

AEC REVIEW

Issue 2013.2

WLI Alumni

By: Valerie McKee

The alumni association of the Wedgworth Leadership Institute for Agriculture and Natural Resources is on the tipping point of an organizational evolution.

WLIANR is a leadership development program for private sector agriculturalists and workers in natural resources. The Department of Agricultural Education and Communication academically houses the leadership program within the Institute of Food and Agricultural Sciences at the University of Florida.

WLIANR director Hannah Carter said that since beginning in 1989, the program has graduated approximately 220 individuals from eight consecutive classes.

"We're at the tipping point," Carter said. "We've got a critical mass of folks, and not only do we have this critical mass of folks, we have this critical mass of folks who want to do something."

Stephen Basore, the newly elected president of the Wedgworth Leadership Institute Alumni Association, said the mission of WLIAA is "to build and maintain a broad-based network of leaders committed to promoting Florida agriculture and natural resources and expanding the Wedgworth Leadership Institute for Agriculture and Natural Resources."

Class VI alumnus David McDonald said

that many graduates have become active in local and state government, including Halsey Beshears of Class V, who was elected to the State House of Representatives for District 7.

"You will find WLI graduates scattered through all the commodity groups, serving in leadership roles," McDonald said. "This commitment to the various industries and political positions helps to protect agriculture and to inform the public of its importance."

Even as WLIANR has developed leaders in the agriculture industry and in society, several WLIANR alumni wish to develop a focused purpose for graduates of the program beyond their separate efforts in their industries and communities.

"Currently, the alumni association is focusing on better implementing our core strategic goals, which are increasing alumni members' leadership involvement in Florida, building stronger networks and outreach efforts to complement existing commodity group efforts, increasing alumni member participation in the WLIAA and helping ensure that the membership is well educated on key agricultural issues," Basore said. "There are numerous projects being developed at this time to help the WLIAA achieve these goals."

Erin Freel, an alumna of Class V as well

as a former regional director and advisory board member for the program, is leading one of the projects. "The purpose of the class is to bring along young leaders," Freel said. "The purpose of the alumni is to call on those now-seasoned and polished leaders to tackle some of the issues facing the

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agriculture industry."

Freel said that she has taken up the initiative "to test the waters of an international trip for the alumni," even though the idea was tried over 15 years ago with no results. "I think now we have more alumni so we have more opportunity for success," Freel said. "This would be for a group of about 30 to 35. It would be seven to 10 days and it would have an agricultural component worked into the trip."

Speedling, Inc., CEO Greg Davis is a graduate of Class VII and served as the co-chair for the inaugural WLI Youth Leadership Program, a new component to the WLIANR Annual Alumni Meeting. The educational program was designed with alumni members' children in mind and was both staffed and sponsored by alumni.
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AEC Globetrotter

By: Valerie McKee

An alumna of the Agricultural Education and Communication Department has visited 20 countries in the past eight years and has incorporated what she learned from her degree in each trip.

Ginger Larson, who graduated from the department in 2006, traveled internationally for the first time in 2004 as part of a study abroad program.

"It was an agriculture program, and we studied food and agriculture in France, probably one of the best places to do that," Larson said. "The travel bug definitely has bitten me."

She also accompanied the AEC Department organization, Agricultural Communicators of Tomorrow, to the University of Guelph in Toronto, Canada. The UF organization is now the Agricultural Communicators and Leaders of Tomorrow.

While at UF, Larson also earned a bachelor's degree in photojournalism. In September 2006, she traveled to Ecuador through the Florida Fly-Ins program, a special international course then offered to UF journalism students.

She went to New Zealand in January 2007 through Communicating for Agriculture Education Programs, an international internship program. Larson, a Florida dairy farmer's daughter, wrote for a magazine and worked on a sheep farm.

After New Zealand, Larson went to Australia for two months to travel and do volunteer work.

In fall 2007, Larson entered the dual-titled graduate program, Agricultural Education and Extension and Comparative and International Education, at the Pennsylvania State University. She focused her research on developing international programs at PSU.

Larson said she knew studying abroad had changed her and she wanted the same opportunity for other students in agriculture.

One of Larson's projects in graduate school was taking agriculture students and journalism students to South Africa. The students collaborated to document the differences between commercial and subsistence farmers in South Africa through words and pictures.

Larson said the students learned from each other and recognized the relationship between agriculture and communications and the differences in agriculture in other countries.

She also took a group of PSU students to Moldova to study agricultural development and visit orphanages. Larson participated in conferences in Costa Rica and Puerto Rico during her graduate studies.

