

CORPORATE DONORS' PERCEPTIONS OF
THE OKLAHOMA AGRICULTURAL
LEADERSHIP PROGRAM

By

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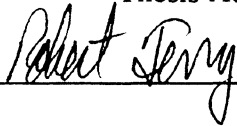
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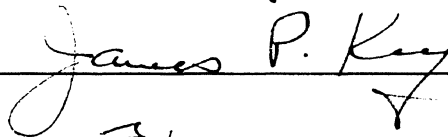
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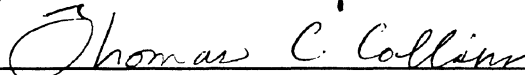
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CHAPTER I

INTRODUCTION

The Oklahoma Agricultural Leadership Program (OALP) was developed in 1982 to provide leadership training and experiences to men and women between the ages of 25 and 40 actively involved in production agriculture or agribusiness in the state of Oklahoma. The two-year program consists of six to ten three-day seminars, a ten-day seminar in Washington D.C. and a two-week international study tour. One of the goals of the OALP is that participants will hold positions of leadership within their community upon completion of the program. The OALP also hopes to enlighten participants concerning major issues affecting agriculture and to increase their understanding of economic and political systems (Oklahoma Agricultural Leadership State Advisory Council and Division of Agriculture Oklahoma State University, 1985).

Although the Oklahoma Agricultural Leadership Program receives funding from Oklahoma State University, private donations and the tuition fees paid by participants, it's primary source of funding is through corporate donations and grants (H.R. Terry-personal communication, June 15, 1994). Without this support the OALP would likely not exist. Relatively few studies have been done regarding perceptions of a program's donors in any area. Certainly, there has been little research done concerning the perceptions of corporate donors of agricultural leadership programs across the country. This may be due in part to the fact that the majority of the agricultural leadership programs were established as recently as the 1980's (Heasley, 1986). Fundraising is

the only way they are able to function, and as a required source of operating funds, will remain a major focus of groups such as the OALP.

Statement of the Problem

It is presently unknown how the Oklahoma Agricultural Leadership Program is perceived by its corporate sponsors or donors. A formal survey of OALP participants has been conducted concerning the participant's feelings about the program (Lee-Cooper, 1994). There has been, however, no attempt to monitor the opinions of the program's donors. OALP leaders feel that it would be beneficial to the program if these perceptions were fully known.

Purpose of the Study

The purpose of this study was to determine the corporate donors' perceptions of the Oklahoma Agricultural Leadership Program.

Objectives of the Study

The objectives of the study were:

1. to describe the satisfaction level of the Oklahoma Agricultural Leadership Program's corporate donors;
2. to describe the corporate benefactors' perceptions of the Oklahoma Agricultural Leadership Program selection criteria and requirements;
3. to describe the corporate donors' perceptions of the three major financial activities conducted by the Oklahoma Agricultural Leadership Program;
4. to describe how corporate funds were solicited;

5. to determine if corporate benefactors were kept adequately informed of the Oklahoma Agricultural Leadership Program's activities.

Scope of the Study

The population selected for this study included corporate donors of the Oklahoma Agricultural Leadership Program. The donations made varied from lump sum grants to matching funds and various non-cash gifts (E. Williams-personal communication, March 1993). The total population was selected for the study.

Definitions

The following definitions are presented because of their relevance to this study.

Corporate Donors - Those providing cash and non-cash donations. Includes commodity groups and state agencies.

Participants - Those young adults attending the two-year Oklahoma Agricultural Leadership Program.

Three-day Seminar - Six to ten three-day seminars are held over the course of each two-year program. The seminars are held in state and normally consist of a speaker with question, answer and discussion sessions on specific items.

Washington D.C. Seminar - A ten-day seminar that focuses on the legislative process, groups and organizations that are working for agriculture.

International Seminar - This two-week study tour allows participants to look at agriculture abroad and to observe the problems and concerns of producers in other countries.

Assumptions

The following assumptions for this study concerning the validity of the data were formulated: (1) Corporate contacts would respond to the questionnaire freely and openly, (2) corporate contacts would respond regarding the operating philosophy of their corporations and not allow personal biases to affect their responses.

