

Agriculture Education & Communication Major

CAREERS

Strategies & Tips for Success

- Agricultural and Natural Resource 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, though 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 with or shadow professionals who have jobs that interest you.

Become an Industry Leader



Agriculture Science, General Agriculture

The Agriculture Science or General Agriculture Associate of Science (AS) degrees are a pathway to bachelor's degrees in Agriculture Communication and Agriculture Education/Teacher Preparation. These AS degrees provide an overview of all areas of the agriculture industry. A core component is the development of technical skills in Animal Science, Plant Science, Agriculture Business, Horticulture, and Agriculture Mechanics.

Core Major Courses

(in addition to GE and depending on your college):

- Animal Production courses
- Soil Science
- Intro to Plant Science
- Agriculture Economics
- California Water
- Food Safety
- Farm Management

Career Examples

For the past three years—nationally—there has been twice as many career opportunities in agriculture as there are agriculture graduates. Popular jobs include:

- Fruit and Vegetable Marketing Specialist - \$70,000-100,000
- Agriculture Instructor - \$40,000-80,000
- Industry Group Director of Communications - \$50,000 - \$100,000

Job Outlook and Salary Data

Ag Sector	2013 Jobs	5-Year New Jobs	% New Job Growth	Avg. Annual Salary
Support	500,088	46,522	9.3%	\$76,067
Production	382,833	720	0.2%	\$33,089
Processing	214,484	9,459	4.4%	\$58,717
Distribution	546,127	75,942	14.0%	\$46,645
Total	1,643,532	132,643	8.1%	\$53,630

The Agriculture Value Chain is comprised of jobs in Agriculture Support, Agriculture Production, Agriculture Processing and Packaging, and Agriculture Distribution.

More Information

If you would like more information about careers in agriculture education and communications, visit www.calagcc.org.



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OPPORTUNITIES ABOUND. FIND YOURS.

The table below highlights the many different paths graduates can take towards a successful career in agriculture education and communications.

Area	Employer	Information/Strategies
Education <ul style="list-style-type: none">• Teaching• Research• Administration• Student Affairs, Including:<ul style="list-style-type: none">- Admissions and Recruitment- Career Services- Academic Advising- Student Activities/Organizations	<ul style="list-style-type: none">• Secondary Schools• Colleges and Universities• Vocational and Technical Schools	<ul style="list-style-type: none">• Obtain teacher certification for public school positions.• Plan to earn a master's degree to work in college student affairs or university administration; 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, YMCAs, YWCAs, and other non-profit organizations.
Extension <ul style="list-style-type: none">• Agricultural Extension• Family and Consumer Sciences Education• 4-H and Youth Development Education• Economic and Community Development	<ul style="list-style-type: none">• Cooperative Extension System (national)• Extension Services within States	<ul style="list-style-type: none">• Gain experience working with children and adults of varying ages.• Participate in organizations such as 4-H or FFA.• Develop strong communication skills, particularly public speaking and group presentation.• Take courses in community development.• Be willing to live in rural communities and to travel within the county.• Earn a master's degree to qualify for higher level positions.
Agricultural Science/Communication <ul style="list-style-type: none">• Agricultural Communication:<ul style="list-style-type: none">- Journalism- Public Relations- Electronic Media- Technical/Scientific Writing- Advertising Sales- Photography• Agricultural Planning and Assessment• Agricultural Promotion and Consulting	<ul style="list-style-type: none">• Federal, State, and Local Government including: Forestry Service, Department of Agriculture, and National and State Parks• Professional and Marketing Associations• Agribusiness Firms• Financial Institutions• Foundations, Museums, Nature Centers, Zoos• Non-Profit Organizations• Agricultural Magazines and Websites• Advertising and Public Relations Firms• Consulting Firms	<ul style="list-style-type: none">• 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.• Gain relevant experience through internships, summer jobs, or volunteer positions.• Gain skills in computer programs, including Photoshop and web design.



Additional Resources

- **National Association of Agricultural Educators** - www.naae.org
- **National FFA Organization** - www.ffa.org
- **Agricultural Communicators of Tomorrow** - www.gonact.org
- **Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences** - www.aceweb.org
- **California Ag Teachers Association** - www.calagteachers.org
- **Agricultural Relations Council** - www.agrelationscouncil.org
- **National Agri-Marketing Association** - www.nama.org