

Girard High School

Ag Communication/ Ag Leadership

Name _____ SSN ____ - ____ - _____

Instructor _____

RATING SCALE: 3: Skilled, works independently
2: Competent, may need assistance
1: Received instruction, skill undeveloped
0: No exposure, instruction or training

INTEGRATION: (M) Math (S) Science
(E) Language Arts (C) Career Development Skill
(L) Lab Activity

Enrollment Date	Completion Date	Hours completed
____/____/____	____/____/____	_____
I certify that the student received the training in the area indicated.		
Student Signature _____	Date _____	
Instructor Signature _____	Date _____	
Administrator Signature _____	Date _____	

- I. Leadership in Agriculture
- 3 2 1 0 1. Analyze various definitions of leadership
 - 3 2 1 0 2. Discuss the contributions of agriculture education and the FFA to leadership development
 - 3 2 1 0 3. Evaluate myths about leaders and leadership
 - 3 2 1 0 4. Identify various agriculture leaders in the community
 - 3 2 1 0 5. Identify opportunities for leadership in various agriculture careers and the workplace

- II. Leading Teams and Groups
- 3 2 1 0 1. Explain the importance of leading teams
 - 3 2 1 0 2. Examine how to organize groups
 - 3 2 1 0 3. Analyze the five stages of group development
 - 3 2 1 0 4. Describe various types and forms of group discussion
 - 3 2 1 0 5. Demonstrate how to lead a group discussion (L,C)

- III. Communication Skills
- 3 2 1 0 1. Appraise the relationship between communication and leadership
 - 3 2 1 0 2. Explain the purpose of communication
 - 3 2 1 0 3. Illustrate the forms communication takes (E)
 - 3 2 1 0 4. Diagram the communication process

- III. Communication Skills (con't)
- 3 2 1 0 5. Discuss the importance of self-communication and interpersonal communication (E)

- IV. Prepared Public Speaking
- 3 2 1 0 1. Identify characteristics of a good speech (E)
 - 3 2 1 0 2. Research and prepare an outline of a speech over an agricultural topic (E)
 - 3 2 1 0 3. Write a rough draft for a 3-8 minute speech on an agriculture topic (E)
 - 3 2 1 0 4. Write a final manuscript for a 3-8 minute speech over an agriculture topic using MLA style with title page and works cited (E,L)
 - 3 2 1 0 5. Present a memorized 3-8 minute agriculture speech to the class (E,L)
 - 3 2 1 0 6. Participate in the South East District Public Speaking CDE
 - 3 2 1 0 7. Participate in the Ag Ed Speech Contest

- V. Extemporaneous Public Speaking
- 3 2 1 0 1. Discuss the advantages and disadvantages to extemporaneous speaking
 - 3 2 1 0 2. Develop strategies for researching an agricultural extemp speech (E)
 - 3 2 1 0 3. Prepare an outline for an agricultural extemp speech (E,L)
 - 3 2 1 0 4. Discuss strategies for time management in preparing an agricultural extemp speech

- V. Extemporaneous Public Speaking (con't)
- 3 2 1 0 5. Discuss the use of note cards in an extemp speech (E)
 - 3 2 1 0 6. Deliver an agricultural extemp speech to the class (E,L)
 - 3 2 1 0 7. Answer questions about your speech after delivery (E,L)
 - 3 2 1 0 8. Participate in the South East District Public Speaking CDE

- VI. Problem Solving and Decision Making
- 3 2 1 0 1. Explain the importance of problem solving and decision making
 - 3 2 1 0 2. Differentiate between the terms problem, problem solving, and decision making
 - 3 2 1 0 3. Explain three problem-solving and decision-making styles and identify your own style
 - 3 2 1 0 4. List and describe seven steps to problem solving and decision making and use them to solve problems (C)
 - 3 2 1 0 5. Analyze advantages and disadvantages of group problem solving and decision making (C)
 - 3 2 1 0 6. Assess a problem and use group problem solving strategies to solve it (C)

