

# COMMUNICATION AND LEADERSHIP DEVELOPMENT

With a focus on disseminating scientific knowledge, Agricultural Education and Communication professionals empower communities to gain a balanced understanding of food systems, natural resources, and related sciences. Agricultural Education and Communication students supplement core technical agriculture courses with teaching, leadership, or media experiences.

## About this Program

- **College:** Agricultural and Life Sciences (<http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/>)
- **Degree:** Bachelor of Science
- **Specializations:** Agricultural Education ([http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/AEC\\_BS/AEC\\_BS05/](http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/AEC_BS/AEC_BS05/)) | Communication and Leadership Development ([http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/AEC\\_BS/AEC\\_BS02/](http://catalog.ufl.edu/UGRD/colleges-schools/UGAGL/AEC_BS/AEC_BS02/))
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

## Department Information

The UF/IFAS Department of Agricultural Education and Communication is a group of faculty, staff and students committed to connecting people with agriculture through agricultural communication, education, leadership development and Extension education.

More Info (<https://aec.ifas.ufl.edu/>)

## CONTACT

Email ([caclark@ufl.edu](mailto:caclark@ufl.edu)) | 352.392.0502

P.O. BOX 110540  
305 ROLFS HALL  
341 Buckman Drive  
GAINESVILLE FL 32611-0540  
Map (<http://campusmap.ufl.edu/#/index/0012>)

## Curriculum

- Agricultural and Natural Resource Communication Minor
- Agricultural Curriculum and Development Minor
- Agricultural Education and Communication
- Combination Degrees
- Extension Education Minor
- Leadership Minor

## Communication and Leadership Development

With a focus on disseminating scientific knowledge, agricultural education and communication professionals empower communities to gain a balanced understanding of food systems, natural resources, and related sciences. Agricultural Education and Communication students supplement core technical agriculture courses with teaching, leadership, or media experiences.

Communication and leadership development prepares students for entry into agribusiness and communication positions related to human resource development, strategic communication, governmental relations, media relations, corporate training and development, and non-formal education. To build the capacity of students within the CLD undergraduate specialization to serve as catalysts in society, they will take a sequence of courses in both communication and leadership to build upon individual skill sets and specific interests of the student. All students within this specialization will further enhance their knowledge and skills in communication and leadership within the context of agricultural and life sciences through courses that will provide them foundations in all forms of communication (digital, speaking, and writing) and leadership (interpersonal, groups and teams, organizations and global) in addition to specific areas such as social media, change, public issues and campaign strategies.

To graduate, students must earn minimum grades of C in:

Code	Title	Credits
AEC 3073	Intercultural Communication	3
AEC 3070C	Digital Media Production in Agricultural and Life Sciences	3
AEC 3414	Leadership Development	3
AEC 4031	The Communication Process in Agricultural and Life Sciences	3
AEC 4434	Communication and Leadership in Groups and Teams	3
AEC 4930	Communication and Leadership Development Capstone Experience	1

This specialization is also offered at the Gulf Coast Research and Education Center in Plant City, Fla (<https://www.google.com/maps/place/Plant+City,+FL/@28.0253512,-82.1917233,12z/data=!3m1!4b1!4m5!3m4!1s0x88dd3686cee81c99:0x683674ba29689d2c!8m2!3d28.0186323!4d-82.1128641/>).

## Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

### Semester 1

- Complete 1 of 4 critical-tracking courses, excluding labs: AEC 3030C (or equivalent), BSC 2005, BSC 2005L (or any GE-B or P laboratory), MAC 1140 (or equivalent), PSY 2012
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 2

- Complete 1 additional critical-tracking course, excluding labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 3

- Complete 1 additional critical-tracking course, excluding labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 4

- Complete all critical-tracking courses, including labs
- Complete all lower division critical-tracking courses, including labs
- 2.5 GPA required for all critical-tracking courses
- 2.0 UF GPA required

