



Clara Duncan Portfolio

Updated July 2026

Feature Writing

One of my passions has always been storytelling. Through the agricultural communications program, I found storytelling through feature writing to be one of my strengths. I have included my most recent feature story, “Heart for Husbandry,” which can be found in Volume 28, No. 2 of Cowboy Journal, the official publication for the Ferguson College of Agriculture.

Note: The included sample is a lower-quality version of the actual PDF due to the fact that I do not have access to the original while in Colombia.

A photograph of Taylor McConnell, a young woman with blonde hair, wearing a black t-shirt and blue jeans, standing in front of a vibrant red building with blue window frames and flower boxes. She is holding a green Bible with a world map on the cover. The building is situated on a stone wall, and the scene is set in a colorful street in Colombia.

Heart

The Lincoln County Fair lights were bright, the barns were filled with the sounds of livestock and friendly conversations, and a small 3-year-old girl was ready to take on the world with a show stick in hand and her first show hog by her side.

Little did she know, taking on the world would take on a literal meaning, taking her to a coastal city in Colombia in the next 18 years of her life.

"I started out with two \$75 feeder pigs," said Taylor McConnell, Oklahoma State University animal science alumna.

McConnell's love for the swine industry grew from there, she added. Over time, she did anything she could to grow her passion.

"Taylor and her family didn't have the greatest success at first," said Marty Coulson, Wellston Public Schools FFA advisor. "But they worked hard at it, and really started to show at a high level."

The whole McConnell family began to gain interest in the industry with Taylor, Coulson added. As Taylor grew older, her passions branched to other areas of agriculture.

"Taylor was outstanding as soon as she hit the door," Coulson said. "Anything she did was 100% her best,

The colorful streets of Colombia create a cultural backdrop for visitors, such as Taylor McConnell, pictured. *Photo by Jillian Nash*

FOR HUSBANDRY

ANIMAL SCIENCE ALUMN PURSUES INTERNATIONAL MISSIONS PROJECT IN COLOMBIA

whether it had to do with FFA or her faith, she never took any shortcuts.”

In addition to FFA, McConnell was involved in her youth group at First Baptist Church of Wellston, Coulson added.

“One of the first things I knew about Taylor was that she was completely consumed with [showing] pigs,” said Adam Carter, FBC Wellston youth pastor. “She was a natural leader in all she did, and she was successful in almost everything.”

McConnell attended a church youth camp her senior year of high school, where she felt a strong calling to go overseas and live on mission, Carter added.

“We were on the way back from camp, and I could see it all over her face,” Carter said. “On the way home we talked through what she thought her calling might look like, and she gained a better understanding of what this lifestyle looks like.”

Upon graduating from Wellston High School, McConnell attended OSU to study animal science and continue her involvement in the pork industry.

McConnell also spent a summer exploring mission opportunities in other countries before her senior year in college.

“My plan was to be a vet and focus on animal husbandry,” McConnell said. “I didn’t think I could combine agriculture and ministry in a career.

“Then someone said, ‘Taylor, everyone needs to eat,’” she added. “It became clear to me this was what I needed to do with my life.”

As McConnell neared the end of her college career, she continued to explore options for service and missions within a career in the pork industry.

“My senior year I joined the Pork Industry Group through the Oklahoma Pork Council,” McConnell said. “I have to praise them so much, it gave me so much perspective on the commercial side of the industry.”

The Pork Industry Group involves some of the best and brightest students from OSU, said Ashton Mese Johnston, Oklahoma Pork Council industry relations manager.

“Taylor had a spark in her, where you could tell she was passionate about both things,” Johnston added. “She’s always willing to help [anyone] with whatever they need. She’s a servant.”

When the 2024-2025 school year came to a close, McConnell decided she would pursue a life of missions work and planned to live in another country for the next two years.

Meanwhile, McConnell added, missionaries in Cartagena, Colombia, were seeking someone to establish a pig and crop project for the indigenous people groups.

“I was praying the Lord would show me where I needed to be,” McConnell said. “And they were praying for someone who knew how to raise pigs to move there.”

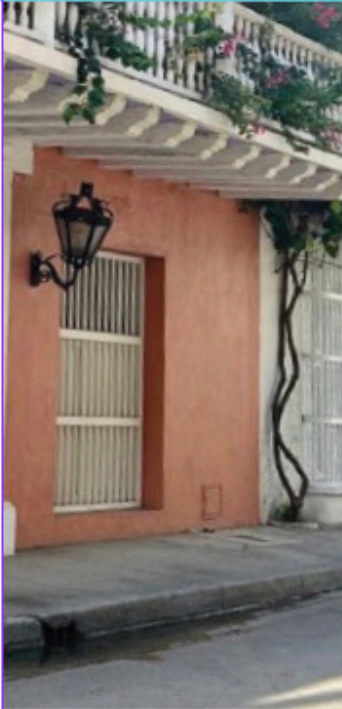
After moving to Cartagena in October 2025, McConnell began language school to learn how to communicate with the people in their native language.

