

# Agriculture Leadership and Communications (2017)

## APPLIED COMMUNICATIONS AND LEADERSHIP THROUGH AGRICULTURAL EDUCATION 1.0

### 1 Applying Communication Skills Through Agricultural Education 1.1

- 1 Participate in one of the following communications-related Leadership Development Events (LDE): extemporaneous speaking, prepared public speaking, agricultural issues forum, marketing plan, or agricultural communications at the local level or higher. 1.1.1
- 2 Effectively demonstrate the ability to communicate in a group setting through participation in the chapter conduct of meetings or parliamentary procedure Leadership Development Events (LDE) at the local level or higher. 1.1.2

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### 2 Applying Leadership Skills Through Agricultural Education 1.2

- 1 Expand leadership experience by facilitating a FFA chapter activity. 1.2.1
- 2 Participate in a career development event (CDE) at a local level or higher. 1.2.2
- 3 Develop a personal leadership plan (Leadership Self-Assessment, Goals, Action Plan etc.). 1.2.3
- 4 Demonstrate servant leadership through a school or community improvement project. 1.2.4

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## SUPERVISED AGRICULTURAL EXPERIENCE (SAE) 2.0

### 1 Maintain a Supervised Agricultural Experience 2.1

- 1 Explain the importance of learning through supervised experiences. 2.1.1
  - 2 Compare and contrast four main types of SAE. 2.1.2
  - 3 Develop a plan for a personal SAE including an evaluation of personal resources and interests. 2.1.3
  - 4 Apply proper record keeping skills related to an SAE program. 2.1.4
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**CAREER OPPORTUNITIES IN AGRICULTURAL SCIENCES, COMMUNICATIONS AND LEADERSHIP** 3.0

**1 Employment in Agricultural Sciences, Communications and Leadership Fields** 3.1

- 1 Identify communication and leadership career opportunities in agriculture. 3.1.1
- 2 Identify personal characteristics (e.g., soft skills or transferable skills) employers find desirable in agriculture. 3.1.2
- 3 Identify the necessary skills, experiences, and education required to reach a specific career in agriculture. 3.1.3
- 4 Develop necessary materials required to obtain a career in the agricultural sciences, communications, and leadership fields (e.g., job application, cover letter, resume) and participate in the Job Interview CDE at the local level or higher. 3.1.4

**EXPLORE AGRICULTURE AND SOCIETY** 4.0

**1 Agriculture's Impact on Society** 4.1

- 1 Define agriculture and the components of the agriculture industry in Idaho, nationally, and globally. 4.1.1
- 2 Explain the scope of agriculture as it relates to land use, economic impact, and employment in Idaho, nationally, and globally. 4.1.2
- 3 Examine multiple viewpoints of an agriculture policy issue affecting the local community, Idaho, the nation, or the world (specifically researching in federal regulations, state statute or rule). 4.1.3
- 4 Analyze the importance of agriculture to individuals and society. 4.1.4
- 5 Discuss how citizens and interest groups can affect agricultural policies. 4.1.5

**2 History and Future of Agricultural Sciences, Communications and Leadership** 4.2

- 1 Describe historic advancements in agriculture. 4.2.1
- 2 Analyze the impact of technology in agriculture. 4.2.2
- 3 Understand the impact of increasing global population on agriculture. 4.2.3

**EXPLORE AGRICULTURAL SCIENCE PRINCIPLES** 5.0

**1 Examine Agriculture as a Science** 5.1

- 1 Describe the scientific method. 5.1.1
- 2 Explain, using examples, why applied research in agriculture is important. 5.1.2
- 3 Design a testable experiment related to agriculture. 5.1.3
- 4 Describe the relationship between public policy and applied research. 5.1.4

**EXPLORE AGRICULTURAL COMMUNICATION PRINCIPLES** 6.0

**1 Examine Communication Skills in Agriculture** 6.1

- 1 Identify basic communication skills. 6.1.1
- 2 Recognize the importance of non-verbal communication. 6.1.2
- 3 Understand the components of effective written communication. 6.1.3
- 4 Choose an issue and prepare written communication (e.g., email, memos, letters) to advocate the issue to a specific audience. 6.1.4

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## **2 Examine Agricultural Media** 6.2

- 1 Demonstrate news writing procedures. 6.2.1
  - 2 Examine the field of Public Relations. 6.2.2
  - 3 Examine the field of Broadcast Journalism. 6.2.3
  - 4 Explore the importance of social media and digital citizenship. 6.2.4
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## **EXPLORE AGRICULTURAL LEADERSHIP PRINCIPLES** 7.0

### **1 Examine Leadership Skills in the Agricultural Sciences** 7.1

- 1 Discuss the characteristics of effective leaders. 7.1.1
- 2 Differentiate between types of leadership. 7.1.2
- 3 Explain the importance of developing personal leadership skills. 7.1.3
- 4 Analyze the factors of team dynamics. 7.1.4
- 5 Describe how an individual develops a personal leadership style. 7.1.5
- 6 Identify strategies to foster diversity within a group. 7.1.6
- 7 Examine how active listening can be applied to conflict management and consensus building. 7.1.7
- 8 Identify appropriate etiquette and professionalism in group settings. 7.1.8