



2018 Curtiss League Annual Report

Curtiss League, an initiative for young alumni of Iowa State University's College of Agriculture and Life Sciences (CALs) was launched in the spring of 2014. Curtiss League membership includes exclusive news on college events and initiatives. In addition, members engage in their choice of college and industry recruitment, awareness and advocacy efforts.

Objectives:

- Engage young alumni in student recruitment and retention
- Activate young alumni as advocates for the college in their communities, workplaces and with stakeholder groups
- Deepen alumni understanding of academic opportunities and overall strengths and relevance of the college

Outcomes:

- Assist new students in transition to Iowa State University
- Increase CALs visibility and that of alumni in their communities
- Encourage advocacy by alumni for CALs
- Increase alumni attendance at CALs events
- Increase alumni awareness of CALs
- Generate multilayered engagement between college, alumni and current and prospective students





Membership Information

261 Curtiss League Members

- 208% Growth from 2014
- 76% Retention from 2016
- 192 In-State
- 68 Out-of-State (Arkansas; California; Colorado; Connecticut; Florida; Illinois; Indiana; Kansas; Massachusetts; Michigan; Minnesota; Missouri; Nebraska; North Carolina; Ohio; Pennsylvania; South Dakota; Texas; Virginia; Washington; Washington, D.C. and Wisconsin)
- 1 International (Canada)

22 Majors Represented

- Agriculture and Society/Public Service and Administration in Agriculture (22)
- Agricultural and Life Sciences Education (69)
- Agricultural Business (55)
- Agricultural Studies (18)
- Agricultural Systems Technology (11)
- Agronomy (31)
- Animal Ecology (2)
- Animal Science (36)
- Biology (4)
- Dairy Science (8)
- Dietetics (2)
- Entomology (1)
- Environmental Science (3)
- Environmental Studies (3)
- Food Science (6)
- Forestry (3)
- Genetics (8)
- Global Resource Systems (12)
- Horticulture (8)
- International Agriculture (12)
- Industrial Technology (3)
- Microbiology (2)



2018 Action Items

93% Engaged in Curtiss League initiatives

- Recruitment Activities
- Awareness Initiatives
- Advocacy Efforts



Bridget McFarland @bridget_mcfar · 23 May 2018

#CALSProud of the record-breaking 99.2% job placement rate for @iastate_cals graduates! CALS Career Services has great resources and Mike Gaul continues to help students be strong additions to the agriculture industry. #CurtissLeague

33%

Assisted with *recruitment and retention efforts*

- Postcards/e-mails to high school students
- Connect with current CALS students
- Volunteer with youth events

7%

Participated in *advocacy efforts*

- Shared CALS initiatives with legislators
- Participated with Grow Iowa Agriculture advocacy group
- Represented CALS in professional organizations

81%

Active in *awareness initiatives*

- Engaged with CALS strategic and social media messaging
- Event participation (**29 percent have attended a CALS event**)
- Shared CALS story within community, professional and personal networks
- Participated in college special requests to participate in strategic initiatives



2018 Highlights

35 Members attended the Curtiss League Kick-Off



201 Members have actively engaged CALS via social media



Bridget Anastasia @bridgetdriscoll · 16 May 2018
Hey, @iastate_cals these two are headed your way to make an impact in agriculture! Treat them well! #CurtissLeague #FutureOfAgriculture



77 Members attended a CALS event



86 Members contacted current or prospective CALS students

2018 Highlights

CALS AWARENESS:

#CURTISSLEAGUE #CALSPROUD #ISUCALS



Breanna Wagner @bbranderhorst · 23 Mar 2018

@iastate_cals graduated 1,124 students in Summer 2016 - Spring 2017. That's up 104% from 9 years ago. #Awesomeness #CurtissLeague



Cameron Jodlowski @camerongj · 4 Apr 2018

This was the event that sent me to Iowa State, and so proud it continues to recruit great students #curtissleague



ISU CALS @iastate_cals

Welcome to campus guests of Junior Visit Day, hosted by #calsambassadors. Enjoy your #IowaStateVisit learning about majors and seeing campus! #futurecyclone



Holden Asmus @hcasmus2095

Following

It's crazy to think that 8 years ago I began my adventure at @iastate_cals. It was an adventure that changed my life forever! Good luck to all CALS students as you begin the fall semester. #CALSProud #CurtissLeague

11:20 AM - 20 Aug 2018



Shelby @shelbsBAM

Follow

Toured the Iowa State Capital today as part of the Iowa Pork Leadership Academy session #2, we were able to meet with several legislators and discuss important agriculture related issues! #CurtissLeague #CALSProud #IPLA #IowaPork #BeInspired #WeCare



Heather Duncan @reid2duncan

Follow

Few things more exciting today than extending a #CALSwelcome to our new Dean. Let land grant awesomeness continue! #CurtissLeague



ISU CALS @iastate_cals

#CALSwelcome to Daniel Robison, selected as the next endowed dean of #ISUCALS and the Iowa Agricultural and Home Economic Experiment Station! Robison will begin his tenure @IowaStateU by March 31, 2019. #CALSproud cals.iastate.edu/news/releases/...



