

AGRICULTURAL LEADERSHIP, EDUCATION & COMMUNICATIONS

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

EDUCATION

Teaching
Research
Administration
Student Affairs Including:
 Admissions and Recruitment
 Career Services
 Academic Advising
 Student Activities/Organizations

Secondary schools
Colleges and universities
Vocational and technical schools

Obtain certification for public school teaching. Plan to earn a master's degree to work in college student affairs or university administration. Earn a Ph.D. to teach at the university level.
Develop excellent writing and speaking skills.
Learn to work well with all types of people and build strong interpersonal skills.
Seek leadership positions in campus organizations related to agricultural science, natural resources, or agricultural education such as Future Farmers of America (FFA).
Gain practical experience in the area of agriculture. Work with youth through volunteer positions or summer jobs with camps, 4-H programs, scouts, YMCA's, YWCA's, and other nonprofit organizations.
Learn how to create and evaluate curriculum effectively.

EXTENSION

Agricultural Extension
Family and Consumer Sciences Education
4-H and Youth Development Education
Economic and Community Development

Cooperative Extension System (national)
Extension services within states
Universities

Gain experience working with children and adults of varying ages.
Demonstrate high energy and good problem solving abilities.
Participate in organizations such as 4-H or FFA and seek leadership roles.
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.

AREAS

EMPLOYERS

STRATEGIES

EXTENSION strategies continued

Maintain current knowledge of scientific research in the field to provide sound recommendations.
Be willing to live in rural communities and to travel within the county. Prepare to work some evenings and weekends.
Become familiar with local, state, and federal programs.
Learn about social media platforms for communicating and educating.
Earn a master's degree to qualify for higher level positions.

AGRICULTURAL LEADERSHIP

Sales
Management
Human Resources
Organizational Training
Management Consulting
Policy Development
Governmental Relations
Community Development
Informal Education

Agribusiness firms
Production industries
Food retailers and wholesalers
Food processors
Farm equipment manufacturers
Trade and breed associations
Insurance firms
Financial institutions
Market analysis firms
Consulting firms
Local, state and federal government including:
 Forestry Service
 Department of Agriculture
 National and state parks and reserves
Nonprofit organizations
Professional associations
Youth organizations
Foundations, museums, nature centers, zoos

Choose an area of interest, e.g. business, government, or community development, and gain relevant experience through internships, volunteer positions, or summer jobs.
Get involved in campus organizations and student professional associations such as Alpha Zeta agricultural honor society. Assume leadership roles.
Learn to work effectively in teams, but also develop strong leadership qualities.
Become a strong communicator and learn to relate well with people from all backgrounds.
Develop physical stamina, resourcefulness, and outdoor skills for some informal education positions.

AGRICULTURAL SCIENCE/COMMUNICATION

Agricultural Communication:

Journalism
Public Relations
Electronic Media
Technical/Scientific Writing
Advertising Sales
Photography
Agricultural Planning and Assessment
Agricultural Promotion and Consulting

Local, state, and federal government including:

Forestry Service
Department of Agriculture
National and state parks and reserves
Professional associations
Agribusiness firms
Financial institutions
Youth organizations
Foundations, museums, nature centers, zoos
Nonprofit organizations
Wildlife organizations
Agricultural magazines and websites
Newspapers and other publications
Farm radio and television stations
Advertising and public relations firms
Consulting firms

Earn a minor or take additional courses in areas such as journalism, advertising, or graphic design.
Build strong communication skills, both written and oral.
Work for campus or local newspapers, radio, or television stations.
Participate in related student organizations and seek leadership positions. Volunteer to write newsletters or maintain the website.
Get involved with the Agricultural Communicators of Tomorrow.
Become familiar with social media platforms used for communicating.
Gain relevant experience through internships, summer jobs, or volunteer positions.
Learn to work well with various computer programs including desktop publishing and web design.
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.