Both before and after graduating from PSU in May 2009, Larson embarked on several mission trips to Myanmar.

"With each of these trips – missions and study programs – I was learning how important

food production was and the challenges that some of these countries face," Larson said. "The need for agricultural education and the exchange of farming practices and business management techniques are critical. We certainly don't have all the answers, but together we can find viable solutions."

Larson also traveled to the Philippines before embarking on the World Race, a Christian mission trip with a route that includes 11 countries in 11 months. Participants serve in various ministries at each location.

"By that time, it really wasn't about seeing countries for me," she said. "That wasn't the important thing. I wanted to go and I wanted to see what God had to show me through His eyes."

While on the World Race, Larson said she used her agricultural communications background to educate her team and also make connections with those she met abroad to agriculture resources.

"I always looked for those opportunities to communicate what's going on before the food hits the table," she said. "I find that, relationally, sometimes people aren't going to come out to a seminar to hear that. Some of that is really a personal interaction with building trust with the consumer and helping them understand what it takes to produce their food. It is also really important to listen to their perspective."

In October 2010, Larson's World Race team began their journey in Guatemala, which, Larson said, was her favorite country she visited on the Race. Her Race route also included Honduras, Panama, the Philippines, Thailand, Malaysia, Cambodia, Kenya, Uganda, Tanzania and India. Larson's team was stationed on farms in Honduras and Malaysia.

She returned to the United States in August 2011 after completing the World Race. Larson serves as the communications director for Calvary Church in State College, Penn.

Larson has learned many lessons on her travels and appreciates the fresh perspective visiting new cultures bring. Two discoveries, however, have remained the same whether she is in pristine fields of France or the barren terrain of underdeveloped nations: people need food, it bridges us together, and a smile is the universal language.

"The first thing you do when you get off a long flight is realize, 'You know what? I'm hungry. I need to get food,'" she said. "There is this realization that no matter where you're at in the world, people need food."

"Then comes the challenge of how to communicate how to get that food when you're abroad. Smiling helps."

Barrick Researches Korean Agriculture

By: Eun H. Kim

An Agricultural Education and Communication professor is working to develop a strong tie to improve international collaboration between the Seoul National University and the University of Florida.

AEC professor Kirby Barrick is collaborating with Seung-II Na, professor and chair of the Department of Vocational Education and Workforce Development in the College of Agriculture and Life Sciences at Seoul National University in Korea, to improve teaching and learning and to enhance curriculum.

"It is interesting to co-work with SNU because Korea is one of the countries in the world that has high school agriculture programs," Barrick said. "I like the way they learn, and they also have an agriculture teacher preparation program in universities."

Barrick also presented a seminar at Gwang-ju National University of Education where about 700 students are studying agricultural education to be an elementary teacher in Korea. All of the students are required to take practical arts training and courses related to agriculture, fine arts and home economics, Barrick said.

"While we have a shortage of teachers in the United States, Korea has an abundance of teachers but not enough job openings because there are only 30 positions available each year with about 700 students applying to become a teacher," Barrick said.

Barrick focuses on language back-translation to achieve more accurate and interesting results with the materials they develop.

"One of the difficulties in doing this international collaboration is obviously the language because all the materials have to be translated to Korean," Barrick said. "To address this language barrier, Na asks his graduate students to translate the documents to English and I have someone translate back to Korean to ensure that the translation

is true to the original instrument."

Part of this Fulbright Senior Specialist program is funded by the Fulbright Commission and UF's Faculty Enhancement Opportunity Grant.

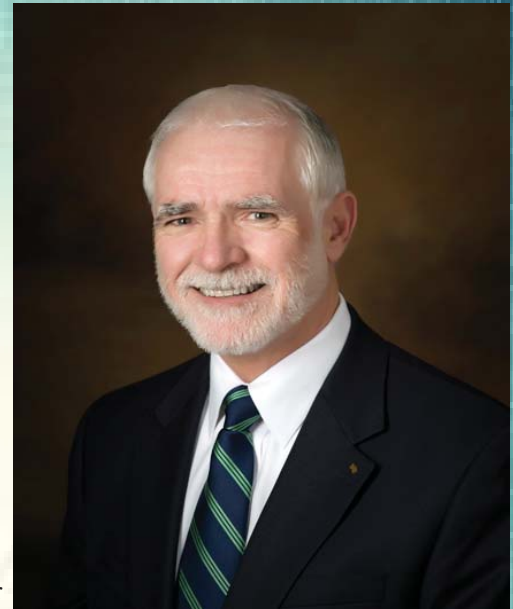
"It is true that there is not enough money in the U.S. to do research on teaching, but we also get some funds from SNU because Na and I have worked together since the 1990s," he said.