CHAPTER II

REVIEW OF LITERATURE

The purpose of this chapter is to present an overview of related research and literature that identified factors relevant to this study. The review was divided into four major areas to provide clarity and organization. The areas of the review are, The W.K. Kellogg Foundation, Pilot States for Agricultural Leadership Programs, History of the Oklahoma Agricultural Leadership Program, and Current Corporate Climate Towards Philanthropy.

To the knowledge of the author, no other studies have been conducted that focus on the funding of agricultural leadership programs. Studies have been done on Leadership Programs themselves but these contain little or no information regarding funding or perceptions of the corporate donors. However, a common link between all of these programs is the fact that very few would be successful without substantial monetary help from outside sources.

The W. K. Kellogg Foundation

Agriculture is one of the key fields of interest for the W. K. Kellogg Foundation which has financially supported rural leadership programs since its inception in 1930. The W. K. Kellogg Foundation will not be included as part of the Oklahoma Agricultural Leadership Program donors. The fact that the W. K. Kellogg Foundation helped to initially fund the OALP and its predecessors warrants this

coverage in the literature review. The Foundation provided seed funds and also sponsored some of the first agricultural leadership programs. The OALP was modeled after these pilot programs.

The W. K. Kellogg Foundation is headquartered in Battle Creek, Michigan. The W. K. Kellogg Foundation derives its income through ownership in company stock and operates independently of its parent firm, as do most corporate foundations. The W. K. Kellogg Foundation is one of the nation's largest foundations with \$122,000,000 in expenditures in the fiscal year 1987-88 (Nimroody & Alpers, 1991).

The operating philosophy of the W. K. Kellogg Foundation allows it to only provide start up funds for projects. It is up to project administrators to find additional funding in order to keep the programs going. Many states have been successful in this endeavor. In addition, other companies such as Philip Morris are starting their own leadership programs (Directory of Statewide and Rural Agricultural Leadership Programs, 1986).

Pilot States for Agricultural Leadership Programs

The W. K. Kellogg Foundation provided seed monies for Agricultural Leadership Programs in four pilot states. These included California, Montana, Michigan, and Pennsylvania (Rapp, 1977). Michigan led the way with its Michigan Agricultural Leadership Program and is consequently the program that most of the sequential leadership programs have been modeled after. Table I indicates the year each of the states started its program (Directory of Statewide and Rural Agricultural Leadership Programs, 1986).

These programs are currently sponsored through grants and donations. The direct cost of these particular programs ranges from \$450,000 for the California program to \$180,000 for the Pennsylvania program. The wide spread is due to the

difference in the set up of each program. The California group travels abroad for two weeks and the Pennsylvania group does not have an international tour. (Heasley, 1986)

The W. K. Kellogg Foundation sponsored an evaluation of the leadership programs in these states in 1976. The results of this evaluation encouraged the Kellogg Foundation to continue sponsoring the set-up of rural leadership programs (Whent, Leising, 1992).

TABLE I

INITIAL FOUR STATES CONDUCTING AGRICULTURAL LEADERSHIP PROGRAMS AND YEAR ESTABLISHED

STATE	YEAR
Michigan	1965
California	1969
Montana	1971
Pennsylvania	1971

The results of the first four programs demonstrated their positive effects through an impact assessment conducted with the W. K. Kellogg Foundation. Accordingly, the W. K. Kellogg Foundation commissioned a national dissemination symposium in Spokane, Washington in 1980 to enlighten others about the success of these programs. The W. K. Kellogg Foundation acknowledged at the symposium that they would be open to proposals that other states might have concerning start up funds for their own agricultural leadership programs. Since 1980 the W. K. Kellogg Foundation has provided the initial money needed to start a total of thirteen programs serving eighteen different states (Heasley, 1986).

History of the Oklahoma Agricultural Leadership Program

The main objective of the Oklahoma Agricultural Leadership Program (OALP) is to develop leaders for the state of Oklahoma, particularly in the area of agriculture. The Oklahoma Agricultural Leadership Advisory Council which consists of noted leaders from Oklahoma agriculture and private organizations has primary responsibility for the organization. One of the many responsibilities of the council is to assist and advise in obtaining long-term funding support. The OALP was made possible in part due to a grant of more than \$200,000 from the W. K. Kellogg Foundation. In accordance with its corporate policy to provide only start up funds the Kellogg Foundation no longer gives funding to the OALP. In addition to donated funds the participants of the first class (1982) were required to pay a \$500.00 tuition fee. This fee has since been increased to \$1000.00.

