**Agricultural Communication and Leadership**

Crosswalk

A crosswalk provides educators with a list of benchmark statements aligned to Common Core and national content area standards for a given course or program. The Missouri Agricultural Communication and Leadership Crosswalk lists a sequence of content, organized into distinct units of instruction.

|  | **Common Core Standards** | **National Standards (AFNR)** | **Activities** | **Enhancements** |
| --- | --- | --- | --- | --- |
| 1. **Develop Knowledge of Ethics in Media**
 |  | CS.01.01.01.aCS.03.02.03.a |  |  |
| 1. Explain the relevancy of ethics in media.
 |  |  |  |  |
| 1. Evaluate the legitimacy of resources.
 | W.11-12.8 | CS.01.01.04.b |  |  |
| 1. Determine and utilize the methods of documentation for MLA and APA citation.
 | W.11-12.4 | CS.01.01.05.a |  |  |
| 1. Qualify plagiarism
 | W.11-12.4 | CS.01.01.05.a |  |  |
| 1. Identify causes and effects of sensationalism.
 |  | CS.01.01.05.a |  |  |
| 1. Participate in informal presentations and discussions of issues proposed in the media.
 | SL.11-12.4 |  |  |  |
| UNIT: Evaluate current events in the media and complete a review of the event including bibliographical information. Present the event to class for informal discussions. | W.11-12.4W.11-12.10SL.11-12.1aSL.11-12.1cSL.11-12.1dSL.11-12.4 |  |  |  |
| 1. **Gather and Analyze Research**
 |  | CS.01.01.01.aPST.05.02.05.C |  |  |
| 1. Define a topic.
 |  |  |  |  |
| 1. Develop methods and skills to write an effective thesis.
 | WHST.11-12.2aWHST.11-12.2b |  |  |  |
| 1. Determine the purpose and relevancy of research.
 |  | CS.01.01.04.b |  |  |
| 1. Define and identify audience for research.
 |  |  |  |  |
| 1. Research the historical background of an issue.
 | W.11-12.8W.11-12.9aW.11-12.9b | CS.01.01.04.a |  |  |
| 1. Identify, cite, date, and cross reference sources.
 | W.11-12.4W.11-12.8 | CS.01.01.04.bCS.01.04.01.cCS.03.01.01.aCS.03.02.03.b |  |  |
| 1. Conduct research interviews.
 |  | CS.01.02.02.a |  |  |
| 1. Summarize data.
 |  | CS.03.01.01.aCS.05.03.01.a |  |  |
| UNIT: See Units C: Agricultural Issues; Unit E: Informative and Commodity Papers; Unit F: Demonstrations |  |  |  |  |
| 1. **Analyze Agricultural Issues**
 |  | CS.01.01.01.aCS.01.01.04.b |  |  |
| 1. Explain and analyze Agricultural Issues, including environmental, Agricultural technology, animal issues, Agricultural career issues, economy/trade, Agricultural policy, and food safety.
 | RI.11-12.1RI.11-12.5RI.11-12.6RI.11-12.7RI.11-12.8RI.11-12.10W.11-12.8W.11-12.9bSL.11-12.1aSL.11-12.1cSL.11-12.1d | CS.01.04.01.aCS.01.05.01.aCS.03.03.01.a |  |  |
| 1. Evaluate the impact of Agricultural Issues, including the impact on the agricultural community, general community, and policies.
 | RI.11-12.1RI.11-12.5RI.11-12.7RI.11-12.8RI.11-12.10W.11-12.1aW.11-12.1bW.11-12.7W.11-12.8W.11-12.10SL.11-12.1cSL.11-12.1dSL.11-12.2 | CS.01.05.01.bCS.03.03.01.b |  |  |
| 1. **Develop Leadership Skills**
 |  | CS.01.01.01.a |  |  |
| 1. Describe the characteristics needed to develop desirable personal, social skills, and team building skills.
 |  | CS.01.02.01.aCS.02.05.02.aCS.02.05.03.aCS.03.02.03.a |  |  |
| 1. Describe the importance and process of developing better human relationships
 |  | CS.01.02.01.aCS.01.04.02.aCS.01.04.04.aCS.02.02.03.aCS.02.06.02.a |  |  |
| 1. Explain group dynamics and conflict resolution.
 |  | CS.01.01.06.aCS.01.02.01.aCS.01.02.04.aCS.01.04.03.aCS.01.05.03.aCS.02.04.02.aCS.03.02.02.c |  |  |