VII. Effective Group and Individual Communication

- 3 2 1 0 1. Identify appropriate written and verbal communications in agribusiness (E)
- 3 2 1 0 2. Demonstrate effective listening in a variety of settings (E,L,C)
- 3 2 1 0 3. Demonstrate non-verbal communications skills and effective listening strategies(E,L,C)

VIII. Group and Individual Efficiency

- 3 2 1 0 1. Assess the significance of personal and group goals
- 3 2 1 0 2. Discuss the importance of time management and teamwork (C)
- 3 2 1 0 3. Demonstrate the proper use of 15 procedures of parliamentary law (L)

IX. Employability Characteristics of Successful Workers

- 3 2 1 0 1. Discuss workplace ethics (C)
- 3 2 1 0 2. Differentiate between work, occupation, job and career (C)
- 3 2 1 0 3. Research careers in production agriculture, agribusiness, and agriscience (E,C)
- 3 2 1 0 4. Examine the diversity of agricultural education job placement
- 3 2 1 0 5. Prepare a resume (E,C)
- 3 2 1 0 6. Write a letter of application (E,C)
- 3 2 1 0 7. Prepare for an interview (E,C)
- 3 2 1 0 8. Participate in a mock interview (E,C)
- 3 2 1 0 9. Appraise what to do after the interview(C)

X. Employability Skills: Keeping the Job

- 3 2 1 0 1. Devise skills wanted by employees (C)
- 3 2 1 0 2. Discuss personal management, teamwork, academic, technical skills needed by employees (C)
- 3 2 1 0 3. Analyze the important of responding to authority (C)
- 3 2 1 0 4. Examine how to get job promotions (C)
- 3 2 1 0 5. Assess personal and occupational safety practices in the workplace (C)

XI. Ag Communications Industry: Overview

- 3 2 1 0 1. Analyze major changes in the agricultural industry
- 3 2 1 0 2. Discuss the need for competent agricultural communicators
- 3 2 1 0 3. Research historic events in ag communications (E)
- 3 2 1 0 4. Speculate the future of ag communications

XII. Gathering the Facts

- 3 2 1 0 1. Explain basic research techniques (E)
- 3 2 1 0 2. Demonstrate effective interviewing techniques (E)
- 3 2 1 0 3. Test fact-checking techniques (E)

XIII. Writing for Agriculture

- 3 2 1 0 1. Examine the basics of journalism (E)
- 3 2 1 0 2. List and distinguish between the kinds of articles (E)
- 3 2 1 0 3. Explain the kinds of news stories (E)
- 3 2 1 0 4. Describe how a news release is written and prepared (E)
- 3 2 1 0 5. Write news articles for the FFA chapter and Girard FFA Times newsletters (E,L)
- 3 2 1 0 6. Compose press releases for the FFA Chapter (E,L)
- 3 2 1 0 7. Write a feature story (E,L)
- 3 2 1 0 8. Edit written work effectively (E,L)
- 3 2 1 0 9. Compose articles using Microsoft Word and then place into Adobe Indesign (E,L)

XIV. Correspondence/Written Communication

- 3 2 1 0 1. Explain the basics of written communication (E)
- 3 2 1 0 2. Write business letters on behalf of the FFA chapter (E,L)
- 3 2 1 0 3. Write e-mails on behalf of the chapter (E,L)
- 3 2 1 0 4. Write thank you letters/notes on behalf of the chapter (E,L)

XV. Writing a Technical Report

- 3 2 1 0 1. Describe the purpose and kinds of technical reports (E)
- 3 2 1 0 2. Explain general procedures in writing a technical report (E)
- 3 2 1 0 3. Identify and assess sources of information (E)
- 3 2 1 0 4. Prepare graphics materials for use in a technical report (E,L)
- 3 2 1 0 5. Write a technical report over an agricultural topic (E,L)