The OALP starts each two-year program with 30 participants. Participants are selected by the council and must meet the following criteria to be eligible: must be between the ages of 25 and 40; engaged in some form of agriculture within the state of Oklahoma; be willing to pay the \$1000.00 tuition fee; agree not to miss any meetings for reasons other than serious illness or death in the family. It is preferred by the committee that the majority of the participants be involved in production agriculture with the balance of the class being involved in agribusiness.

During the two-year program participants usually meet for six to ten three-day seminars in various parts of the state. Standard for each group is a ten-day seminar in Washington D.C. and an international seminar lasting approximately two weeks. Table II lists the total costs for classes I - VI, along with the total number of participants, number of men and women participants and the destination of the international trip for each class (Background and History of OALP, 1992).

TABLE II
OALP INTERNATIONAL SEMINAR DESTINATIONS, COST,
AND CLASS DATA

CLASS NO.	MEN NO.	WOMEN NO.	INTERNATIONAL DESTINATION	PROGRAMS TOTAL COST
I	30	0	China	\$201,597.34
II	28	2	Brazil	\$133,865.35
III	27	3	New Zealand, Australia	\$165,193.15
IV*	24	1	France, Germany, Belgium, Netherlands	\$132,472.85
V	24	6	Germany, Poland, Czech., Belgium, Netherlands	\$156,597.31
VI	28	2	England, Belgium, Netherlands, Germany	**

* Class IV was limited to 25 members due to a limited budget and small number of applications. (Background and History of OALP, 1992)

** Total cost for class VI had not been determined at time of publication

Lee-Cooper (1994) reported that Oklahoma Agricultural Leadership Program participants from past years indicated that their involvement in the program positively impacted their development as leaders. These individuals reported an increase in their ability to express their opinions and to answer questions. Participation in the OALP also positively affected their networking abilities. Overall, the program participants would participate in the program again and would promote the program to qualified individuals.

Current Corporate Climate Towards Philanthropy

Recent statistics indicate that while corporate contributions to charitable and philanthropic organizations rose to a record \$5.6 billion in 1989, this constituted only a 3.7% increase over 1988. This made 1989 the second straight year that growth was less than the double digit growth experienced in the mid-1980's. In addition, corporate giving did not keep up with inflation (4.8%) or the increase in the cost of services provided by not-for profit-organizations (Miller, 1991).

Although these figures may strike the reader as depressing, the outlook for organizations that depend upon corporate donations is not at all bleak. The total dollar donations of the companies have more than kept pace with pretax profits and corporations are looking to expand the manner in which they give.

Corporate attitudes toward philanthropy are changing. What began as a voluntary response to social issues and problems, then evolved into a phase of mandated corporate involvement, is now evolving into a phase in which social responsibility is viewed as an investment by corporations (Stroup and Neubert, 1987). These same companies are recognizing that help can be given in ways that are more than just monetary and have found that encouraging volunteerism among employees helps them to reap benefits two-fold. Not only is the corporate image in the community enhanced, but it has also been found that employees that regularly volunteer are more productive and absent less in the work place (Miller, 1991).

Corporations are also helping to encourage monetary gifting by its employees through matching gift programs. The companies will offer to match employee gifts at ratios of up to 4:1 (Nimroody and Alperson, 1991).

Cause-related marketing is a form of corporate philanthropy that allows a company to link its contributions with sales of particular products or services. This is another form of philanthropy that enables the corporation to help itself while helping a

charitable organization. The corporation benefits again with a more polished public image through linking its name and products with a charitable organization (Varadarajan and Menon, 1988).

Summary

The W. K. Kellogg Foundation provided the seed money needed to start agricultural leadership programs in four pilot states. California, Montana, Michigan and Pennsylvania. The W. K. Kellogg Foundation also provided the start up money for the Oklahoma Agricultural Leadership Program which was modeled after the Michigan program. The OALP is currently funded by corporate donations, tuition fees paid by program participants, Oklahoma State University, and private donations. The OALP participants attend six to ten three-day seminars across the state, a ten-day seminar in Washington D.C. and a two-week international trip during the two year program.