“I’m still so nervous trying to learn Spanish,” McConnell said. “There’s a lot of pressure, because if I cannot communicate well, I won’t be able to effectively teach.”

After finishing language school, McConnell will begin traveling to villages to teach animal husbandry and techniques to efficiently grow crops without having to rely on finances from outside sources, she added.

“God doesn’t waste anything,” Carter said. “God gave Taylor a passion for agriculture and the pork industry and gave her the perfect opportunity to spread that knowledge and the gospel.”

McConnell’s goal was not just to work in the pork industry overseas, but



Top Left: The Cartagena flag flies over the city serving as a symbol of pride. Top right: McConnell, pictured, serves on the Pork Industry Group in Fall 2024. Bottom left: McConnell, pictured, takes trips to visit indigenous peoples to teach them about Jesus and animal husbandry. Bottom right: Pig confinement and care is limited in indigenous villages. *Photos courtesy of Taylor McConnell*

to share the gospel using the passions God instilled in her from a young age, she said.

"No matter what your passion is," Johnston said. "There's a place for you in pork."

McConnell had a vision for her life, and the Lord expanded it far beyond what she imagined, Carter said. God will continue to use her to teach others His love and how to steward the earth well.

"Taylor never had a halfway plan," said Scott Carter, Ph.D., animal science assistant professor and McConnell's former advisor. "She always wanted to learn more and took the time to put herself in a position to gain the most knowledge possible."

A hunger for knowledge, such as the one McConnell exhibits, is

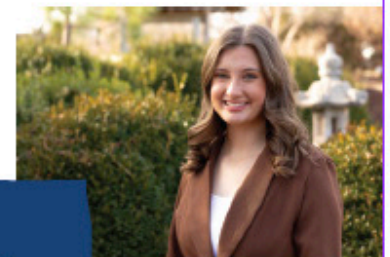
Follow Taylor's Journey!

Scan the QR code to join Taylor McConnell's newsletter.



important for anyone wanting to go to the nations on behalf of any ambition or project, Scott Carter added.

"What gives me passion in life, is watching people and things grow," McConnell said. "I cannot wait to put the things I've learned throughout my life into practice to fulfill my calling." 📺



CLARA DUNCAN
CHICKASHA, OKLAHOMA



Brand Style Guides

As part of my small business, Designs by Clara D., I offer brand guides to showcase a business' logo, font and color variations. I also include a small "mood board" with a motto that best represents the business. I have included my most recent style guide, which I completed for Barker Multimedia.

Fonts:

Logo — Bangla MN Regular

Titles — Source Sans Bold Italic

Copy — Source Serif Pro Semibold

Script — Thirsty Rough Regular

Colors:

CMYK: 100, 98, 40, 48

CMYK: 4, 0, 0, 6

CMYK: 1, 4, 38, 0

CMYK: 30, 100, 98, 37



Mood Board:



Logos:

Primary:



Secondary:



Watermark:

Barker Multimedia 2026

Photoshop

One way I promote my business on social media is by experimenting with trends, specifically on Instagram. My most recent experiment was with the “pixel stretch” trend, where I used Adobe Photoshop to stretch photos I took in Colombia. I have attached two of my best edited photos.







Head Country Bar-B-Q Campaign

During my last semester at Oklahoma State University, I took the agricultural communications campaigns course. I was placed in a group with two other students from the AGCM program, and we planned a campaign for Head Country Bar-B-Q. Our group worked with the chief innovation officer for Head Country to successfully complete this project. I have included several pieces from our final plan book, including copy I specifically wrote and a billboard I designed for the company, along with one of several budgets I helped create.

Note: The included sample is a lower-quality version of the actual PDF due to the fact that I do not have access to the original while in Colombia.



