

Agricultural Communication and Leadership

Levels:	Grades 11-12
Units of Credit:	1.00
CIP Code:	01.0802
Core Code:	30-01-00-00-015
Prerequisites:	None
Test:	#190

COURSE DESCRIPTION

Students will learn skills needed to manage an agricultural business. The course should be taught as a part of a sequence of courses related to a specific technical area, i.e. animal science or plant science. Instruction includes economic business principles and structures, business enterprise analysis, accounting, taxes, insurance, productivity, financing, capital resources, purchasing, government programs, commodity groups, contracts, estate planning, marketing, salesmanship, and the application of computer hardware and software in agriculture.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will develop an understanding of the role of FFA in Agricultural Education Programs

Objective 1: Students will explain FFA officer duties and responsibilities.

- a. Students will describe the duties and responsibilities of chapter FFA officers.
- b. Students will explain the proper dress and characteristics of a good FFA leader.

Objective 2: Students will plan and organize an FFA meeting.

- a. Students will explain how to plan a meeting and develop the order of business.
- b. Students will describe how to set up the meeting room.
- c. Students will explain the parliamentary procedure used in an FFA meeting.

STANDARD 2

Students understand the benefits of a Supervised Agricultural Experience (SAE) Program

Objective 1: Students will keep and use SAE records.

- a. Students will explain how SAE records are organized.
- b. Students will identify the procedures to making entries in the SAE records.
- c. Students will explain how to summarize and analyze the SAE records.

Objective 2: Students will make long range plans for expanding SAE Programs.

- a. Students will identify the factors that should be considered in expanding an SAE program.
- b. Students will explain how placement and ownership SAE programs may be expanded.

STANDARD 3

Students will understand the development and history of Agricultural Communication.

Objective 1: Students will define communication.

Objective 2: Students will list and describe types of communication.

Objective 3: Students will outline communication models.

Objective 4: Students will identify the role of agricultural communication in society.

Objective 5: Students will outline significant events in agriculture.

Objective 6: Students will prepare a graphic and edit photos for a news story.

STANDARD 4

Students will explore different careers and opportunities in News Writing.

Objective 1: Students will summarize agriculture print media.

Objective 2: Students will identify career opportunities.

Objective 3: Students will outline news writing basics.

Objective 4: Students will identify, label and use proofreader's marks.

Objective 5: Students will identify, label and use punctuation marks.

Objective 6: Students will summarize AP style.

Objective 7: Students will explain how the Stylebook is formatted and should be used.

Objective 8: Students will write a news story.

STANDARD 5

Students will explore different careers and opportunities in Public Relations.

Objective 1: Students will define public relations.

Objective 2: Students will explore the nature of public relations.

Objective 3: Students will describe ethical values in public relations.

Objective 4: Students will list tips for public relations.

Objective 5: Students will explore careers in public relations.

Objective 6: Students will assess press releases.

Objective 7: Students will assess newsletters.

Objective 8: Students will assess brochures.

Objective 9: Students will list additional publications.

Objective 10: Students will write a press release.

STANDARD 6

Students will explore different careers and opportunities in Broadcast Journalism.

Objective 1: Students will describe the agricultural broadcast media.

Objective 2: Students will explore radio broadcasting.

Objective 3: Students will identify career opportunities in the agricultural broadcast industry.

Objective 4: Students will develop and carry out a broadcast.

STANDARD 7

Students will learn about Online Journalism techniques.

Objective 1: Students will determine content for online journalism.

Objective 2: Students will list design considerations.

Objective 3: Students will explore publishing to the Internet.

Objective 4: Students will explore tips for web design development.

Objective 5: Students will discuss the safe and ethical use of blogs, Facebook®, MySpace®, YouTube®, etc.

STANDARD 8

Students will acquire knowledge about the National FFA Agricultural Communications Career Development Event (CDE)

Objective 1: Students will describe the purpose of the Agricultural Communications CDE.

Objective 2: Students will explore the format of the Agricultural Communications CDE.

Objective 3: Students will summarize the team activities.

Objective 4: Students will summarize the individual activities.

Objective 5: Students will outline the scoring of the Agricultural Communications CDE.

Objective 6: Students will practice, compete, and evaluate their participation in the Agricultural Communications FFA CDE.

STANDARD 9

Students will appreciate the importance of leaders and leadership.

Objective 1: Students will define leadership.

Objective 2: Students will list and discuss styles of leadership.

Objective 3: Students will discuss assumptions behind human leadership.

Objective 4: Students will summarize skills shared by recognized leaders.

Objective 5: Students will defend the leadership component of an approved agricultural education program—FFA.

STANDARD 10

Students will study and utilize public speaking skills.

Objective 1: Students will list and describe types and formats of speeches.

Objective 2: Students will list and describe the parts of a speech.

Objective 3: Students will outline an effective representation.

Objective 4: Students will recognize “rules of thumb” for an effective presentation.

Objective 5: Students will summarize the FFA public speaking opportunities in FFA.

Objective 6: Students will write and prepare an FFA speech manuscript along APA guidelines.

Objective 7: Students will deliver a speech.

STANDARD 11

Students will learn and utilize parliamentary procedure.

Objective 1: Students will define parliamentary procedure (law).

Objective 2: Students will identify references to utilize in parliamentary procedure.

Objective 3: Students will summarize the purposes of parliamentary procedure.

Objective 4: Students will list principles of parliamentary procedure.

Objective 5: Students will describe the proper use of the gavel.

Objective 6: Students will outline a formal debate.

Objective 7: Students will demonstrate the ability to present motions.

Objective 8: Students will utilize a chart of the precedence and rules of motions.

Objective 9: Students will demonstrate proper parliamentary procedure in a public setting.

STANDARD 12

Students will explore employment skills.

Objective 1: Students will prepare for an interview.

- a. Cover letters.
- b. Resumes.

Objective 2: Students will conduct an interview.

Objective 3: Students will follow-up an interview.

Objective 4: Students will discuss and write appropriate personal correspondences.

- a. Thank you notes
- b. Emails.