The current corporate attitudes toward philanthropy are good. The monetary contributions are steadily rising and corporations are looking for new ways to give as they begin to regard contributions as an investment. As this trend continues non-monetary gifting will become more common. Organizations such as the OALP will have to determine how they can benefit from these non-monetary gifts.

CHAPTER III

DESIGN AND PROCEDURE

The purpose of this chapter is to describe the methodology utilized in conducting the research. The procedures were for the most part prescribed by the intent and purpose of the study, which was to determine the corporate donors' perceptions of the Oklahoma Agricultural Leadership Program. Specific objectives were utilized for the purpose of providing direction for conducting the study. The specific objectives of the study were:

1. to describe the satisfaction level of the Oklahoma Agricultural Program's corporate donors;
2. to describe the corporate benefactors' perceptions of the Oklahoma Agricultural Leadership Program selection criteria and requirements;
3. to describe the corporate donors' perceptions of the three major financial activities conducted by the Oklahoma Agricultural Leadership Program;
4. to describe how corporate funds were solicited;
5. to determine if corporate benefactors are kept adequately informed of the Oklahoma Agricultural Leadership Program's activities.

Population

The population of this study included corporations that had donated to the Oklahoma Agricultural Leadership Program. As of the December, 1992 there were

fourteen corporations that had made cash and non-cash gifts to the program. The OALP does receive funds from individuals, primarily program alumni, and Oklahoma State University. However, this population was not included in the study. They are included in a separate follow-up study of program participants (Lee-Cooper, 1994)

Instrument Development

The questionnaire was developed with assistance from Agricultural Education Faculty at Oklahoma State University and the Director of the Oklahoma Agricultural Leadership Program. A telephone questionnaire was constructed that consisted of eleven open-ended questions. The questionnaire was based upon the objectives listed for the study.

Institutional Review Board

Federal regulations and Oklahoma State University policy require review and approval of all research studies that involve human subjects before investigators can begin their research. The Oklahoma State University Office of University Research Services and the Institutional Review Board conduct this review to protect the rights and welfare of human subjects involved in biomedical and behavioral research. In compliance with the aforementioned policy, this study received the proper surveillance and was granted permission to continue, approval number AG-93-025.

Collection of Data

Dr. Eugene Williams, OALP Director, provided a list of corporations that had donated to the OALP. The donations made varied from lump sum grants to matching

funds and various non-cash gifts. The list provided telephone numbers and names of the contact persons for the corporations.

The telephone interviews were conducted during the months of November and December, 1993. The fourteen subjects were first contacted by letter prior to any telephone contact. The letter was developed by the researcher and Dr. Eugene Williams for the purpose of informing the subjects of the impending questionnaire and to determine the best time for them to be reached (Appendix A).

The researcher personally telephoned the contacts and conducted the interview. In two instances it was necessary for the researcher to speak with someone other than the contact person listed by the OALP. The duties of one of the individuals listed as a contact had been delegated to another. The second individual gave the name of another in the organization whom he felt could more accurately respond to the questions.

The use of a telephone questionnaire aided by a small population was instrumental in achieving a 100% response rate (Appendix B). Although the response rate was 100% it is important to note that several respondents chose not to answer all of the questions asked.

The interviews varied from four to thirteen minutes in length with a range of 9 minutes and a mean length of 6.5 minutes. The length of interview time was dependent on how much the subjects chose to elaborate on their answers. The four-minute interview contained very little elaboration on the part of the subject.

Analysis of Data

The data collected in this study was descriptive. Where appropriate, data was interpreted using averages, frequency counts and standard deviations.

CHAPTER IV

FINDINGS

Findings Related to Objective One

The first objective of the study was to describe corporate benefactors' reasons for financially supporting the OALP. In an effort to determine the answer to this objective the following questions were asked: "Do you know personally someone who has participated in the OALP? (i.e., friends, associates, employees)". All of the respondents knew personally at least one person that had participated in the OALP. The subjects relayed that they had friends and associates that had participated in the program. One individual had himself been a participant.