### Semester 5

- Complete AEC 4031
- 2.0 upper division GPA required
- 2.0 UF GPA required

### Semester 6

- Complete two of the remaining upper division critical-tracking courses
- 2.0 upper division GPA required
- 2.0 UF GPA required

### Semester 7

- Complete three of the remaining upper division critical-tracking courses
- 2.0 upper division GPA required
- 2.0 UF GPA required

### Semester 8

- Complete all critical-tracking courses
- 2.0 upper division GPA required
- 2.0 UF GPA required

## Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

*This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.*

Course	Title	Credits
<b>Semester One</b>		
Select one:		3-4
AEB 2014	Economic Issues, Food and You (Gen Ed Social and Behavioral Sciences)	
ECO 2013	Principles of Macroeconomics (Gen Ed Social and Behavioral Sciences)	
ECO 2023	Principles of Microeconomics (Gen Ed Social and Behavioral Sciences)	
AEB 3103	Principles of Food and Resource Economics (Gen Ed Social and Behavioral Sciences)	
BSC 2005	Biological Sciences ( <b>Critical Tracking</b> ; State Core Gen Ed Biological and Physical Sciences)	3
Select one:		1
BSC 2005L	Laboratory in Biological Sciences ( <b>Critical Tracking</b> ; Gen Ed Biological Sciences)	
Any Gen Ed Biological Sciences or Physical Sciences Laboratory ( <b>Critical Tracking</b> )		
State Core Gen Ed Composition ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> ); Writing Requirement		3
State Core Gen Ed Humanities ( <a href="http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext">http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext</a> )		3
Elective		2
<b>Credits</b>		<b>15-16</b>
<b>Semester Two</b>		
Quest 1 (Gen Ed Humanities)		3
AEC 3030C	Effective Oral Communication ( <b>Critical Tracking</b> )	3
MAC 1140	Precalculus Algebra ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics)	3
Gen Ed Biological or Physical Sciences		3
Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester Three</b>		
PSY 2012	General Psychology ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)	3
STA 2023	Introduction to Statistics 1 (recommended; Gen Ed Mathematics)	3
American history or political science elective (Gen Ed Social and Behavioral Sciences)		3
Gen Ed Composition; Writing Requirement		3
Gen Ed Diversity or International		3
<b>Credits</b>		<b>15</b>
<b>Semester Four</b>		
Quest 2 (Gen Ed Physical Sciences)		3
AEC 3065	Issues in Agricultural and Life Sciences	3
Agriculture/natural resource elective		3
Electives		6
<b>Credits</b>		<b>15</b>
<b>Semester Five</b>		
AEC 3033C	Research and Business Writing in Agricultural and Life Sciences (Writing Requirement)	3
AEC 3070C	Digital Media Production in Agricultural and Life Sciences ( <b>Critical Tracking</b> )	3
AEC 3073	Intercultural Communication (Gen Ed Social and Behavioral Sciences with Diversity or International)	3
AEC 3413	Working with People: Interpersonal Leadership Skills	3
AEC 3414	Leadership Development	3
<b>Credits</b>		<b>15</b>
<b>Semester Six</b>		
AEC 4031	The Communication Process in Agricultural and Life Sciences ( <b>Critical Tracking</b> ; Writing Requirement)	3
Select two:		6
AEC 3071	Social Media Strategy and Leadership for Agricultural and Life Sciences	
AEC 3209	Instructional and Event Planning in Agricultural and Life Sciences	
AEC 3313	Development and Role of Extension Education	
AEC 4036	Advanced Agricultural Communication Production	
AEC 4417	Leadership for Personal and Organizational Change	
AEC 4465	Global Leadership	

