**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.a  CS.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.11-12.4  W.11-12.10  SL.11-12.1a  SL.11-12.1c  SL.11-12.1d  SL.11-12.4 |  |  |  |
| 1. **Gather and Analyze Research** |  | CS.01.01.01.a  PST.05.02.05.C |  |  |
| 1. Define a topic. |  |  |  |  |
| 1. Develop methods and skills to write an effective thesis. | WHST.11-12.2a  WHST.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.11-12.8  W.11-12.9a  W.11-12.9b | CS.01.01.04.a |  |  |
| 1. Identify, cite, date, and cross reference sources. | W.11-12.4  W.11-12.8 | CS.01.01.04.b  CS.01.04.01.c  CS.03.01.01.a  CS.03.02.03.b |  |  |
| 1. Conduct research interviews. |  | CS.01.02.02.a |  |  |
| 1. Summarize data. |  | CS.03.01.01.a  CS.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.a  CS.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.11-12.1  RI.11-12.5  RI.11-12.6  RI.11-12.7  RI.11-12.8  RI.11-12.10  W.11-12.8  W.11-12.9b  SL.11-12.1a  SL.11-12.1c  SL.11-12.1d | CS.01.04.01.a  CS.01.05.01.a  CS.03.03.01.a |  |  |
| 1. Evaluate the impact of Agricultural Issues, including the impact on the agricultural community, general community, and policies. | RI.11-12.1  RI.11-12.5  RI.11-12.7  RI.11-12.8  RI.11-12.10  W.11-12.1a  W.11-12.1b  W.11-12.7  W.11-12.8  W.11-12.10  SL.11-12.1c  SL.11-12.1d  SL.11-12.2 | CS.01.05.01.b  CS.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.a  CS.02.05.02.a  CS.02.05.03.a  CS.03.02.03.a |  |  |
| 1. Describe the importance and process of developing better human relationships |  | CS.01.02.01.a  CS.01.04.02.a  CS.01.04.04.a  CS.02.02.03.a  CS.02.06.02.a |  |  |
| 1. Explain group dynamics and conflict resolution. |  | CS.01.01.06.a  CS.01.02.01.a  CS.01.02.04.a  CS.01.04.03.a  CS.01.05.03.a  CS.02.04.02.a  CS.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.11-12.4  W.11-12.5  SL.11-12.1b | CS.01.01.01.c  CS.01.01.06.a  CS.01.02.01.c  CS.01.02.02.c  CS.01.04.04.c |  |  |
| 1. **Develop Written Communication** |  | CS.01.01.01.a  CS.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.11-12.4  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.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.a  CS.03.01.01.a |  |  |
| 1. Create an appropriate page layout and design in MS Word or Publisher. |  | CS.03.01.01.a  CS.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.11-12.2a  W.11-12.2b  W.11-12.2c  W.11-12.2d  W.11-12.2e  W.11-12.2f  W.11-12.4  W.11-12.5  W.11-12.7  W.11-12.8  W.11-12.9a  W.11-12.9b  W.11-12.10  SL.11-12.3  SL.11-12.4  SL.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.b  CS.01.03.04.a  CS.01.06.03.a  CS.03.02.02.c |  |  |
| 1. Formulate approaches to use in overcoming interference in the communication process. |  | CS.01.02.02.b  CS.01.06.03.c  CS.03.02.02.c |  |  |
| 1. Demonstrate proper grammar, vocabulary, and pronunciation in oral communications. | L.11-12.1a  L.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.11-12.3a  W.11-12.3b  W.11-12.3c  W.11-12.3d  W.11-12.3e  W.11-12.4  W.11-12.7  W.11-12.8  W.11-12.9a  W.11-12.10  SL.11-12.3  SL.11-12.6 | CS.03.01.01.b  CS.03.03.03.a |  |  |
| 1. **Create Public Relations/Advertising/Marketing** |  | CS.01.01.01.a  CS.09.02.01.b  CS.09.03.01.c |  |  |
| 1. Define the elements of a communication plan. |  |  |  |  |
| 1. Develop a promotion for an agribusiness company/organization. | W.11-12.4  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.11-12.2b |  |  |  |
| 1. Create basic marketing tools for an agribusiness company / organization (i.e., business card, flyer, brochure). | W.11-12.4  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.11-12.2b | CS.03.01.01.a |  |  |
| 1. Design a display for an agribusiness company/organization. |  |  |  |  |
| 1. Develop a press release. | W.11-12.4  W.11-12.5  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.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.a  CS.05.01.01.c |  |  |
| 1. Effectively handle client objections and resistance. | SL.11-12.5 | CS.01.01.05.a  CS.05.01.01.c |  |  |
| UNIT: Prepare a communications plan for a community/FFA event. |  | CS.03.01.01.c  CS.03.01.03.a |  |  |
| 1. **Utilize Multimedia** |  | CS.01.01.01.a  CS.01.06.04.a  CS.09.02.01.b  CS.09.03.01.c |  |  |
| 1. Develop a video presentation. | SL.11-12.5 |  |  |  |
| 1. Discuss etiquette while preparing an email. | L.11-12.1a  L.11-12.1b  L.11-12.2a  L.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.a  CS.02.02.02.a |  |  |
| 1. Prepare a written letter of application/cover letter. | W.11-12.4  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.11-12.2b | CS.03.01.01.a |  |  |
| 1. Develop and utilize a resume. | W.11-12.4  L.11-12.1a  L.11-12.1b  L.11-12.2a  L.11-12.2b | CS.03.01.01.a  CS.03.01.02.c |  |  |
| UNIT: Demonstrate the skills necessary to become employable in desired career pathway. |  | CS.02.03.01.c  CS.02.03.03.c |  |  |
| 1. **Analyzing the SAE Program** |  | CS.01.01.01.a  CS.01.01.05.c  CS.03.02.03.b |  |  |
| 1. Identify awards that may be earned as a result of the SAE program and complete award applications. | L.11-12.1a  L.11-12.1b  L.11-12.2a  L.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.11-12.4  W.11-12.5  W.11-12.10 |  |  |  |
| 1. **Evaluate Fiction and Non-fiction Works** |  |  |  |  |
| 1. Read and evaluate works of fiction. | RL.11-12.1  RL.11-12.2  RL.11-12.3  RL.11-12.4  RL.11-12.5  RL.11-12.7  RL.11-12.10  L.11-12.3 |  |  |  |
| 1. Read and evaluate works of non-fiction. | RI.11-12.1  RI.11-12.2  RI.11-12.3  RI.11-12.4  RI.11-12.5  RI.11-12.6  RI.11-12.7  RI.11-12.10  L.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.11-12.1  RL.11-12.2  RL.11-12.3  RL.11-12.4  RL.11-12.5  RL.11-12.7  RL.11-12.10  L.11-12.3  RI.11-12.1  RI.11-12.2  RI.11-12.3  RI.11-12.4  RI.11-12.5  RI.11-12.6  RI.11-12.7  RI.11-12.10  W.11-12.10  L.11-12.4a  L.11-12.4b  L.11-12.4c  L.11-12.4d  L.11-12.5a  L.11-12.5b  L.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