They were also asked, "Has this influenced your decision to support the OALP?" Table III describes the response to this question.

TABLE III
RESPONSE TO WHETHER CONTRIBUTION WAS INFLUENCED
BY KNOWING OALP PARTICIPANTS

RESPONSES	
YES	NO
9	5

Two explanations were received. One respondent who had answered no stated that he believed in the need to develop people. The other respondent explained that he had seen how it had benefited the participants with whom he was acquainted.

The last question related to this objective was, "Is financial support in line with the goals of your organization? (i.e., mission statement, objectives)". All fourteen respondents replied that financial support of the OALP was in line with the goals of their organization.

Findings Related to Objective Two

The second objective of the study was to describe the corporate benefactors' perceptions of the Oklahoma Agricultural Leadership Program selection criteria and requirements. Three questions related to this objective. The first question was, "Seventy-five percent of the program participants are required to come from production agriculture. What is your opinion about this? (the remaining 25% come from any ag-related industry)". Twelve of the respondents indicated that the percentage of program participants selected from production agriculture was appropriate. One respondent felt that the percentage of program participants coming from other ag-related industries should be increased. This respondent felt that increasing the percentage of agribusiness persons accepted to the program could benefit everyone in terms of networking. The other respondent felt that the percentages should be allowed to fluctuate because the increase in agribusiness jobs in general over the past several years would have increased the number of qualified candidates. A response from one individual who approved of the current standard was that emphasis should be placed on production agriculture because this sector does not get as much exposure or as many opportunities as do people from agribusiness.

The second question for this objective was, "Currently preference is given to applicants between the ages of 25 and 40. What is your opinion about this age requirement"? Thirteen survey respondents felt that this age range was appropriate. One respondent suggested that the age range be lowered (age 23-38) or that age be considered on an individual basis based on maturity level or education.

The third question related to this objective was, "Currently the program participants pay a \$1000 tuition fee. This is about 20 percent of the total cost of the program. In your opinion is this too high, too low, or appropriate"? Thirteen respondents indicated that this fee was appropriate. One respondent felt the tuition fee was too high and that it might hinder persons who would otherwise be qualified to participate.

Findings Related to Objective Three

The third objective for this study was to describe the corporate donors' perceptions of the three major financial activities conducted by the Oklahoma Agricultural Leadership Program. Two questions were asked in attempt to answer this objective. The first question was, "I am going to list and briefly explain the 3 major parts of each OALP class. Please rate them on a scale of 1-10 with 1 being the lowest rating with respect to benefit to the participant and relevance. 3-Day Seminars -- focus on one broad topic area, normally consist of a speaker with question, answer and discussion of specific items. Washington D.C. Seminar -- focus on the legislative process, groups and organizations that are working for agriculture. (USDA, Cattleman's Association, Farm Bureau). International Seminar - look at agriculture abroad and the problems and concerns of producers in that area." Of the fourteen individuals interviewed 11 rated each of the three parts. One individual rated only the

Washington D.C. and International Seminars. Two individuals would not rate any of the seminars. Figures 1, 2 and 3 show frequency of responses for those individuals who would rate each of the three parts of the program. The individual that rated the International Seminar a 1 responded that until someone showed him otherwise the International Seminar was essentially a paid vacation and a total waste of time and money.