XVI. The Electronic Media and Computer Literacy

- 3 2 1 0 1. Examine the basic history of computer use and the Internet
- 3 2 1 0 2. Define, understand, and use common computer technology terms
- 3 2 1 0 3. Compose, organize, and edit information using a computer
- 3 2 1 0 4. Assess the importance of the Internet for business (C)
- 3 2 1 0 5. Search effectively for Internet resources (L)
- 3 2 1 0 6. Develop a Web page concept (L,C)
- 3 2 1 0 7. Demonstrate the basics of Web design using FrontPage (L,C)
- 3 2 1 0 8. Appraise successful selling tactics on the Internet (C)
- 3 2 1 0 9. Use presentation software to design and create a presentation on an agricultural topic (E,L)
- 3 2 1 0 10. Use ag related software/websites to research and correlate information (E,L)
- 3 2 1 0 11. Use Microsoft Office (Word, Excel, PowerPoint, and Internet Explorer) to complete projects

XVII. Photography

- 3 2 1 0 1. Discuss the importance of photography to ag communications
- 3 2 1 0 2. Compare and contrast film and digital cameras
- 3 2 1 0 3. Explain the basics of traditional film
- 3 2 1 0 4. Examine the basics of digital film
- 3 2 1 0 5. Determine the basic rules of camera exposure
- 3 2 1 0 6. Outline the three basic rules of photography
- 3 2 1 0 7. Demonstrate tips for taking better photos (L)
- 3 2 1 0 8. Illustrate a story using original photography (L)

XVIII. Page Layout

- 3 2 1 0 1. Cite the basic layout considerations (E)
- 3 2 1 0 2. Compare effective layouts and non-effective layouts (E)
- 3 2 1 0 3. Layout pages using accepted design techniques (E,L)
- 3 2 1 0 4. Utilize Adobe Photoshop software as an electronic darkroom (E,L)
- 3 2 1 0 5. Demonstrate correct page layout using Adobe Indesign (E,L)

XIX. Careers in Ag Communications

- 3 2 1 0 1. Identify jobs in the agricultural communications field (C)
- 3 2 1 0 2. Analyze the educational requirements of various jobs in the agricultural communications field (C)
- 3 2 1 0 3. Assess the pay scales of various jobs in the ag communications field (C,M)
- 3 2 1 0 4. Write to universities that offer an agricultural communications degree for more information (E,C,L)

XX. FFA

A. Partners in Active Learning Support (PALS)

- 3 2 1 0 1. Plan PALS lessons for grades K-4
- 3 2 1 0 2. Write a lesson for each activity (E)
- 3 2 1 0 3. Devise a schedule for going to the grade school
- 3 2 1 0 4. Develop a list of materials needed for each activity
- 3 2 1 0 5. Conduct a PALS activity once every other week with grade school students (L)

B. Agricultural Issues

- 3 2 1 0 1. Research current agricultural issues using correct research methods (E,L)
- 3 2 1 0 2. Write a paper on an ag issue (E,L)
- 3 2 1 0 3. Develop a presentation on an ag issue (E,L)
- 3 2 1 0 4. Collaborate with classmates to write and present an Agricultural Issue (E,L)
- 3 2 1 0 5. Compete in the State Ag Issues Forum (L)

C. Program of Activities

- 3 2 1 0 1. Explain the 3 areas of the program of activities
- 3 2 1 0 2. List the 15 quality standards for the POA
- 3 2 1 0 3. Work with POA committees to conduct activities
- 3 2 1 0 4. Assist in goal setting for POA activities
- 3 2 1 0 5. Finalize the POA for the FFA Chapter (L,E)
- 3 2 1 0 6. Submit the Chapter POA to the Kansas FFA Office by the due date

D. National Chapter Award

- 3 2 1 0 1. Divide up responsibilities for the National Chapter Award among class members (L,C)
- 3 2 1 0 2. Select activities for the National Chapter Award
- 3 2 1 0 3. Write the Centre FFA National Chapter Award (E,L)
- 3 2 1 0 4. Select photographs to use in the National Chapter Award (L)
- 3 2 1 0 5. Finalize and proof read the National Chapter Award for the FFA Chapter (E,L)
- 3 2 1 0 6. Submit Form I of the National Chapter Award to District Selection Day
- 3 2 1 0 7. Submit Form I and Form II of the National Chapter Award to the State FFA Office by the March 30th deadline

