



Agricultural Leadership, Education and Communications

EAST TEXAS A&M

ALC 4301 – Professional Presentations in Agricultural Leadership, Education, and Communications

Instructor: Maggie R.P. Salem, Ed.D.
Assistant Professor
Agricultural Leadership, Education, & Communications
Texas A&M University-Commerce

Office Phone: 903-886-5357

Office Fax: 903-886-5990

Email: Maggie.Salem@tamuc.edu

Office Info: AGET 146

Office Hours:

I am happy to meet with you via email, phone call, Zoom, or face-to-face. Please email me to arrange a meeting time.

COURSE INFORMATION

Class Location: Web-based via D2L

Materials – Textbooks, Readings, Supplementary Readings:

No textbook is required for this course. The instructor will provide supplementary readings and materials throughout the course.

Additional material will come from a variety of sources including scientific and professional journals, publications from governmental agencies, information from agricultural organizations, and guest presenters.

Course Description: (as in catalog) This course emphasizes techniques of interviewing resume writing, letters of inquiry, and presentation of scientific and technical oral reports. Effective listening strategies, communication strategies, interpersonal skills and presentation strategies essential for use in today's workplace will be also explored through the study and application of strategies and techniques for effective presentations in the food, agricultural, natural resources, as well as other professions, with emphasis on oral and visual presentation techniques. Presentation skills and strategies for formal and informal situations including conferences, poster presentations along with leadership, conflict resolution, interviewing, negotiation, and group communication theory and strategies will be discussed.

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

Student Learning Outcomes:

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

1. Demonstrate effective personal marketing and presentation skills.
2. Practice critical thinking by evaluating, analyzing, and integrating information from a variety of sources
3. Practice effective written and oral communication skills
4. Formulate a plan for lifelong learning comprised of personal goals for continued professional growth
5. Participate effectively in teams/groups

Course Assignments and Grading

Activities & Assignments	Details	Point Value and Grading Scale
Activities associated with each chapter including Class Discussion/Participation		100 points
Resume	Students will develop a career ready resume.	100 points
Cover Letter	Students will develop a career ready cover letter.	100 points
Practice Interview	Students will practice interviewing skills with Career Development and Big Interview.	100 points
LinkedIn	Students will develop a professional social media presence with the development of a LinkedIn account.	100 points
Social Media Presentation	Students will develop and present an oral presentation they will record and post to the ALC 4301-Professional Presentations FB page. Topics will include anything under the agricultural leadership, education, and/or communications umbrella. Details will be discussed in D2L.	100 points
Final Exam		200 points Points Earned/800=Your Grade (don't panic...move the decimal) A=90-100%

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

		B=80-89% C=70-79% D=60-69% F=59% and below

***Written Assignments**

The Research Brief, presentation, and Persuasive One-page essays should be written in a format aligned with the *American Psychological Association (APA) Manual for Publication*, 6th edition. Exemptions to APA formatting will be specified when appropriate. A tutorial on scientific writing, including the use of APA format is available from the Online Writing Lab at Purdue University (<http://owl.english.purdue.edu/>). Personal face-to-face assistance with editing and format suggestions is available from the A&M Commerce on-campus Writing Center. APA will be used for punctuation, writing style, headings, and citations.

COURSE POLICIES AND INSTRUCTOR 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.

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

- **Class Attendance Policy:** Attendance is required and roll will be taken each class meeting via Discussion. Missing class can affect your grade. Attendance is expected. 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**. I will not accept late assignments. There will be no extra credit work available.
 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 will reflect a grade respective of what was submitted.
 4. **Written assignments must be submitted in a format that is compatible with Microsoft Word**, if submitting electronically.
- **Back-ups are Required:** You are required to back up all your assignments on a USB Drive that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **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. Maggie.Salem@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. No late assignments will be accepted.
- **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 RESPONSIBILITIES

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 *The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.*

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.**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce 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

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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@tamuc.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

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

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 me, Maggie.Salem@tamuc.edu.

Technical Support

Brightspace 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>

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu). <https://leo.tamuc.edu>

UNIVERSITY SPECIFIC PROCEDURES

Student Conduct

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 in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMU-C Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

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

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

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

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

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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 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

Texas A&M University-Commerce

Gee Library- Room 162

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce 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 Texas A&M University-Commerce 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 A&M-Commerce 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.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

REFERENCES

The following web sites will be useful references.

AgHires

<https://ag hires.com/>

AgCareers

<https://www.agcareers.com/>

National FFA Organization

www.ffa.org

Texas FFA

www.texasffa.org

Vocational Agriculture Teachers Association of Texas

<http://www.vatat.org>

National 4-H Headquarters (USDA-CSREES)

<http://www.national4-hheadquarters.gov/>

National 4-H Council

<http://www.fourhcouncil.edu/>

Texas 4-H Web Page

<http://texas4-h.tamu.edu/>

National FCCLA

<http://www.fcclainc.org/>

Texas FCCLA

<http://www.texasfccla.org/>

Judging Card

www.judgingcard.com

Educational Excellence for AFNR

Teachers***

<http://www.txeducationalexcellence.com/>

Relevant Online Research Journals

Journal of Extension

<http://www.joe.org/>

Journal of Agricultural Education

<http://jae-online.org/>

Journal of Southern Agricultural Education Research

<http://www.jsaer.org/>

Texas Journal of Agriculture and Natural Resources

http://www.tarleton.edu/Departments/txjanr/Online_Jrnl.html

Journal of Family and Consumer Sciences Education

<http://www.natefacs.org/JFCSE/jfcse.htm>

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.

The instructor reserves the right to modify this syllabus during the semester, if needed. The instructor also reserves the right to extend credit for alternative assignments, projects, or presentations.