Next year, Barrick plans to have a new project with Na on teacher clarity, assessing students' viewpoints of how clear they perceive their teachers are.

"The literature tells us that the clearer the teacher is perceived by students, the more students learn" Barrick said.

For more effective joint research between Barrick and Na, Barrick has visited Korea five times.

"Joint research with Korea is the way for us to expand our horizons, to understand more about Korea's agricultural education and vice versa," he said.



Art in Agriculture

By:Annastasia Mula

Students from two colleges at the University of Florida have come together to create videos to encourage people to think about agriculture through an artistic perspective.

Agricultural Education and Communication lecturer Becky Raulerson partnered with College of Fine Arts School of Art and Art History associate professor Katerie Gladdys. Together they received a \$5,000 grant from UF's Creative Campus Committee to fund the project.

Raulerson's students from her Issues in Agricultural and Life Sciences class, and Gladdys' students from her Video and Digital Media class, collaborated to make a video on an agriculture issue through some form of art using the grant money they received.

"It wasn't designed to present any kind of message," Raulerson said. "It was designed to be a piece of art and to make people think about agriculture and our food."

Both classes were learning how to handle different perspectives, Raulerson said.

Students in Raulerson's agriculture class struggled to not convey messages, while Gladdys' students knew little about agriculture,

Raulerson said.

"The students in my agricultural and life sciences class found it challenging to be open-minded and to not convey a message," she said. "That's what we do as agricultural communicators and leaders; we convey messages about issues facing agriculture." Raulerson's students went to markets and farmers individually and interviewed them about issues they were facing in their line of work.

"We had to step out of our box to better understand where the other students' artistic minds were, and it was a challenge to communicate with them," said issues course student Christina Whitaker.

Whitaker's video focused on the safety of chicken eggs.

The issues course students brought the interview and topic back to the class where Gladdys' students put the video together.

"The goals of the project were to bring students from two entirely different disciplines together and allow them to work together to create some kind of final project, and I think they did that very well," Raulerson said.

With part of the grant money they received, they were able to bring in artist Matthew Moore, a fourth-generation farmer who also has a degree in art, to present an evening lecture and speak to the students in both courses.

"He came to class and not only worked with the students on their projects, but lectured on how he turns his farm in Arizona into art," Raulerson said.



Women's Leadership in Paraguay

By: Josh McGill

A team of faculty members from the University of Florida's Department of Agricultural Education and Communication is developing a women's leadership program in Paraguay.

AEC lecturer Marta Hartmann wrote the grant proposal for the program and submitted it to the Higher Education for Development. Funding for the program will come from the United States Agency for International Development and HED. The project will receive \$812,000 to develop women's leadership programs at agricultural high schools and a university in Paraguay.

The program, titled Women's Leadership Program in Paraguay, will be three years long and will be based out of the National University of Asuncion, located in Paraguay's capital, Asuncion. It will establish a leadership development center at UNA and work in four high schools in Paraguay to prepare students for the leadership development program at UNA. The project will also start a scholarship program to help students cover tuition costs.



"We are going to work with four high schools in Paraguay that have an ag program to create a mentoring program to make sure when the students graduate they are prepared to go into the university and follow one of the programs in agricultural sciences," Hartmann said.

Hartmann has assembled a team of UF professors to help her develop this program.

One of the UF professors, Ricky Telg, said, "My goal is to help students and instructors understand the importance of good communication skills in all aspects of what they do."

Telg will coordinate communication skills development for students and instructors through hands-on training and distance technology.

Hartmann traveled to Paraguay in November to build trust with the partners in Paraguay, to get their approval on the proposal, and to complete a needs assessment to determine what additional aspects the program will require.

Hartmann is also seeking additional funding to establish a scholarship program for female students in Paraguay. She is trying to partner with several businesses and from non-governmental organizations.

The WLPP will set up a structured system in Paraguay to develop future women leaders, Hartmann said.

"I have to make sure that I give them ownership of the program by facilitating their participation from the beginning of the program until the very end," she said.

Hartmann is hopeful that by the end of the three years the program will be self-sufficient and the scholarships and leadership development center will receive recurring funding from the non-governmental organizations and the private sector.

