

Agricultural Education and Communication

To serve society by advancing individuals and organizations in agriculture and natural resources through research and evidence-based practice in education, communication, and leadership.

Academic Programs

Undergraduate Majors

- Agricultural Education
- Communication and Leadership Development

Undergraduate Minors

- Agricultural Communication
- Extension Education
- Leadership

Graduate (MS & PhD)

- Agricultural Communication
- Agricultural Education
- Extension Education
- Leadership Development

MS Online option

Research

Provide social science expertise to research in agriculture and natural resources.

Agricultural Education

- Teacher preparation
- Teaching methods
- Problem-solving
- Student motivation and achievement
- Scientific reasoning
- Experiential learning
- Global education

Extension Education

- Program development and evaluation
- Human capacity development
- Organizational capacity development
- Competency development
- Survey methodology
- Educational achievement
- Consensus building
- Decision making
- Social marketing
- Behavior change

Communication

- Message development and testing
- Attitude formation
- Public opinion
- Television and video production
- Media relations
- Instructional media
- Narrative and story telling
- Crisis communication
- Social media

Leadership

- Leadership development
- Critical thinking
- Motivations of adult leaders
- Creativity and intelligence development
- Organizational leadership
- Self-awareness
- Globalization leadership
- Diverse community engagement
- Cultural awareness
- Humility in leadership