XXI. Supervised Agriculture Experience (SAE) & Record Keeping

- 3 2 1 0 1. Identify and maintain SAE
- 3 2 1 0 2. Construct a personal budget (C,L,M)
- 3 2 1 0 3. Utilize the Kansas FFA Record Book to monitor the SAE (C,L)
- 3 2 1 0 4. Complete a local and district proficiency award application (L)
- 3 2 1 0 5. Complete chapter and/or state FFA Degree Applications (L)
- 3 2 1 0 6. Track SAE skills developed, skills worked as well as FFA, School, and community activities using the Ag Ed record book(C,L)

XXI. SAE & Record Keeping (con't)

- 3 2 1 0 7. Set appropriate SAE long and short term goals
- 3 2 1 0 8. Prepare income and expense records (L,M)
- 3 2 1 0 9. Prepare monthly cash flow statements (L,M)
- 3 2 1 0 10. Record personal and business inventories, assets, and liabilities (L,M)

XXV. LifeKnowledge Lessons

A. My Decisions and the Opinions of Others (HS 20)

- 3 2 1 0 1. Identify decisions made daily
- 3 2 1 0 2. Explain the value of seeking input to aid in one's decision making
- 3 2 1 0 3. Describe how the opinions of others influence your own decisions

B. Understanding the Importance of Professional Ethics (HS 33)

- 3 2 1 0 1. Differentiate between ethical and unethical behavior.
- 3 2 1 0 2. List benefits of making ethical decisions in the workplace.
- 3 2 1 0 3. Define ethics

C. Components of the Communication Process (HS 55)

- 3 2 1 0 1. Define components of quality communication.
- 3 2 1 0 2. Identify barriers to verbal and non-verbal communication
- 3 2 1 0 3. Develop a two minute message relating to agriculture with the three components of quality communication

D. Decision Making in Groups (HS 81)

- 3 2 1 0 1. Describe the benefits of making decisions in groups
- 3 2 1 0 2. Identify strategies for arriving at group consensus and decisions
- 3 2 1 0 3. Describe individual responsibility in making group decisions

Title: *Agricultural Communications and Leadership*

Course Length: 1 year

Grade Level: 11,12

Prerequisites: Ag Tech Explorations/Animal Science

Resources: Leadership, Personal Development, and Career Success, Delmar 2003; Communicating in the Agriculture Industry, Delmar 2005; Developing Leadership and Communication Skills, Prentice Hall Interstate 2004; FFA LifeKnowledge; Adobe Indesign; Microsoft FrontPage; Adobe Photoshop; Microsoft Publisher; Agednet.com; Internet

Description: This class is designed to further develop the students' communication and leadership skills. Leadership skills will be heightened through lessons on leadership in agriculture, leading teams and groups, problem solving and decision making, and group and individual efficiency. Communication skills will be sharpened through lessons on communication, effective group and individual communication and public speaking. The importance of the agricultural communications industry will also be covered in this course. Units on fact gathering, journalistic writing, photography, and page layout will be covered. Emphasis will be given to FFA activities that will test the students gained skills with authentic assessments, for instance, Ag Issues Forum, PALS, and writing the National Chapter Award Application. This class is for any student interested in promoting the agriculture education department and FFA chapter while developing their leadership and communication skills.

