

2013 AG ED COMMUNICATIONS LEADERSHIP

ACADEMIC		
AA		SPEAKING AND LISTENING
AA	1	Utilize effective verbal and non-verbal communication skills
AA	2	Participate in conversation, discussion, and group presentations
AA	3	Communicate and follow directions/procedures
AA	4	Communicate effectively with customers and co-workers
AB		READING AND WRITING
AB	1	Locate and interpret written information
AB	2	Read and interpret workplace documents
AB	3	Identify relevant details, facts, and specifications
AB	4	Record information accurately and completely
AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
AC		CRITICAL THINKING AND PROBLEM SOLVING
AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implement effective decision-making skills
AD		MATHEMATICS
AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD	3	Make reasonable estimates
AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Use deductive reasoning and problem-solving in mathematics
AE		FINANCIAL LITERACY
AE	1	Locate, evaluate, and apply personal financial information
AE	2	Identify the components of a budget and how one is created
AE	3	Set personal financial goals and develop a plan for achieving them
AE	4	Use financial services effectively
AE	5	Demonstrate ability to meet financial obligations
AF		INTERNET USE AND SECURITY
AF	1	Recognize the potential risks associated with Internet use
AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF	3	Practice safe, legal, and responsible use of technology in the workplace
AG		INFORMATION TECHNOLOGY
AG	1	Use technology appropriately to enhance professional presentations
AG	2	Demonstrate effective and appropriate use of social media
AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
AH		TELECOMMUNICATIONS
AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY		
EA		POSITIVE WORK ETHIC

EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrate consistent and punctual attendance
EA	3	Demonstrate initiative in assuming tasks
EA	4	Exhibit dependability in the workplace
EA	5	Take and provide direction in the workplace
EA	6	Accept responsibility for personal decisions and actions
EB		INTEGRITY
EB	1	Abide by workplace policies and procedures
EB	2	Demonstrate honesty and reliability
EB	3	Demonstrate ethical characteristics and behaviors
EB	4	Maintain confidentiality and integrity of sensitive company information
EB	5	Demonstrate loyalty to the company
EC		SELF-REPRESENTATION
EC	1	Demonstrate appropriate dress and hygiene in the workplace
EC	2	Use language and manners suitable for the workplace
EC	3	Demonstrate polite and respectful behavior toward others
EC	4	Demonstrate personal accountability in the workplace
EC	5	Demonstrate pride in work
ED		TIME, TASK, AND RESOURCE MANAGEMENT
ED	1	Plan and follow a work schedule
ED	2	Work with minimal supervision
ED	3	Work within budgetary constraints
ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
EE		DIVERSITY AWARENESS
EE	1	Recognize diversity, discrimination, harassment, and equity
EE	2	Work well with all customers and co-workers
EE	3	Explain the benefits of diversity within the workplace
EE	4	Explain the importance of respect for feelings, values, and beliefs of others
EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognize the challenges and advantages of a global workforce
EF		TEAMWORK
EF	1	Recognize the characteristics of a team environment and conventional workplace
EF	2	Contribute to the success of the team
EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
EG		CREATIVITY AND RESOURCEFULNESS
EG	1	Contribute new ideas
EG	2	Stimulate ideas by posing questions
EG	3	Value varying ideas and opinions
EG	4	Locate and verify information
EH		CONFLICT RESOLUTION
EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implement conflict resolution strategies and problem-solving skills
EH	3	Explain the use of documentation and it's role as a component of conflict resolution

EI		CUSTOMER/CLIENT SERVICE
EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI	2	Identify and address needs of customers/clients
EI	3	Provide helpful, courteous, and knowledgeable service
EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
EI	5	Identify techniques to seek and use customer/client feedback to improve company services
EI	6	Recognize the relationship between customer/client satisfaction and company success
EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
EJ	1	Define profit and evaluate the cost of conducting business
EJ	2	Identify "big picture" issues in conducting business
EJ	3	Identify role in fulfilling the mission of the workplace
EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
EK		JOB ACQUISITION AND ADVANCEMENT
EK	1	Recognize the importance of maintaining a job and pursuing a career
EK	2	Define jobs associated with a specific career path or profession
EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, and part-time and full-time employment)
EK	4	Prepare a resume, letter of application, and job application
EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
EK	6	Participate in a job interview
EK	7	Explain the proper procedure for leaving a job
EL		LIFELONG LEARNING
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers
EM		JOB SPECIFIC TECHNOLOGIES
EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Research and identify emerging technologies for specific careers
EM	3	Select appropriate technological resources to accomplish work
EN		HEALTH AND SAFETY
EN	1	Assume responsibility for safety of self and others
EN	2	Follow safety guidelines in the workplace
EN	3	Manage personal health and wellness
OCCUPATIONAL		
OA		RESOURCE MANAGEMENT
OA	1	Assess outcomes to determine success for a task

