management/Producer Education Resources Example: Facts About Beef and BQA Social Media, Policy Issues, etc.
• Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level
• Promote YBL Online Calendar with state, regional and national events
• Promote and communicate the young producer and state affiliate program directory hosted NCBA's website to include program information and state contacts within a specific state and region.
**TACTIC**
- Develop young leader seminar at the regional level (leadership based content)
- Develop young leader track for state cattlemen’s college curriculum
- Establish mentor program – NCBA focused to learn the ropes of NCBA through YBL representation on policy committees with experienced state members and/or leaders prior to and during state, regional and national meetings.

**ENGAGING & NETWORKING**

**TACTIC**
- Encourage state affiliates to send at least one YBL representative to Legislative Conference (work with states to sponsor/fund one seat)
- Create YBL Regional Tour

**PROGRAM MODELS**

**TACTIC**
- Communicate program models, ideas and tactics to keep learning from states who keep young people involved within region
- Distribute booklet of state program to use as a resource among the state affiliates and regions

**RESOURCE UTILIZATION**

**TACTIC**
- Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level
TACTIC
• Promote YBL specific programmed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department. NCBA will host 2-3 young leader focused webinars within existing curriculum per year

• Establish mentor program – NCBA focused to learn the ropes of NCBA through YBL representation on policy committees with experienced state members and/or leaders prior to and during state, regional and national meetings

• Develop young leader focused seminars and educational events at state and regional level

ENGAGING & NETWORKING
TACTIC
• Promote and communicate networking events specific to young producers and members held in conjunction with national events

• Develop non-exclusive networking events specific to young producers and members held in conjunction with state and regional events

• Create rotating annual YBL Regional Tour hosted by state affiliates

PROGRAM MODELS
TACTIC
• Encourage participation in Regional Meetings on national and regional level

• Encourage state and regional young leader participation at Convention New Member/First Timer Orientation

• Promote convention training and prep webinar for state staff, leadership, new attendees

RESOURCE UTILIZATION
TACTIC
• State affiliate program directory hosted by NCBA’s website to include program information, and state contacts within a specific state and region.

• Promote and communicate centralized online resource for young producers with links to sites addressing key issues related to MBA/Issues Management/Producer Education Resources Example: Facts About Beef, BQA, Social Media, Policy Issues, etc.

• Sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level

• Send NCBA Staff, Leadership and YBL representation at state and regional young leader program meetings outlined in NCBA Marketing Agreements Policies and Procedures
TACTIC

Promote participation in National Speaker at Convention for all young attendees within the region

Promote YBL specific programed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department. Hosting 2-3 webinars within existing curriculum per year

Promote young adult education focused track at the National Cattlemen’s College featuring producer panels and relevant industry issues facing young producers

Promote YBL tours held in conjunction with Convention

EDUCATION

TACTIC

Promote networking events specific to young producers and members held in conjunction with national events

Encourage grass roots mentorship between experienced volunteer leaders and up and coming leaders to learn the development process through policy committees at the state, regional and national levels.

Encourage state and regional young leader participation at Convention New Member/First Timer Orientation

Develop Annual YBL Regional Program hosted by state affiliates

ENGAGING & NETWORKING

TACTIC

Engage and coordinate with NCBA and State Leadership and staff to communication what’s going on with YBL program between states

Continue to keep state/national program focus working towards creating complimentary programs and events between groups on a state, regional and national level through programs currently in place and evolving.

Distribute booklet of state program to use as a resource among the state affiliates and regions

PROGRAM MODELS

TACTIC

Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level

Promote and communicate the young producer and state affiliate program directory hosted by NCBA’s website to include program information and state contacts within a specific state and region

RESOURCE UTILIZATION

TACTIC

Program IV AR, OK & TX

REGION IV AR, OK & TX

EDUCATION

TACTIC

Promote participation in National Speaker at Convention for all young attendees within the region

Promote YBL specific programed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department. Hosting 2-3 webinars within existing curriculum per year

Promote young adult education focused track at the National Cattlemen’s College featuring producer panels and relevant industry issues facing young producers

Promote YBL tours held in conjunction with Convention

ENGAGING & NETWORKING

TACTIC

Promote networking events specific to young producers and members held in conjunction with national events

Encourage grass roots mentorship between experienced volunteer leaders and up and coming leaders to learn the development process through policy committees at the state, regional and national levels.

Encourage state and regional young leader participation at Convention New Member/First Timer Orientation

Develop Annual YBL Regional Program hosted by state affiliates

PROGRAM MODELS

TACTIC

Engage and coordinate with NCBA and State Leadership and staff to communication what’s going on with YBL program between states

Continue to keep state/national program focus working towards creating complimentary programs and events between groups on a state, regional and national level through programs currently in place and evolving.

