Idaho CTE

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

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

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

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

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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

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

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