



Agricultural Leadership, Education and Communications

A&M-COMMERCE

ALC 2301 – Introduction to Agricultural Leadership, Education and Communications

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Agricultural Leadership, Education, & Communications

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Office Hours:

To assist students in person or online I will maintain an open-door policy, Wednesdays from 10:00 am to 5:00 pm. Or you are welcome to arrange a meeting time on Zoom for other days.

Course Meeting Time and Location:

In person: Classroom College of Agricultural Sciences and Natural Resources
Online via D2L

Materials – Textbooks, Readings, Supplementary Readings:

- Komives, S. R., Lucas, N., & McMahon, T.R. (2013). Exploring leadership for college students who want to make a difference (3rd ed.) San Francisco, CA: Jossey Bass, Inc.
- Matking, GS, Headrick, J., Sunderman, H. (2023). Developing human development: A personal approach to leadership. Department of Agricultural Leadership, Education and Communications at the University of Nebraska - Lincoln, NE.

Additional material will come from a variety of sources including scientific and professional journals, publications from governmental agencies, and others.

Course Description: This course is an introduction to principles of Agricultural Leadership, Education and Communications. Unit 1 focused on personal skill development, academic and scholarly development, and application of leadership theory and leadership models. Emphasis in leadership styles, application of theory, emotional intelligence, self- assessment, and reflection as applied to agriculture. Unit 2 Education in agricultural context, principles of teaching and learning, agricultural extension and outreach. Unit 3 Fundamentals of Agricultural

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communications, history of Ag Communications and Oral and visual communication skills. Emphasis will be placed on developing leadership skills, effective communications strategies and educational methods relevant to the agricultural industry.

Student Learning Outcomes:

Upon completion of the course, the student will be able to:

1. Articulate disciplinary and interdisciplinary theories, concepts, principles, skills and practices related to leadership
2. Introduce critical thinking by evaluating, analyzing, and integrating information from a variety of sources
3. Practice effective written and oral communication skills
4. Practice ethical leadership in consideration of one's own action.
5. Participate effectively in teams/groups

The following instructional objectives will guide course content to achieve these outcomes.

1. Describe leadership education as a scholarly field of study
2. Explore the leadership context of and lesson learned by significant historical and contemporary leaders
3. Create, define, and defend a contextual leadership definition

Discussions:

Your reflection about the book chapters or additional material posted.

Assignments:

Assignments 1-4, are in groups (2 groups of 4 members and 2 groups of 3), you will choose your classmates to work. This is a written assignment and details are described in the course assignment and grading.

Assignment 5 or final project includes the written assignment and presentation. Students will identify and be grouped according to your preferences on Leadership, Education or Communication. Students attending in person class will present in the classroom and students online will need to record their presentations to share with all the classmates. Written assignments will use APA style 7th edition.

You can buy the APA manual 7th Edition or access this website for guidance:

<http://owl.english.purdue.edu/>

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/index.html

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| Activities and Assignments | Description | Point Value and Grading Scale |
|---|--|---|
| Class Discussion/ Participation | Your discussion + Reflection on discussions of two classmates. Discussion topic will be posted on DL2 every week. | 10 Points Each x 10 discussion = 100 Points |
| Assignment 1: Leadership reflection journal. | Write a 3-page reflection on personal leadership style and reflection in at least one leadership theory covered in class. | 100 points |
| Assignment 2: Apply principles of teaching and learning | Write a 3-page plan or activity outline for teaching a specific topic to a specific audience. (You need to choose the agricultural topic and audience to teach) | 150 points |
| Assignment 3: Visual Communication Assignment | Write a 2-page reflection of an agricultural topic covered in a specific agricultural program on TV, radio or social media. Include the program title, the channel or platform (radio station, social media or website) and time you watched, read or listened to. | 150 points |
| Assignment 4: Final Project | Write a 6-page design and present an outreach initiative e.g. The creation of an agricultural business and its leadership structure, an agricultural workshop or training, an awareness agricultural campaign, a project using learned journalism, photography, editing, and graphic design skills and others. | 200 points |