Course Outline:

	Quarter
I. Leadership in Agriculture	1st
1. Definitions of leadership	
2. Contributions of agriculture education and the FFA to leadership development	
3. Myths about leaders and leadership	
II. Leading Teams and Groups	1st
1. Leading teams, organizing groups	
2. Group development	
3. Group discussion	
III. Communication Skills	1st
1. Relationship between communication and leadership	
2. Purpose of communication	
3. Forms of communication	
IV. Prepared Public Speaking	2nd
1. Characteristics of a good speech	
2. Write a speech about an agricultural topic	
3. Present the speech to the class	
4. Participate in the Public Speaking CDEs	
V. Extemporaneous Public Speaking	2nd

1. Advantages and disadvantages to extemporaneous speaking
 2. Researching an ag extemp speech
 3. Delivering an extemp speech
 4. Answering questions about your speech
 5. Participate in Extemporaneous Public Speaking CDEs
- VI. Problem Solving and Decision Making 3rd
1. Importance of problem solving and decision making
 2. Problem-solving and decision-making styles
 3. Seven steps to problem solving and decision making
 4. Advantages and disadvantages of group problem solving and decision making
- VII. Effective Group and Individual Communication 2nd
1. Written and verbal communications in agribusiness
 2. Effective listening
 3. Non-verbal communications skills
- VIII. Group and Individual Efficiency 3rd
1. Personal and group goals
 2. Time management and teamwork
 3. Parliamentary law
- IX. Employability Characteristics of Successful Workers 4th
1. Workplace ethics
 2. Careers in production agriculture, agribusiness, agriscience, and ag education
 3. Resumes, letter of application, interview skills
- X. Employability Skills: Keeping the Job 4th
1. Skills wanted by employees
 2. Personal management, teamwork, academic, technical skills
 3. Personal and occupational safety practices in the workplace
- XI. Ag Communications Industry: Overview 3rd
1. Major changes in the agricultural industry
 2. Need for competent agricultural communicators
 3. Historic events in ag communications
 4. Future of ag communications
- XII. Gathering the Facts 3rd
1. Basic research techniques
 2. Effective interviewing techniques
 3. Fact-checking techniques
- XIII. Writing for Agriculture 4th
1. Basics of journalism
 1. Kinds of articles, news stories, news release, feature stories
 2. Write news articles for the FFA chapter and Girard FFA Times newsletters
 3. Compose press releases for the FFA Chapter

XIV. Correspondence/Written Communication	3rd
1. Basics of written communication	
2. Business letters, emails, thank you letters/notes	
XV. Writing a Technical Report	4th
1. Purpose and kinds of technical reports	
2. General procedures in writing a technical report	
3. Graphics materials	
XVI. The Electronic Media and Computer Literacy	4th
1. Basic history of computer use and the Internet	
2. Common computer technology terms	
3. Importance of the Internet for business	
4. Searching the Internet effectively	
5. Developing a Web page concept	
6. Web design using FrontPage	
7. Using ag related software/websites	
8. Using Microsoft Office	
XVII. Photography	All
1. Importance of photography to ag communications	
2. Film and digital cameras	
3. Basic rules of camera exposure	
4. Basic rules of photography	
5. Illustrating a story using original photography	
XVIII. Page Layout	4th
1. Basic layout considerations	
2. Effective layouts and non-effective layouts	
3. Layout pages using accepted design techniques	
4. Utilize Adobe Indesign software	
XIX. Careers in Ag Communications	All
1. Jobs in the agricultural communications field	
2. Requirements and salary of ag communications jobs	
XX. FFA.	All
A. Partners in Active Learning Support (PALS)	
1. Plan PALS lessons for grades K-4	
2. Conduct a PALS activity once every other week with grade school students	
B. Agricultural Issues	4th
1. Research current agricultural issues using correct research methods	
2. Collaborate with classmates to write and present an Agricultural	
3. Compete in the State Ag Issues Forum	
C. Program of Activities	1st
1. Develop the POA for the chapter	
D. National Chapter Award	All

1. Write the National Chapter Award for the chapter

XXI. Supervised Agriculture Experience (SAE) & Record Keeping All

1. Identify and maintain SAE, set goals
2. Personal budget, use the Kansas FFA Record Book to monitor the SAE
3. Proficiency award application, Chapter/State Degree Applications

XXII. *Life*Knowledge Lessons All

- A. My Decisions and the Opinions of Others (HS 20)
- B. Understanding the Importance of Professional Ethics (HS 33)
- C. Components of the Communication Process (HS 55)
- D. Decision Making in Groups (HS 81)