OA	2	Assess individual strengths and weaknesses in planning
OA	3	Implement an effective project plan
OA	4	Explore available resources to assist in meeting project needs
OA	5	Use appropriate and reliable resources to complete an action or project
OA	6	Identify resources to complete an action or project
OA	7	Set personal goals using the SMART goals method (e.g., Specific, Measurable, Approved By You, Realistic, Time-Stamped)
OA	8	Use a variety of strategies to evaluate goals (e.g., observe, apply, demonstrate)
OA	9	Evaluate actions taken and make appropriate modifications to personal goals
OB		TASK EVALUATION
OB	1	Analyze the risks and rewards of new experiences
OB	2	Analyze a case study involving a new experience for risk and rewards
OB	3	Conduct a self-evaluation for personal reactions to new experiences
OB	4	Demonstrate consensus building
OB	5	Lead a meeting or activity that engages all participants in the process
OC		INTERACTIONS
OC	1	Explain the benefits of mutual respect
OC	2	Analyze how respect is given
OC	3	Demonstrate respect for others
OC	4	Describe the benefits of serving others
OC	5	Develop personal goals that include service to others
OC	6	Evaluate professional and personal values and how they are applied in the service to others
OD		COMMUNITY AND CITIZENSHIP
OD	1	Discuss trends and issues important to the community
OD	2	Analyze the impact of trends and issues on the community
OD	3	Articulate current issues that are important to the local, state, national, and global communities
OD	4	Identify civic leadership role opportunities
OD	5	Demonstrate responsible citizenship
OD	6	Perform leadership tasks associated with citizenship
OE		CAREER DEVELOPMENT
OE	1	Use an interest inventory to determine goals appropriate to personal passions, abilities, and aptitudes
OE	2	Assess personal skills to set goals for success in a career
OE	3	Implement appropriate preparation plans for a career path based on passion, abilities, aptitude, and opportunities
OF		EMERGING TECHNOLOGY
OF	1	Research current and emerging technologies in AFNR
OF	2	Conduct a workplace study to assess the benefits to adapting emerging technologies
OF	3	Evaluate strategies that can be used to manage change within the workplace
OG		AGRICULTURE EDUCATION
OG	1	Develop a basic lesson plan and assessment using strategies/methods taught in an agriculture class
OG	2	Teach a lesson using the lesson plan developed by the student
OG	3	Describe the characteristics of an effective agriculture teacher
OG	4	Trace through time the history of Agricultural Education
OG	5	Describe the basic requirements to become an agriculture teacher
OG	6	Identify the qualities of teacher professionalism and leadership
OG	7	Explore diversity and its implications in the classroom, including diverse teaching methods
OG	8	Observe, interact, and reflect on teaching and learning in classrooms

OG	9	Describe how education systems are organized
OG	10	Identify issues and challenges in education and agricultural education today
OG	11	Identify career opportunities for educators
OG	12	Develop a four-year post-secondary plan
OG	13	Utilize activities of the FFA as an integral component of course content and leadership development
OG	14	Explore the role of an organization (e.g., FFA, 4-H)
OH		Agricultural Communications
OH	1	Develop skills in public, extemporaneous, and impromptu speaking
OH	2	Develop basic skills to produce print quality newspaper and magazine articles
OH	3	Develop basic skills to produce brochures and sale ads
OH	4	Develop skills for photography used in communications
OH	5	Interview a resource person to gather information
OH	6	Utilize skills developed to write and produce radio and television ads/promotions
OH	7	Develop basic skills to write a press release
OH	8	Conduct meetings by using parliamentary procedure
OH	9	Demonstrate the ability to do market research and organization for presentations
OH	10	Plan, organize, and deliver a sales presentation