"At the end, we need to evaluate the program to see if it met the objectives that were established by the funding agencies," Hartmann said.

AEC Alum Gives Nursery Tour

By: Nicole Liles



University of Florida Agricultural Education and Communication graduate Erica Der works for the Florida Department of Agriculture and Consumer Service as the Agricultural Education Liaison. Der coordinated a nursery tour in South Florida with the Agriscience Education Leadership Program for agriculture and science teachers.

A University of Florida alumna is approaching her two-year anniversary in a Florida Department of Agriculture and Consumer Services position that enhances agricultural education throughout the state..

Erica Der of Plant City serves as the agricultural education liaison for FDACS. Der has been with the department since 2011, but says she didn't get to where she is now automatically.

As a student approaching graduation from UF's agricultural education and communication department, Der began searching for job opportunities.

"I looked for a communications position within a commodity organization, but I didn't find one that I felt I was supposed to take," Der said.

Der graduated in December 2008 and when the opportunity arose for her to attend graduate school at UF, she took it. She began her master's degree in January 2009 in agricultural education and communication.

Shortly after beginning her first semester, Der received a phone call from then-Congressman Adam Putnam's office. The call was an invitation to be part of his campaign

for Florida Commissioner of Agriculture. Der accepted the position and began work in the spring of 2009 as the Grassroots and Coalitions Coordinator.

"I was excited about the new opportunities ahead and also a little nervous, hoping I would be able to exceed their expectations," Der said.

In this position Der worked to strengthen the volunteer base and handled outreach. She worked with commodity groups and organizations for endorsements and helped manage the media portion of the campaign.

Der credits her position to the networking she did and the contacts she made while being involved in organizations during her time at UF.

"Any time you can become involved, it's always a good thing," she said. "You never know how it will help you down the road."

Putnam won the election in November 2010 and in the following months, Der stayed with the campaign to tie up loose ends. As the newly elected Commissioner of Agriculture, Putnam offered Der her current job as liaison because of her background in agricultural education and communication.

At the department, Der works to strengthen the relationship between FDACS and agricultural education interests.

"My favorite part is working with the ag education community," Der said, "the teachers, students and organizations that are so important to the industry."

She is responsible for making sure agricultural education is represented in a positive light in the legislature and emphasizing the importance of agricultural education throughout the state.

Der said that UF's AEC department keeps an open door for its graduates, and the maintenance of these strong ties sets UF apart from other universities.

"Every day I use some portion of what I studied or learned at UF in my job," Der said. "That's been the case since the day I graduated. Photography, digital design, writing, presentation skills, and more. The AEC department continues to be one of my greatest resources."

Cultivating Professional Development for Florida Agriscience Teachers

By: Anthony Rinaldo

Agricultural Education and Communication assistant professor Andrew Thoron has been working to enhance the professional development of middle school and high school agriscience educators to advance their teaching effectiveness.

Thoron has focused his Extension program on professional development for agriscience teachers since May 2011.

Thoron teaches the skills and knowledge needed for teachers' personal and career advancement. Much of that involves leading workshops for personal and program development and producing curricula.

A teacher would typically attend these workshops to obtain continuing educational units of instruction to broaden their field of expertise, he said.

"We are trying to develop a culture of teachers wanting and needing professional development," Thoron said.

During the 2011-2012 academic year, Thoron coordinated, facilitated or conducted over 60 hours of professional development through statewide offerings specific to Florida high school and middle school agriscience teachers. Teachers were able to take advantage by tallying over 3,300 CEUs of instruction.

"This year we are working for 90 clock hours of professional development," Thoron said.

Another goal Thoron said he has for this program is to develop online workshops. These would include learning modules where teachers could obtain their CEUs directly online after completing an assessment.

"Facilitators will be able to go further in depth about the more technical aspects of professional development for more meaningful face-to-face meetings," he said.

One of the problems Thoron faces is adhering to all of the different teachers' preferences when developing educational media.

"Some people prefer to receive their information on small jump drives, some like disks, and others prefer old-fashioned paper printouts," he said. "This can potentially drive up the cost of the program."



AEC Graduate Student Recognized for Exceptional Teaching

By: Sarah Burleson



Each academic year the UF Graduate School recognizes the best and brightest teaching assistants for their work as classroom instructors at the University of Florida. AEC PhD student Jessica Holt was one of 20 teaching assistants selected from across the entire campus to receive the 2012-2013 UF Graduate Student Teaching Award.