AEC 4500	Program Development and Evaluation	
FYC 4408	Organizational Leadership for Nonprofits	
PUR 3000	Principles of Public Relations	
Select one:		3
AEC 3322	Moral Leadership in Agriculture and Natural Resources	
AEB 4085	Agricultural Risk Management and the Law (Fall)	
AEC 4123	Agricultural and Natural Resource Law (Spring)	
AEB 4126	Agricultural and Natural Resource Ethics	
Similar ethics course		
Approved elective in area of concentration		3
	<b>Credits</b>	<b>15</b>
<b>Summer After Semester Six</b>		
AEC 4946	Comm and Lead Dev Internship	3
	<b>Credits</b>	<b>3</b>
<b>Semester Seven</b>		
AEB 3133	Principles of Agribusiness Management	3
AEC 4035	Communication Practices for Agricultural and Life Sciences	3
AEC 4434	Communication and Leadership in Groups and Teams ( <b>Critical Tracking</b> )	3
Approved electives in area of concentration		6
	<b>Credits</b>	<b>15</b>
<b>Semester Eight</b>		
Select two:		6
AEC 3071	Social Media Strategy and Leadership for Agricultural and Life Sciences	
AEC 3209	Instructional and Event Planning in Agricultural and Life Sciences	
AEC 3313	Development and Role of Extension Education	
AEC 4036	Advanced Agricultural Communication Production	
AEC 4417	Leadership for Personal and Organizational Change	
AEC 4465	Global Leadership	
AEC 4500	Program Development and Evaluation	
FYC 4408	Organizational Leadership for Nonprofits	
PUR 3000	Principles of Public Relations	
Agriculture/natural resource elective		3
Approved elective in area of concentration		3
	<b>Credits</b>	<b>12</b>
	<b>Total Credits</b>	<b>120</b>

## Academic Learning Compact

Students will learn the knowledge and skills needed to educate individuals, enhance leadership in communities and organizations and communicate ideas and issues to different audiences. Through formal courses and internship experiences, students will learn to apply principles of communication and educational theory to work-based settings; to create, interpret and analyze written and oral messages and multimedia presentations used in agricultural and life sciences; and to educate and communicate agricultural issues effectively to various audiences.

## Before Graduating Students Must

- Agricultural Education specialization: Achieve a passing grade on the state of Florida's Professional Knowledge Exam for teacher certification.
- Communication and Leadership Development specialization: Achieve a minimum grade of C in AEC 4052, the communication and leadership development capstone experience, as evaluated by a committee of faculty.
- Achieve minimum grades of C in AEC 3030C and AEC 3033C.
- Achieve a minimum grade of C in a department internship course (AEC 4942, AEC 4943, AEC 4944 or AEC 4948) or a capstone experience course (AEC 4052).
- Complete requirements for the baccalaureate degree, as determined by faculty.

## Students Will Learn to

### Student Learning Outcomes | SLOs

#### Content

1. Describe, explain, and apply fundamental pedagogical concepts, skills and processes.
2. Describe, explain, and apply fundamental concepts, skills and processes in technical agriculture.

**Critical Thinking**

- 3. Analyze and apply data from multiple assessments and measures to diagnose students' learning needs, inform instruction based on those needs, and drive the learning process.
- 4. Critique and assess data-informed research to improve instruction and student achievement.

**Communication**

- 5. Demonstrate written communication forms in a manner appropriate in Agricultural Education.
- 6. Develop oral communication presentations in a manner appropriate in Agricultural Education.

**Curriculum Map**

*I = Introduced; R = Reinforced; A = Assessed*

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
AEC 3030C						I, R, A
AEC 3033C					I, R, A	
AEC 3323	I, R					
AEC 4200	I, R			I, R, A		
AEC 4202	I, R		I, R, A		R	
AEC 4224	I, R				R	
AEC 4228	I, R					R
AEC 4942	R	R			R	R
Fla DoE Agriculture Subject Matter Exam		A				
Fla DoE Professional A Certification Exam						
Self-Assessment	A	A	A	A		
Technical Agriculture Coursework		I, R				

**Assessment Types**

- Technical agriculture coursework
- Clinical teaching and community profile assignments
- Exams
- Self-assessment
- Florida Department of Education professional teaching certification exam
- Florida Department of Education Agriculture Subject Matter exam