

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
A. Develop Knowledge of Ethics in Media		CS.01.01.01.a CS.03.02.03.a		
1. Explain the relevancy of ethics in media.				
2. Evaluate the legitimacy of resources.	W.11-12.8	CS.01.01.04.b		
3. Determine and utilize the methods of documentation for MLA and APA citation.	W.11-12.4	CS.01.01.05.a		
4. Qualify plagiarism	W.11-12.4	CS.01.01.05.a		
5. Identify causes and effects of sensationalism.		CS.01.01.05.a		
6. 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			

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	SL.11-12.4			
B. Gather and Analyze Research		CS.01.01.01.a PST.05.02.05.C		
1. Define a topic.				
2. Develop methods and skills to write an effective thesis.	WHST.11-12.2a WHST.11-12.2b			
3. Determine the purpose and relevancy of research.		CS.01.01.04.b		
4. Define and identify audience for research.				
5. Research the historical background of an issue.	W.11-12.8 W.11-12.9a W.11-12.9b	CS.01.01.04.a		
6. 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		
7. Conduct research interviews.		CS.01.02.02.a		
8. 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				
C. Analyze Agricultural Issues		CS.01.01.01.a CS.01.01.04.b		
1. Explain and analyze Agricultural Issues, including environmental, Agricultural technology, animal	RI.11-12.1 RI.11-12.5 RI.11-12.6	CS.01.04.01.a CS.01.05.01.a CS.03.03.01.a		

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issues, Agricultural career issues, economy/trade, Agricultural policy, and food safety.	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			
2. 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		
D. 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		
2. 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		

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		CS.02.02.03.a CS.02.06.02.a		
3. 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		
4. 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		
E. 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			
2. 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		
3. Utilize planning and outline	W.11-12.4	CS.01.01.03.a		

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preparation in written communication.		CS.03.01.01.a		
4. 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		
F. Develop Oral Communication		CS.01.01.01.a		
1. Define communication and explain components and importance of the communication.				
2. Explain the meaning of listening and identifying important listening skills.	SL.11-12.3			
3. Compare and contrast verbal and				

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nonverbal communication.				
4. 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		
5. 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		
6. Demonstrate proper grammar, vocabulary, and pronunciation in oral communications.	L.11-12.1a L.11-12.1b			
7. Distinguish types of public speeches.				
8. 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		
G. Create Public		CS.01.01.01.a		

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Relations/Advertising/Marketing		CS.09.02.01.b CS.09.03.01.c		
1. Define the elements of a communication plan.				
2. 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			
3. 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		
4. Design a display for an agribusiness company/organization.				
5. 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		
6. Design an ad for print, radio, and television	SL.11-12.5	CS.03.01.01.a		
7. Approach and effectively communicate with a potential client.	SL.11-12.4	CS.01.01.05.a CS.05.01.01.c		
8. 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		CS.03.01.01.c		

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community/FFA event.		CS.03.01.03.a		
H. 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			
2. 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		
3. Develop skills to create effective photography	SL.11-12.5			
4. 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			
I. 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		
2. 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		
3. Develop and utilize a resume.	W.11-12.4 L.11-12.1a	CS.03.01.01.a CS.03.01.02.c		

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	L.11-12.1b L.11-12.2a L.11-12.2b			
UNIT: Demonstrate the skills necessary to become employable in desired career pathway.		CS.02.03.01.c CS.02.03.03.c		
J. 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			
K. 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			
2. Read and evaluate works of non-	RI.11-12.1			

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fiction.	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 : <i>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.</i>	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			

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	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