Selection for the award is based upon a nomination packet submitted by the graduate student's department. The packet includes a letter of support and evaluation of teaching performance from the department chair, the nominee's course syllabus, the nominee's teaching philosophy, and summaries of student evaluations for the preceding semester(s). Additionally, members of the selection committee made an unannounced observational visit to her class during the spring semester.

Jessica was selected for this award based on her teaching performance in AEC 3033C, Research and Business Writing in Agricultural and Life Sciences. She teaches a 95-seat section of this course each fall and spring semester. Jessica is completing the second year of her PhD program and is preparing for a faculty position in agricultural communications upon graduation.

In addition to Jessica's selection, the AEC Department has had six previous winners of this award in the last nine years. Previous award winners include: Travis Park (2003-2004), Amanda Ruth (2004-2005), Nick Fuhrman (2006-2007), Roslynn Brain (2007-2008), Karen Cannon (2008-2009), and Catherine Shoulders

(2010-2011). Each of these former AEC graduate students holds a faculty position at a U.S. university.

McDonald said, "The association will probably move to become a more autonomous organization."

"We wanted to pave the trail for future classes of the leadership institute, and so we looked at this as a training program and a networking program for children of the leadership institute that eventually would come into the leadership institute themselves," Davis said. "The goal was specifically stated to develop and expose leadership traits and Florida agriculture-related topics to educate WLIANR youth. For us, it's about the recognition and giving kids a head start; but for the kids, it's about fun and whether they learned something they can remember and made any friends."

Davis said that progress has already been made to develop the second WLI Youth Leadership Program, which will be held during the next alumni annual meeting in August 2013. The possible international trip and the new WLI Youth Leadership Program are both ideas that alumni members have entertained for the future progress of WLIAA.

However, Reggie Brown, manager of the Florida Tomato Committee and a Class I graduate, said that there are several ideas for the future of the alumni association that have yet to be heard.

"It's been rather interesting to see the evolution of the program, and more specifically, the alumni association," Brown said. "Now it is an extremely dynamic organization with lots of leaders, almost multi-generational leaders. It's certainly a wide span of ages and experiences."

"I think the alumni association is at a tipping point with the number of graduates that continues to increase every two to three years,"

John Hoblick, president of the Florida Farm Bureau Federation and a WLIANR graduate of Class II, said, "Your two years is only the beginning of what you can do with this program."

Wedgworth Director Honored with Award



Dr. Hannah Carter, director of the University of Florida Wedgworth Leadership Institute and an associate professor in agricultural education and communication, was named the 2012 Outstanding Director by the International Association of Programs for Agricultural Leadership (IAPAL). Carter has been director of the Wedgworth Leadership Institute, a part of the Institute of Food and Agricultural Sciences, since

2004. She has a doctorate in agricultural leadership and a master's degree in extension education, both from UF, and a bachelor's degree in environmental sciences from the University of Maine at Presque Isle.

AEC AWARDS & ACCOMPLISHMENTS FOR 2013

Association for Communication Excellence

Journal of Applied Communications Article of the Year: Ricky Telg, Tracy Irani, Paul Monaghan, Christy Chiarelli

Outstanding Research Paper, Runner-Up: Quisto Settle, Lauri Baker, and Tracy Irani

Outstanding Dissertation, Runner-Up: Quisto Settle

Association for International Agricultural & Extension Education

1st place student poster – Austen Moore

1st place professional poster – Grady Roberts

2nd runner-up professional poster – Pete Vergot

2nd runner-up student abstract presentation – Mary Rodriguez & Grady Roberts

AIAEE Fellow – Marta Hartmann

AIAEE Senior Fellow – Pete Vergot

AIAEE President for 2013-2014 – Grady Roberts

American Association for Agricultural Education

Top 5 Innovative Poster – Eric Rubenstein & Andrew Thoron

Top 5 Research Poster – Kate Shoulders & Andrew Thoron

2nd Runner-up, Journal of Agricultural Education Author of the Year – Andrew Thoron & Brian Myers

The Adventures of Grad Students in International Extension: The East Timor Challenge

By: Chelsea Poindexter

A graduate student in the University of Florida's Department of Agricultural Education and Communication had the opportunity to travel abroad to East Timor to conduct research and gain experience.

In the summer of 2012, Austen Moore travelled to East Timor, where he served as a Peace Corps volunteer, and conducted research for his master's thesis. The opportunity allowed him to give the research results back to the people.

"We live in a global society nowadays. It's important for people to see the opportunities and experience other cultures.

