Arkansas CTE

Agribusiness Systems: Advanced Ag Leadership & Communications (2020)

Leaders and Leadership Styles. 1

1 **Leaders and Leadership.** 1.1

1. Discuss the importance of different styles of leadership (i.e., Autocratic, Democratic, and Laissez-faire). 1.1.1
2. Identify leadership traits of influential leaders. 1.1.2
3. Assess personal leadership traits utilizing personality tests (i.e., 16 Personalities, Enneagram, True Colours). 1.1.3
4. Discuss the meaning and importance of ethics in leadership. 1.1.4

Personal Leadership Management. 2

1 **Goal setting.** 2.1

1. Discuss the meaning and importance of goals and goal setting. 2.1.1
2. Discuss and implement SMART goals in their personal lives. 2.1.2
3. Explain why a goal completion date is important. 2.1.3

2 **Time Management.** 2.2

1. Explain the importance of setting priorities. 2.2.1
2. Differentiate between urgent and non-urgent items. 2.2.2
3. Demonstrate the proper utilization of a planner. 2.2.3

Group Leadership Management. 3

1 **Team Dynamics.** 3.1

1. Explain the role of team dynamics in achieving group goals. 3.1.1
2. Demonstrate team functionality and individual contribution to team success. 3.1.2
3. Explain team dynamics and relate team dynamics to goal achievement. 3.1.3
4. List and explain the responsibilities of team members. 3.1.4

2 **Conflict Resolution.** 3.2

Discuss the meaning and importance of conflict and conflict resolution. 3.2.1

List the causes of conflict. 3.2.2

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3 Discuss conflict-management processes (i.e., Forming, Storming, Norming, Performing). 3.2.3

Communicating in the public. 4

1 Public Speaking. 4.1

1 Distinguish between the two major kinds of speeches (i.e., prepared and extemporaneous). 4.1.1

2 Identify the three major parts of a speech. 4.1.2

3 Utilize the SPA method when telling stories and writing speeches (i.e., Support, Point, Application). 4.1.3

4 Create an outline for a five-minute speech. 4.1.4

5 Explain the importance of citations and how a bibliography is prepared. 4.1.5

2 Parliamentary Procedure. 4.2

1 Explain the meaning and purpose of parliamentary procedure. 4.2.1

2 Explain methods of voting. 4.2.2

3 Explain the steps in presenting a main motion. 4.2.3

4 Explain the purpose of an amendment. 4.2.4

5 Identify the qualities of a good chair. 4.2.5

6 Conduct mock business meetings using appropriate parliamentary procedure. 4.2.6

Introduction to Agricultural Communications. 5

1 Personal methods of communications in Agriculture. 5.1

1 Discuss personal methods of communicating in the Agricultural Industry (i.e., social media, blogs, formal letters, thank you notes, biographies, telling our story, etc.). 5.1.1

2 Demonstrate personal methods of communicating in the Agricultural Industry. 5.1.2

2 Professional methods of communication in Agriculture. 5.2

1 Discuss professional methods of communication in the Agricultural Industry (i.e., video, radio, editorials, opinions, etc.). 5.2.1

2 Demonstrate professional methods of communicating in the Agricultural Industry. 5.2.2

3 Careers in Agricultural Communications. 5.3

1 Discuss how to locate and apply for a job in agricultural communications. 5.3.1

2 Explain the purpose of a resume and letter of application. 5.3.2

3 Identify good interview techniques. 5.3.3

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Cr Agricultural Media. 6

Inderstanding Stylebook Guides for Communications in Agriculture. 6.1

2 Utilize stylebooks to identify editing mistakes in communications (i.e., Associated Press Stylebook). 6.1.2

1 Explain and define stylebook guides and their importance in agricultural communications. 6.1.1

3 Demonstrate professional methods of proofreading communications. 6.1.3

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2 Creation of Social Media Graphics in Agriculture. 6.2

1 Demonstrate professional methods of creating social media graphics in the Agricultural Industry (i.e., Canva (chromebook compatible), Adobe Suite, etc.). 6.2.1

2 Demonstrate professional methods of producing video content to market businesses in the Agricultural Industry (i.e., iMovie, Adobe Premiere Pro, Lightworks, DaVinci Resolve Studio 16, etc.). 6.2.2

3 Demonstrate understanding of social media content creation via developing a portfolio (i.e., photography, writing, poster design, web design, social media mock posts). 6.2.3

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3 Public Relations in Agriculture. 6.3

1 Discuss the importance of the different types of publications in Agriculture (i.e., blogs, op-ed letters to the editor, press releases, news stories, feature stores, etc.). 6.3.1

2 Identify traditional media publications present in Agriculture (i.e., Arkansas Farm Bureau Front Porch Magazine, ACA: Arkansas Cattle Business, The Rural Scene, Arkansas Wildlife Magazine, RFDTv, Radio Stations, etc.). 6.3.2

3 Identify digital media publications present in Agriculture (i.e., social media posts, blogs, banner ads, web page designs). 6.3.3

4 Identify strategies needed in developing interview questions and constructing press releases and publication articles. 6.3.4

5 Demonstrate professional methods of public relations in Agriculture. 6.3.5