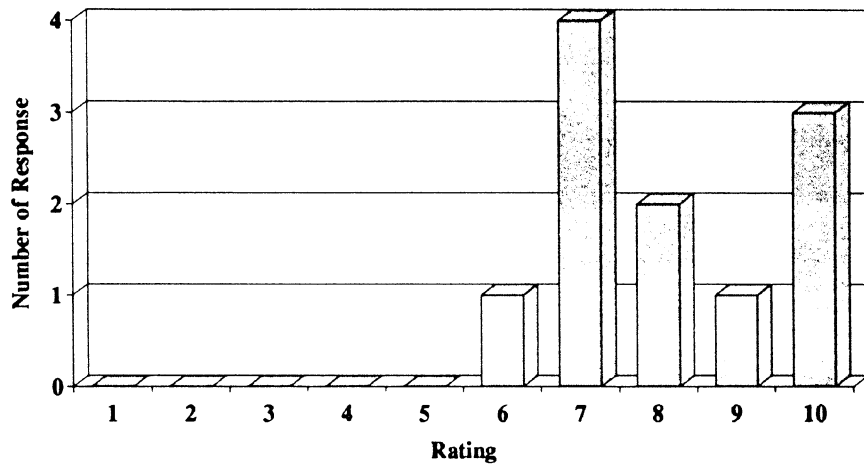


Figure 1. Frequency of Response by Level of Rating for Three-Day Seminars

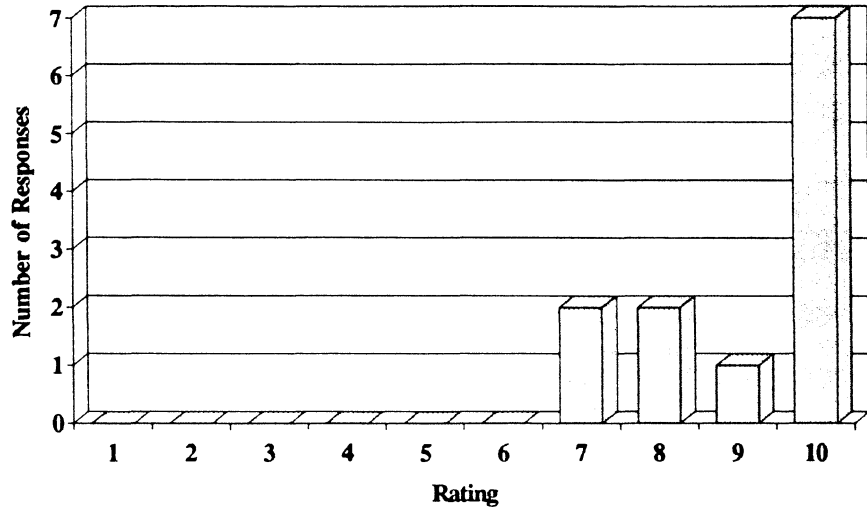


Figure 2. Frequency of Response by Level of Rating for Washington, D.C. Seminar

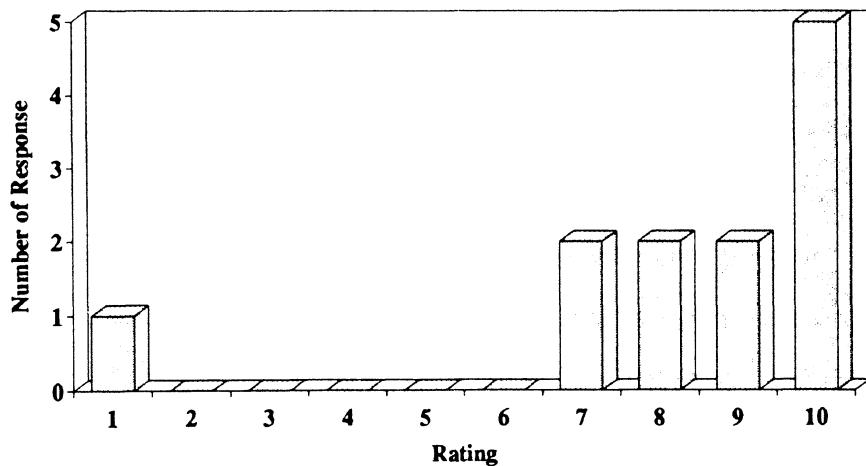


Figure 3. Frequency of Response by Level of Rating for International Seminar

Table IV shows the statistical results of the responses to this question. Overall the responses to this question were positive. The Washington D.C. Seminar scored the highest statistically with the International Seminar following.