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Course Schedule

| Week | Topic | Mandatory Readings | Discussion Due: | Assignments Due: |
|---------|---|-------------------------------|---|---|
| Week 1 | Introduction and Course Expectations | Komives Chapter 1 | Discussion due to August 31 st midnight | |
| Week 2 | Understanding yourself and others | Komives Chapter 4 & 5 | Discussion due to September 7 th midnight | |
| Week 3 | Leading with integrity | Komives Chapter 6 | Discussion due to September 14 th midnight | |
| Week 4 | Integrating in Teams and groups | Komives Chapter 8 & 9 | | Assignment 1: September 21 st midnight |
| Week 5 | Introduction to Agricultural Education | Lecture | Discussion due to September 28 th midnight | |
| Week 6 | Teaching and Learning | Paper | Discussion due to October 5 th midnight | |
| Week 7 | Theories | Paper | Discussion due to October 12 th midnight | |
| Week 8 | Application | Paper | | Assignment 2: October 19 th midnight |
| Week 9 | Introduction to Agricultural Communications | Lecture | Discussion due to October 26 th midnight | |
| Week 10 | History of Agricultural Communications | Lecture | Discussion due to November 2 nd midnight | |
| Week 11 | Theories of Ag Communications | Paper | Discussion due to November 9 th midnight | |
| Week 12 | Real application in Agricultural issues | Paper | | Assignment 3: November 16 th midnight |
| Week 13 | ALEC-Putting it All Together | Lecture | Discussion due to November 23 rd midnight | |
| Week 14 | Thanksgiving Break | | No discussion no assignments | |
| Week 15 | Final Project | Final Project & Presentations | | Assignment 4: Final Project December 6 th midnight |

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

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Total points corresponding to the final letter grades:

A = 630- 700 Points

B = 560- 629 Points

C = 490- 559 Points

D = 420- 489 Points

F = < 420 Points

Course Policies and Expectations:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, both during live class sessions and “electronic communication.” Texas A&M University-Commerce expects this from you, as do current and future employers. This course will be a good place to practice interacting in a manner appropriate to a professional setting. Participation in class discussion and instructional activities should follow the basic principles of common courtesy and decency. Rude and disruptive behavior, as well as cheating, in any form, will not be tolerated. The use of tobacco products in the classroom, laboratory, or field trip sites is strictly prohibited. Use of intoxicants before class is strictly prohibited and will result in your immediate removal from class. Inappropriate conduct will not be tolerated. Failure to comply with instructor’s guidelines may result in suspension from class for the remainder of the day’s instruction. Repeat offenses may result in additional consequences.

- **Class Attendance Policy:** Attendance is required for AG 397 and roll will be taken each class meeting. Missing class can affect your grade. Attendance is expected. Three unexcused absences and the student will receive a grade of “F.” Absences will be considered excused if the instructor is 1) notified in advance and is approved PRIOR to class, and 2) the absence is related to a severe illness, participating in a university sanctioned event, death of an immediate family member, or other absences as approved by the instructor. Students who miss class that is unexcused will NOT be given a makeup grade.

- **Assignments:**
 1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students should have at least some skill with software for word processing, spreadsheets, databases, graphics, presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!.
 2. **Assignments must be turned in on time.** Assignments are due at the **date and time** (the beginning of class) listed. Start working on each assignment as soon as you possibly can and make sure that you have all the assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**.
 3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please do not turn in work that is only “half- finished” as this

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will reflect a grade respective of what is submitted.

4. Written assignments must be submitted in PDF.

- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M University-Commerce account**. This is my primary mechanism for communicating outside of class. I check my e-mail several times a day, so this is the best way to reach me. Alma.Perez@[tamuc.edu](mailto:Alma.Perez@tamuc.edu)
- **Make-up Exams or Late Assignments:** Will only be accepted if you obtain university approved documentation for your excuse. There are no make-up assignments for poor performance on a previous assignment.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in class and e-mail. It is your responsibility to become aware of any such changes.

Student Expectations:

Professionalism

Students are expected to attend class and/or laboratory as scheduled. Their participation in class discussion and instructional activities should follow the basic principles of common courtesy and decency. Rude and disruptive behavior, as well as cheating, in any form, will not be tolerated. The use of tobacco products in the classroom, laboratory, or field trip sites is prohibited. Inappropriate conduct will not be tolerated. Failure to comply with instructor's guidelines may result in suspension from class for the remainder of the day's instruction. Repeat offenses may result in additional consequences.

Course-Related Communication

University email will be the primary medium for communication related to class activities, date changes, and opportunities. The student is responsible for checking and responding to course-related communication in a prompt manner. **Do not text the instructor for any university related communication.**

LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

STUDENT RESPONSIBILITIES FOR COURSE

CWID and Password

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Technology-Related Issues

Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

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Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

Include the Following in Emails with Instructor:

- Course name and subject in the subject line
- Salutation (Good afternoon, Dr. Jackson)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Student Conduct

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All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

Use of Artificial Intelligence

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this

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legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Supports Students' Mental Health – Counseling Services

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

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Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



As an Institutional Member of the National Association of Schools of Music, East Texas State A&M University supports the Association's commitment to student health and wellness. The following web address provides links to information for resources related to physical and mental well-being, as well as assists in offering preventative measures that students can take to avoid serious and/or chronic conditions: [Musician Health and Safety - East Texas A&M University](#)

Department and Accrediting Agency Statements:

School of Music Mission Statement:

The School of Music at East Texas A&M University promotes excellence in music through the rigorous study of music history, literature, theory, composition, pedagogy, and the preparation of music performance in applied study and ensembles to meet the highest standards of aesthetic expression.