

AGRICULTURAL LEADERSHIP, EDUCATION & COMMUNICATIONS

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<u>EDUCATION</u> Teaching: - Secondary - Postsecondary - Nonformal Educational program development and evaluation Educational administration Educational research	High school agricultural education programs Middle school agricultural education programs Career and technical training institutes Nonprofit organizations Curriculum development companies Colleges and universities	Obtain licensure for public school teaching positions Enroll in a variety of agricultural content courses Network with professional organizations related to agricultural education like Tennessee Association of Agricultural Educators Seek leadership positions in campus organizations related to agricultural science and natural resources like Collegiate 4-H and FFA, Block and Bridle, etc. Work with youth through volunteer positions or summer internships with FFA programs, 4-H programs, camps, scouts, YMCA's, YWCA's, and other nonprofit organizations. Earn an advanced degree to: - Teach at post-secondary levels - Work in educational research - Work in educational administration
<u>COMMUNITY ENGAGEMENT AND LEADERSHIP DEVELOPMENT</u> Agricultural extension Family and consumer sciences education 4-H and youth development education Economic and community development Human Resources Informal and non-formal education Organizational training Policy development Rural community development Governmental relations Pre-Law	Cooperative extension system (national) Extension services within states Universities Nonprofit organizations Youth organizations Foundations Museums, nature centers, zoos Outdoor education centers Agribusiness firms Production industries Food retailers and wholesalers Financial institutions Local, state and federal governments: - Forestry Service - Department of Agriculture - National and state parks and reserves	Choose an area of interest (business, government, community development, youth development, family and consumer science, etc.) and gain relevant experience through internships, volunteer positions, or summer jobs. Gain experience working with children and adults of varying ages. Get involved in campus organizations and assume leadership roles. Demonstrate high energy and good problem-solving abilities. Participate in organizations such as 4-H or FFA and seek leadership roles.

AREAS

COMMUNITY ENGAGEMENT AND LEADERSHIP DEVELOPMENT strategies continued

EMPLOYERS

STRATEGIES

Develop strong communication skills, particularly public speaking and group presenting, because extension agents must effectively deliver information to people.

Take courses in economics and community development.

Learn to interpret and create financial and budget statements.

AGRICULTURAL AND NATURAL RESOURCE COMMUNICATION

Agricultural communication:

- Public relations
- Social media strategy
- Advertising
- Photography
- Videography
- Journalism
- Technical/Scientific writing
- Sales/Promotion
- Policy communications
- Marketing

Local, state, and, federal government:

- Forestry Service
- Department of Agriculture
- National and state parks and reserves
- Local, state and national commodity organizations
- Advertising and public relations firms
- Consulting firms
- Universities
- Extension services (e.g. 4-H; County Extension agents)
- Professional associations
- Agribusiness firms
- Youth organizations
- Foundations, museums, nature centers, zoos
- Nonprofit organizations
- Wildlife organizations
- Agricultural magazines and websites
- Newspapers and other publications
- Farm radio and television stations

Earn a minor or take additional courses in areas such as journalism, advertising, or graphic design.

Build strong written, visual and oral communication and storytelling skills.

Learn to use industry standard software for graphic design, videography, photography, and web.

Demonstrate best practices for strategic communication using a variety of media channels.

Participate in related student organizations and seek leadership positions. Volunteer to write newsletters, maintain the website, or manage their social media.

Gain relevant experience through internships, summer jobs, or volunteer positions.

AREAS

**AGRICULTURAL AND NATURAL RESOURCE
COMMUNICATION strategies continued**

EMPLOYERS

STRATEGIES

Get involved with the Agricultural Communicators of Tomorrow.
Work for campus or local newspapers, radio, or television stations.
Be willing to relocate for greater opportunities.

GENERAL INFORMATION

- Agricultural Leadership, Education, and Communications provides a broad background for working in the agricultural and natural resources industry.
- For entry-level positions, a bachelor's degree is sufficient. A master's or doctoral degree is often necessary for advancement. Some federal and private agency work, consulting positions, and research positions require a graduate degree.
- Teacher certification is required for public school teaching and exact requirements vary by state.
- Obtain volunteer, part-time, summer, internship, or co-op experience in field of study.
- Develop excellent communication and interpersonal skills.
- Join a student club or student professional association to network and cultivate related academic interests. Groups related to agriculture include: Collegiate FFA, Collegiate 4-H, Alpha Zeta, Agricultural Communicators of Tomorrow, and Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS).
- Conduct informational interviews or shadow professionals who have jobs that interest you.