Joni Erwin @jonierwin9 · 1 May 2018

Well deserved award for my college advisor @ISUbellplayer! She positively impacted my college career and continues to do so for many students in Ag Business. Congrats Amy! #CALSproud #CurtissLeague

2018 Highlights

STUDENT RECRUITMENT AND RETENTION: #CURTISSLEAGUE #CALSPROUD #ISUCALS



Andrew Lauver @AndrewLauver · 12 May 2018

Congrats to all of this weekend's @iastate_cals grads! Congrats on becoming an #ISUCALS alum and good luck in your next adventure. #CALSproud #CyclonesEverywhere #CurtissLeague



Stuart McCulloh @Stu4ISU · 23 Apr 2018

Getting a recap from @IowaStateAgEI students and hopefully future #CurtissLeague members tonight. The new businesses and research on CRISPR makes me #CALSProud and excited for the future of agriculture. Oh yeah... the #IAFFA18 attendees are in town too, y'all stop by

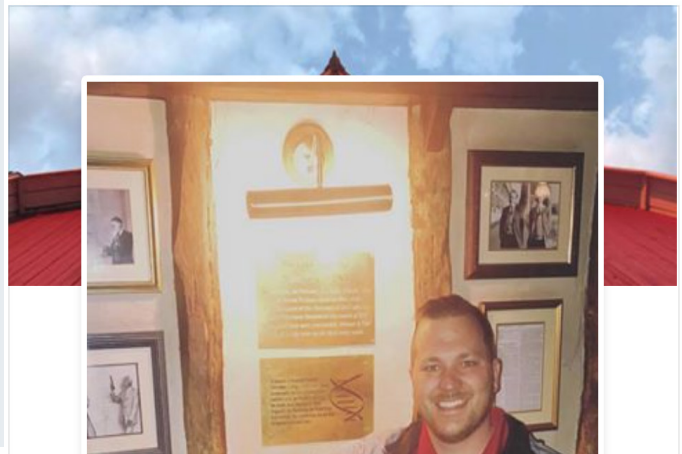


Jacob R Hunter updated his profile picture. 1 hr · 🌐

Nerd alert! In the summer of 2017 I went to The Eagle in Cambridge, England with Iowa State.

Guess what I taught about today in Ag Biology? The Discovery DNA Double Helix and its structure!

#CALSproud #CurtissLeague



Evan Brehm @evbrehm · 9 Oct 2018

Always love coming back to my alma mater @IowaStateU and interacting with @iastate_cals students and staff. Loyal, forever, true. #CurtissLeague



Linn Co-op Oil Co. @linncoopoilco

@evbrehm @JessicaPutz09 at ISU Career Fair today! Fine us some good employees and thanks for telling our story! #CoopMonth #CALSCareerDay

2018 Highlights

2018 #CALSTORIES AND #CALSTHANKS CAMPAIGN FOR MAGAZINE:
 #CURTISSLEAGUE #CALSPROUD #ISUCALS



ISU CALS
 @iastate_cals

#ISUCALS alums, we need your help for the next STORIES Magazine! Who was your favorite #ISUCALS professor and why? Respond to this tweet, share using #CALStories or fill out the survey link below. Your response may be included in the next #CAL Stories. [bit.ly/2EE4Mkz](#)



Jordan Hanson
 @jordanbhanson

Following

Dr. Lee Kilmer in the AnS Dept was my favorite. He pushed me to achieve milestones I thought were insurmountable. I benefited greatly from being a student in his classes, a TA for his courses, and a member of the dairy judging and challenge teams he coached. #CALStories

My favorite professor: Dr. Chris Currey (assistant professor of horticulture) and Dr. Jeff Iles (professor and chair of horticulture) were my favorite professors. I learned the most from both of them because of their unique teaching styles and perspectives. They both challenged me to think outside the box. They also made an effort to leave the classroom to show us how to apply what we've learned to a real situation. They both prepared us for what we would see and how to adapt to working in the horticulture industry.

— Lexie Ryan ('15 horticulture)



Holden Asmus
 @hcasmus2095

Following

@iastate_cals Professor Dermot Hayes was my favorite professor. His ability to take a fun example to teach Economics was a tactic that really worked with our class.
 #CALStories #CALSProud #CurtissLeague



Holly Kasperbauer
 @hkasperbauer

Following

Replying to @HaleyCook @iastate_cals

Harold Crawford for me! I didn't take any classes with him but he employed me for 4 years as a student worker and I learned so much about making education accessible to all during my time with him working on tribal college projects. A great mentor and friend.

The toughest class you've ever loved: Agronomy 114(?) with Russ Mullen. As someone who was in FFA all 4 years of high school with no farm background, I loved learning about the sciences and practices of crop production. I never knew the name of farm equipment, when they were used, or much about pests, diseases, or seed development before that class. It was difficult, but the weekly labs and quizzes were hands-on and purposeful, with plenty of resources and staff available to help. I use many of those resources and techniques still today as I teach my high school agronomy and plant science course topics.

— Dan Doeing ('13 ag and life sciences education)