| 1. Identify the traits of effective leaders and participate in leadership training through involved participation in FFA.
 |  | CS.01.02.01.b |  |  |
| UNIT: Work cooperatively to research and develop team building activities and instructions/handouts to verbally present and teach to classmates the activity so they can perform it. | W.11-12.4W.11-12.5SL.11-12.1b | CS.01.01.01.cCS.01.01.06.aCS.01.02.01.cCS.01.02.02.cCS.01.04.04.c |  |  |
| 1. **Develop Written Communication**
 |  | CS.01.01.01.aCS.09.02.01.b |  |  |
| 1. Discuss the importance and use of written communications in agriculture.
 | W.11-12.4 |  |  |  |
| 1. Apply appropriate spelling and grammar when writing.
 | W.11-12.4L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.03.01.01.a |  |  |
| 1. Utilize planning and outline preparation in written communication.
 | W.11-12.4 | CS.01.01.03.aCS.03.01.01.a |  |  |
| 1. Create an appropriate page layout and design in MS Word or Publisher.
 |  | CS.03.01.01.aCS.09.03.01.b |  |  |
| UNIT: Research information relating to agriculture/natural resources to develop a working outline, including bibliographical information and present a formal presentation.UNIT: Research information relating to agricultural and natural resource commodities and develop a research paper including bibliographical information and present a formal presentation. | W.11-12.2aW.11-12.2bW.11-12.2cW.11-12.2dW.11-12.2eW.11-12.2fW.11-12.4W.11-12.5W.11-12.7W.11-12.8W.11-12.9aW.11-12.9bW.11-12.10SL.11-12.3SL.11-12.4SL.11-12.6 | CS.03.01.01.c |  |  |
| 1. **Develop Oral Communication**
 |  | CS.01.01.01.a |  |  |
| 1. Define communication and explain components and importance of the communication.
 |  |  |  |  |
| 1. Explain the meaning of listening and identifying important listening skills.
 | SL.11-12.3 |  |  |  |
| 1. Compare and contrast verbal and nonverbal communication.
 |  |  |  |  |
| 1. Identify barriers to communication and explain ways of overcoming barriers.
 |  | CS.01.02.02.bCS.01.03.04.aCS.01.06.03.aCS.03.02.02.c |  |  |
| 1. Formulate approaches to use in overcoming interference in the communication process.
 |  | CS.01.02.02.bCS.01.06.03.cCS.03.02.02.c |  |  |
| 1. Demonstrate proper grammar, vocabulary, and pronunciation in oral communications.
 | L.11-12.1aL.11-12.1b |  |  |  |
| 1. Distinguish types of public speeches.
 |  |  |  |  |
| 1. Demonstrate and evaluate the characteristics of a good public speaker.
 | SL.11-12.3 |  |  |  |
| UNIT: Deliver a well-developed demonstration presentation as well as appraise peer presentations. | W.11-12.3aW.11-12.3bW.11-12.3cW.11-12.3dW.11-12.3eW.11-12.4W.11-12.7W.11-12.8W.11-12.9aW.11-12.10SL.11-12.3SL.11-12.6 | CS.03.01.01.bCS.03.03.03.a |  |  |
| 1. **Create Public Relations/Advertising/Marketing**
 |  | CS.01.01.01.aCS.09.02.01.bCS.09.03.01.c |  |  |
| 1. Define the elements of a communication plan.
 |  |  |  |  |
| 1. Develop a promotion for an agribusiness company/organization.
 | W.11-12.4L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b |  |  |  |
| 1. Create basic marketing tools for an agribusiness company / organization (i.e., business card, flyer, brochure).
 | W.11-12.4L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.03.01.01.a |  |  |
| 1. Design a display for an agribusiness company/organization.
 |  |  |  |  |
| 1. Develop a press release.
 | W.11-12.4W.11-12.5L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.03.01.01.a |  |  |