Distribute booklet of state program to use as a resource among the state affiliates and regions

RESOURCE UTILIZATION

TACTIC

Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level

Promote and communicate the young producer and state affiliate program directory hosted by NCBA’s website to include program information and state contacts within a specific state and region
TACTIC
• Provide institutional knowledge and supplemental materials to help gain a better understanding of NCBA's Governance Structure
• Identify and encourage young leader participation in state and regional board training opportunities – in person and online

EDUCATION
TACTIC

ENGAGING & NETWORKING
TACTIC
•  Encourage grass roots mentorship between experienced volunteer leaders and up and coming leaders to learn the development process through policy committees at the state, regional and national levels.
•  Develop rotating annual YBL Regional Tour hosted by state affiliates. Due to the size of Region V multiple tours may be hosted to best serve the geographic location(s) for producers

PROGRAM MODELS
TACTIC
•  Host an annual YBL Regional Program hosted by state affiliates. Adopt or Redesign a program from another region that will get younger people engaged in policy issues at local/state/national levels.

RESOURCE UTILIZATION
TACTIC
•  Develop a sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level
**TACTIC**

**EDUCATION**
- Promote YBL specific programed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department. NCBA will host 2-3 young leader focused webinars within existing curriculum per year.
- Support national efforts Research opportunities for new state affiliate staff and policy division leadership orientation meeting, similar to what is conducted for State Beef Council Staff.
- Support National efforts in development of policy oriented MBA sister program.
- Regional Tour Education Event.

**ENGAGING & NETWORKING**
- Pair YBL participants on policy committees with experienced state members and/or leaders prior to and during the Cattle Industry Convention and Summer Conference.
- Promote networking events specific to young producers and members held in conjunction with national events.
- Coordinate State/National Capitol visits coordinated within Region VI states.
- Develop mentor program – NCBA focused to learn the ropes of NCBA through YBL representation on policy committees with experienced state members and/or leaders prior to and during state, regional and national meetings.
- Encourage grass roots mentorship between experienced volunteer leaders and up and coming leaders to learn the development process through policy committees at the state, regional and national levels.
- Regional social/networking events held in conjunction with NCBA events such as new member/first timer orientation and YBL networking reception.
- Regional meeting via conference call quarterly or monthly.

**PROGRAM MODELS**
- Promote BQA and MBA programs to young leaders that are already in place to grow opportunities and education for young producers/members.

**RESOURCE UTILIZATION**
- Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level.
- Establish YCC participant sponsorship for states within the Region to utilize if they do not have available funds.
TACTIC
• Promote YBL specific programed webinars within the Cattlemen’s Webinar Series through NCBA’s Producer Education Department. NCBA will host 2-3 young leader focused webinars within existing curriculum per year.

• Incorporate young adult education opportunity and/or track at the annual state conventions

• Communicate with state staff and YBL regional representative to work with NCBA to get timely information and opportunities out to young adults

• Produce hybrid meetings available through online platform to include convention videos and speaker live stream capabilities on a state level. Communicate resources available on a national level within region.

• Develop of State Cattlemen’s College young adult track

ENGAGING & NETWORKING
TACTIC
• Work with state affiliates to achieve representation from every state within Region VII at the YBL State Leadership Summit event at Annual Convention

• Develop a Young Leader Regional Director program to include a staff and producer member representative from each state to work with Regional Vice President and YBL Representative on young leader focused program(s) within the region

• Promote and achieve representation from every state within Region VII at Convention, Legislative Conference and Summer Conference

• Plan an Annual YBL Regional Program to include tour and educational content hosted by state affiliates

PROGRAM MODELS
TACTIC
• Support state programs in existance and enhance programs that are being developed through state sharing and YBL regional representatives.

• Create a program model and overview report available for other states and regions to utilize as a resource in building respective programs

RESOURCE UTILIZATION
TACTIC
• Promote and communicate centralized online resource for young producers with links to sites addressing key issues related to MBA/Issues Management/Producer Education Resources Example: Facts About Beef, BQA, Social Media, Policy Issues, etc.

• Develop sponsorship opportunities, grant programs and reduced event fees for young producers to events and/or to execute programs on a state and regional level and communicate opportunities available on a national level
The Young Beef Leader (YBL) Strategic Plan was developed by the 2015 YBL Steering Committee representing NCBA's seven regions, state staff and NCBA staff. Updated by the 2017 YBL Advisory Group.