TABLE IV
 DESCRIPTIVE ANALYSIS OF RESPONSES REGARDING THE
 THREE MAJOR ASPECTS OF OALP

PROGRAM COMPONENT	STATISTICAL MEASURE	
	MEAN	STD. DEV.
3-DAY SEMINAR	8.1	2.02
INTERNATIONAL SEMINAR	8.3	3.30
WASHINGTON D.C. SEMINAR	9.1	2.35

The second question asked was, "The Washington D.C. and International Seminars add considerable expense to the program. To what extent do you think the potential benefit of such experiences justifies including them in the program"? This question along with the previous question provided for the largest margin of opinion found in the study. Twelve respondents indicated complete support for the Washington D.C. and International Seminars because the benefits outweighed the cost considerations. Two felt that the International Seminar in particular was a complete waste of money. Of those who replied positively to the question one individual stated that in his opinion these two seminars were the most beneficial part of the program and the 3-day seminars alone would not be worth the time or the money for his particular organization. Most commonly stated about the Washington D.C. seminar was the fact that everyone can benefit from learning about legislative procedures and how what the government does affects them.

Findings Related to Objective Four

In an effort to answer the fourth objective of this study which was to describe how corporate funds were solicited, two questions were asked. The first question was, "How was your organization approached about being involved with the OALP?" Ten of the survey participants were able to respond positively to this question. Four did not know how their organization was approached about being involved with the Oklahoma Agricultural Leadership Program. Of the ten that were able to respond four indicated that the director of the OALP had approached their controlling board of directors. One respondent had approached his board of directors personally on behalf of the OALP. Another indicated that a client had approached them about contributing to the OALP.

The second question was, "Could this approach have been improved?" "How"? None of the ten respondents that were able to answer question four had any suggestions as to how this approach could have been improved.

Findings Related to Objective Five

Determining if corporate benefactors are kept adequately informed of the Oklahoma Agricultural Leadership Program's activities was the fifth objective of this study. The following question was asked in relation to this objective: "Are you and your organization kept adequately informed of the OALP's activities"? "If not, what additional information do you desire?" Twelve of the survey participants answered yes they were kept adequately informed of the Oklahoma Agricultural Leadership Program's activities. One respondent did not know. One respondent indicated that he was not. This particular individual felt he was responsible for not being informed because he had not been able to attend the OALP Board meetings. Other comments by

those who responded positively were: 1) would like to know what activities were planned for each OALP class, 2) would like a small packet of information to present to the board each year and 3) appreciated the fact that he was very well informed.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The purpose of this study was to determine the corporate donors' perceptions of the Oklahoma Agricultural Leadership Program. The objectives of the study are

1. to describe the satisfaction level of the Oklahoma Agricultural Leadership Program's corporate donors;
2. to describe the corporate donors' perceptions of the Oklahoma Agricultural Leadership Program selection criteria and requirements;
3. to describe the corporate donors' perceptions of the three major financial activities conducted by the Oklahoma Agricultural Leadership Program;
4. to describe how corporate funds were solicited;
5. to determine if corporate benefactors are kept adequately informed of the Oklahoma Agricultural Leadership Program's activities.

Dr. Eugene Williams, OALP Director, provided a list of corporations that had donated to the OALP. The donations made varied from lump sum grants to matching funds and various non-cash gifts. The list provided telephone numbers and names of the contact persons for the corporations.

The telephone interviews were conducted during the months of November and December, 1993. The fourteen subjects were first contacted by letter prior to any telephone contact (Appendix A). The letter was developed by the researcher and Dr.

Williams for the purpose of informing the subjects of the impending questionnaire and to determine the best time for them to be reached.

The researcher personally telephoned the contacts and conducted the interview.

The responses to the questionnaire were largely positive. Although a few negative responses were received, they were in the minority. Table V indicates the overall feelings the corporate donors have toward the program.

TABLE V
SUMMARY OF CORPORATE DONORS' RESPONSES

QUESTIONS	RESPONSES
Knew Participant(s)	Yes
Influence Decision to Support	Yes
Support In-Line with Goals of Organization	Yes
How Organization was Approached	Contacted Personally
Could Approach be Improved	No
Adequately Informed of Activities	Yes
\$1000 Tuition Fee	Appropriate
Production Agriculture Requirement	Appropriate
Age requirement	Appropriate
3-Day Seminars	7 or above*
Washington D.C. Seminar	7 or above**
International Seminar	7 or above**
Benefit of Washington D.C. and International Seminars	Great Benefit

* Scale of 1 to 10 with 10 being the highest rating. Three chose not to respond.