| 1. Design an ad for print, radio, and television
 | SL.11-12.5 | CS.03.01.01.a |  |  |
| 1. Approach and effectively communicate with a potential client.
 | SL.11-12.4 | CS.01.01.05.aCS.05.01.01.c |  |  |
| 1. Effectively handle client objections and resistance.
 | SL.11-12.5 | CS.01.01.05.aCS.05.01.01.c |  |  |
| UNIT: Prepare a communications plan for a community/FFA event. |  | CS.03.01.01.cCS.03.01.03.a |  |  |
| 1. **Utilize Multimedia**
 |  | CS.01.01.01.aCS.01.06.04.aCS.09.02.01.bCS.09.03.01.c |  |  |
| 1. Develop a video presentation.
 | SL.11-12.5 |  |  |  |
| 1. Discuss etiquette while preparing an email.
 | L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.01.01.05.a |  |  |
| 1. Develop skills to create effective photography
 | SL.11-12.5 |  |  |  |
| 1. Construct and present a multimedia presentation using PowerPoint or comparable software.
 | SL.11-12.5 |  |  |  |
| UNIT: Utilize multimedia to communicate, market, or inform a target audience about an Agricultural subject/area. | SL.11-12.5 |  |  |  |
| 1. **Prepare for Careers and Employment**
 |  | CS.01.01.01.a |  |  |
| 1. Describe professional dress and personal grooming.
 |  | CS.01.01.05.aCS.02.02.02.a |  |  |
| 1. Prepare a written letter of application/cover letter.
 | W.11-12.4L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.03.01.01.a |  |  |
| 1. Develop and utilize a resume.
 | W.11-12.4L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.03.01.01.aCS.03.01.02.c |  |  |
| UNIT: Demonstrate the skills necessary to become employable in desired career pathway. |  | CS.02.03.01.cCS.02.03.03.c |  |  |
| 1. **Analyzing the SAE Program**
 |  | CS.01.01.01.aCS.01.01.05.cCS.03.02.03.b |  |  |
| 1. Identify awards that may be earned as a result of the SAE program and complete award applications.
 | L.11-12.1aL.11-12.1bL.11-12.2aL.11-12.2b | CS.01.04.01.c |  |  |
| UNIT: Demonstrate an understanding of the process and value of analyzing SAE data by completing an FFA State Proficiency Award application. | W.11-12.4W.11-12.5W.11-12.10 |  |  |  |
| 1. **Evaluate Fiction and Non-fiction Works**
 |  |  |  |  |
| 1. Read and evaluate works of fiction.
 | RL.11-12.1RL.11-12.2RL.11-12.3RL.11-12.4RL.11-12.5RL.11-12.7RL.11-12.10L.11-12.3 |  |  |  |
| 1. Read and evaluate works of non-fiction.
 | RI.11-12.1RI.11-12.2RI.11-12.3RI.11-12.4RI.11-12.5RI.11-12.6RI.11-12.7RI.11-12.10L.11-12.3 |  |  |  |
| UNIT: Read, comprehend, discuss, and evaluate the works of : *Pout-Pout Fish, Dog Poop Initiative, How Full is Your Bucket?, Who Moved My Cheese?, The Five Dysfunctions of a Team, Mentor-The Kid & The CEO, and Fish: A Remarkable Way to Boost Morale and Improve Results.* | RL.11-12.1RL.11-12.2RL.11-12.3RL.11-12.4RL.11-12.5RL.11-12.7RL.11-12.10L.11-12.3RI.11-12.1RI.11-12.2RI.11-12.3RI.11-12.4RI.11-12.5RI.11-12.6RI.11-12.7RI.11-12.10W.11-12.10L.11-12.4aL.11-12.4bL.11-12.4cL.11-12.4dL.11-12.5aL.11-12.5bL.11-12.6 |  |  |  |

**Codes for Common Core Mathematics are:**

* N = Number and Quantity
* A = Algebra
* F = Functions
* G = Geometry
* S = Statistics and Probability

**Codes for Common Core English Language Arts and Literacy are:**

* RL = Reading for Literature
* RI = Reading for Informational Text
* RST = Reading for Literacy in Science and Technical Subjects
* RH = Reading for Literacy in History/Social Studies
* W = Writing
* WHST = Writing for Literacy in History/Social Studies, Science, and Technical Subjects
* SL = Speaking and Listening
* L = Language