2026

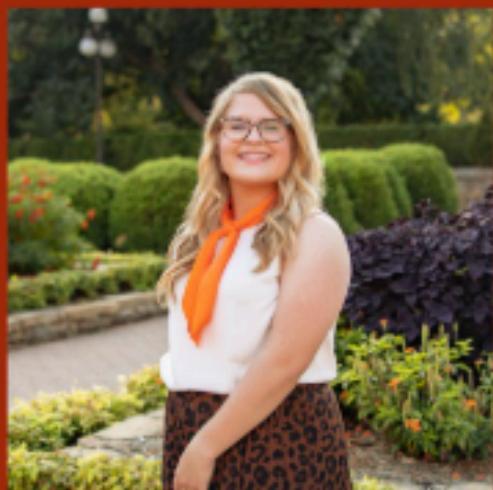
Head Country[®]

BAR-B-Q

PLAN BOOK

Clara Duncan, Taylor Epperson & Rylee Glazier

THE **GIRLS** FROM **OKLAHOMA**



RYLEE GLAZIER

I am an agricultural communications senior with a minor in agribusiness from Omega, Oklahoma. I grew up on a family farming operation, which helped shape me. I enjoy sharing the stories of people in agriculture through a variety of platforms. Working with Head Country Bar-B-Q has been an eye-opening experience for me, and I've loved seeing a new side of the food industry this semester.



CLARA DUNCAN

I am an agricultural communications senior from Chickasha, Oklahoma. My family runs a cattle operation, and through this and my degree, I have developed a passion for agriculture, writing and photography. It has been a joy to work with Head Country Bar-B-Q this semester, and I'm excited to show you all what we've been working on.



TAYLOR EPPERSON

I am an agricultural communications senior with a minor in animal science from Wyandotte, Oklahoma. I grew up raising purebred showpigs with my family and quickly developed a passion for telling the story of agriculture. As an Oklahoma native partial to Head Country Bar-B-Q sauce, I've loved learning about communications on a larger scale within this industry.

EXECUTIVE SUMMARY

OVERVIEW

Head Country Bar-B-Q is a leading Oklahoma-based barbecue sauce brand known for its strong heritage, consistent quality and deep connection to family traditions. The brand holds a dominant position in Oklahoma and has built loyal relationships with consumers who view it as part of their lifestyle.

ISSUE

As Head Country seeks to expand its national presence, the company faces the challenge of maintaining its strong Oklahoma identity and customer loyalty. Increased competition from larger brands and inconsistent brand storytelling risk weakening the emotional connection that sets Head Country apart.

SOLUTION

This plan focuses on reinforcing Head Country as "Oklahoma's BBQ Sauce" while increasing awareness by 15% within six months. Through storytelling, local partnerships and community-driven content, the campaign aims to strengthen loyalty while strategically growing the brand's reach.

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STRENGTHS

- Strong brand loyalty in Oklahoma
 - #1 BBQ sauce in Oklahoma
 - Consistent, high-quality original recipe
 - Strong heritage story dating back to WWII
 - Customers view product as a family tradition
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WEAKNESSES

- Inconsistent social media presence (posting, photo quality)
 - Limited detailed brand storytelling on website ("About" page)
 - Limited scale compared to larger national competitors
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OPPORTUNITIES

- Strengthen Oklahoma-focused messaging
 - Retain loyalty by building brand around the people who use the sauce rather than the origin story
 - Expand Oklahoma loyalty while building brand around new customers and new retailers
 - Increase social media engagement with a consistent strategy
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THREATS

- Large national competitors with greater marketing budgets
- Other brands using strong origin-story marketing
- Loss of customer loyalty if brand connection weakens
- Retail competition for shelf space
- Changing consumer preferences in condiments and sauces

BROCHURE & ROUTE 66 MAP

A brochure paired with a Route 66 map can guide consumers to locations where they can buy or try Head Country Bar-B-Q, combining brand storytelling with a practical, travel-inspired experience.



BILLBOARDS

Placed along Route 66 in Oklahoma featuring seasonal or new flavors. Adding a bottle extending off of a billboard adds character and a unique design element for little-to-no additional costs.



BUDGET

PAID TACTICS	AMOUNT
Billboard Rental (varies for time displayed)	\$800 to \$3,000
Subtotal:	\$800 to \$3,000

EARNED TACTICS	AMOUNT
News Outlet Reporting on Route 66	\$0
Subtotal:	\$0

SHARED/SOCIAL TACTICS	AMOUNT
Route 66 Centennial Campaign	\$0
Subtotal:	\$0

OWNED TACTICS	AMOUNT
Brochure (1,000 quantity)	\$1,000 to \$3,000
Brochure Insert (1,000 quantity)	\$150 to \$1,300
Billboard Print	\$300 to \$800
Subtotal:	\$301.15 to \$804.30

ESTIMATED TOTAL: \$1,101.15 to \$3,804.03



Photography

The main focus of Designs by Clara D. is photography. My passion for being a creative began with photography, and it is how I best exhibit my creativity and love for working with others. I have included photos from three different photo sessions from this past year.





AGRICULTURAL HALL