**Scale of 1 to 10 with 10 being the highest rating. Two chose not to respond.

Conclusions

1. Overall the corporate donors appear to be very satisfied with the OALP.
2. The corporate donors believe that it is appropriate for 75 % of the participants to come from production agriculture while the other 25 % come from other ag-related industries.
3. Corporate donors believe that the age range of 25 to 40 used to aid in selection of participants is appropriate.
4. Corporate donors feel that the \$1000 tuition fee is appropriate.
5. Corporate donors had a positive attitude regarding the Three-Day Seminars.
6. Corporate donors were positive about the Washington D.C. Seminar.
7. Corporate donors were very positive about the International Seminar.
8. Corporate donors were personally approached about donating funds to the OALP. The corporate donors were satisfied with this approach.
9. Corporate benefactors of the OALP feel they are kept adequately informed.

Recommendations

1. Continue to strive for a high satisfaction level among corporate donors of the OALP.
2. Continue to use current criteria for selection of OALP participants.
3. Provide more information about the three major OALP activities, particularly the International Seminar, to the corporate donors.
4. Continue with current practice of approaching corporate donors personally when soliciting funds for the OALP.
5. Provide more information to the corporate benefactors about the activities of the OALP.

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APPENDIXES

APPENDIX A
INITIAL LETTER SENT TO OALP CORPORATE
DONOR CONTACTS

October 26, 1993

3~ 4~

5?~

2?~

6?~

7?~

8~, 9~ 10~

Dear 11~:

The Oklahoma Agricultural Leadership Program is conducting a study of its corporate benefactors. This study is part of an ongoing survey of the program. I will be contacting you by telephone on behalf of Pete Williams and the OALP during the week of November 8th to conduct this brief survey. Your call will not be recorded and your responses will be kept confidential. Please contact me at (502) 521-7048 if this time will not be convenient for you.

Your support of the Oklahoma Agricultural Leadership Program is very much appreciated.

Sincerely,

Eugene "Pete" Williams

Stacey Ramming

APPENDIX B
QUESTIONNAIRE

8. Seventy-five percent of the program participants are required to come from production agriculture. What is your opinion about this? (the remaining 25% come from any ag-related industry)
9. Currently preference is given to applicants between the ages of 25 and 40. What is your opinion about this age requirement.?
10. I am going to list and briefly explain the 3 major parts of each OALP class. Please rate them on a scale of 1 - 10 with 1 being the lowest rating with respect to benefit to the participant and relevance.

3-Day Seminars - focus on one broad topic area, normally consist of a speaker with question, answer and discussion on specific items.

Washington D.C. Seminar - focus on the legislative process, groups, and organizations that are working for agriculture. (USDA, Cattleman's Association, Farm Bureau)

International Seminar - look at agriculture abroad and the problems and concerns of producers in that area.

11. The Washington D.C. and International Seminars add considerable expense to the program. To what extent do you think the potential benefit of such experiences justifies including them in the program?

That is all of my questions. Do you have any other comments?

Thanks for your participation.

VITA

Stacey L. Ramming

Candidate for the Degree of

Master of Science

**Thesis: CORPORATE DONORS' PERCEPTIONS OF THE OKLAHOMA
AGRICULTURAL LEADERSHIP PROGRAM**

Major Field: Agricultural Education

Biographical:

**Personal Data: Born in Bowman, North Dakota, On August 10, 1968, the
daughter of Ron and Laverne Bush.**

**Education: Graduated from Alva High School, Alva, Oklahoma in May 1986;
received Bachelor of Science Degree in Animal Science from Oklahoma
State University, Stillwater, Oklahoma in December of 1990.
Completed the requirements for the Master of Science degree with a
major in Agricultural Education in July 1994.**

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
FOR HUMAN SUBJECTS RESEARCH

Date: 06-21-93

IRB#: AG-93-025

Proposal Title: CORPORATE DONORS' OF THE OKLAHOMA AGRICULTURAL
LEADERSHIP PROGRAM

Principal Investigator(s): William Weeks, Stacey Ramming

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW
BOARD AT NEXT MEETING.

APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A
CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR
BOARD APPROVAL. ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO
BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for
Deferral or Disapproval are as follows:

Signature:

Janis L. Tilley

Chair of Institutional Review Board

Date: June 23, 1993