"Traveling internationally will make you a better critical thinker, and everyone can benefit from the experience"

It provides a new set of perspectives and makes us well rounded in our knowledge and our opinions," Moore said. "I think given that we are all going to work with international topics in the future it's important to see how people do things in other places."

East Timor is on an island between Indonesia and Australia. The people of East Timor, who are mainly farmers, are faced with several challenges since the land is extremely mountainous because of the lack of mechanization. This has caused the people to spread out over the land and limit the size of their farms, Moore said.

"The research study was to identify ways the people of East Timor could improve the sustainability of their farming," Moore said. "It was important that those results got back to them so they could change their practices if they needed to."

Moore was also involved in extension training in East Timor that he conducted with Amy Seymour, a UF extension specialist. The training was funded through the Trade Capacity Building programs at UF to provide additional research to strengthen the extension program there. Moore conducted a training module created by AEC graduate Robert Strong for the Modernizing Extension and Advisory Service program. AEC professor Kirby Barrick, part of MEAS, helped fund the project. Moore also received a Practitioner Grant from UF's Tropical Conservation and Development program.

Moore taught Timorese extension agents about needs assessments and participatory rural appraisal techniques and conducted research on the strengths and opportunities of the Timorese extension system.

"The biggest impact in travelling internationally as a

grad student or as an undergrad student, we have so much information, and it can benefit so many people," Moore said. "I think the biggest thing is just the amount of appreciation people have for outsiders or students who take the time and effort to come in and help, who provide capacity building, who help with the deficiencies that people in developing countries are often faced with."

The experience graduate students obtain by travelling internationally benefits the student and benefits others by bringing back their experience to the classroom, Moore said.

"People who engage in travel are exposed to new cultures, which should lead them to reflect on their own culture and how the new culture they are experiencing is similar and different," said Amy Harder, AEC assistant professor. "Ideally, travel results in people having a greater appreciation and tolerance for diversity, an improved ability to think critically and a more educated perspective on important issues that affect us, no matter where we might live."

Travelling abroad provides college students with experience that will be valuable to future employers and offers students an opportunity to broaden their perspectives, Moore said.

"I would recommend anyone who has an interest in international topics to find a way to go abroad even if it's just to the Caribbean or not through school," he said. "To get out of their comfort zone and to experience a different culture will change who they are and the way they look at things. Travelling internationally will make you a better critical thinker, and everyone can benefit from the experience."





Students explored the issues affecting the agricultural sector and observed the role of extension and formal education programs. AEC associate professors Amy Harder and Grady Roberts led the study abroad course.

Graduate students from the University of Florida's Department of Agricultural Education and Communication and from Texas A&M University visited Trinidad and Tobago over spring break to learn about the islands' agricultural industry.

Students explored the issues affecting the agricultural sector and observed the role of extension and formal education programs. AEC associate professors Amy Harder and Grady Roberts led the study abroad course.

"We were looking at both the formal system, being the agricultural education that occurred as a part of a school whether it's primary or being a university, and also the agricultural education activities that happened non-formally, like through the extension system," Roberts said.

The group worked with the University of Trinidad and Tobago and the University of the West Indies, St. Augustine, while visiting the islands.

"They have a very active graduate student group," he said," so it was natural since we took grad students. Our grad students and their grad students connected very well."

The students observed and collected data from the extension programs of the local students and farmers. They were also required to keep a reflection journal, Roberts said.

As part of the experience, a group met with the Ministry of Food, Production, Land and Marine Affairs. The minister of agriculture addressed different agricultural issues the islands faced, Harder said.

She said one difficulty on the islands is farmers' lack of motivation to keep farming, because they typically do not own their own farmland.

"Land tenure is a really big issue in Trinidad and Tobago," she said. "A lot of farmers are illegally squatting on the properties they are taking care of because it is very difficult for them to establish ownership. There may be vacant land that is not being used for any other purpose, but they can't acquire ownership of it because of a lot of political and bureaucratic problems."

Harder led the students during their extension focus day.

"We spent the morning with the director of Extension Training and Information Services Division in Trinidad," Harder said. "She gave us a really honest, about two-hour overview of this is what we are good at, this is where we have problems, and these are our limitations, but this is what we are trying to do to work around them."

At the end of the trip, the students had to present their final projects to the students and faculty of UWI.

"Dr. Dolly, who is one of the faculty members at UWI, had his class listen in, and we presented in a big auditorium," she said. "Their students were strongly encouraged to drill our students to question the perceptions of what they found and defend the decisions they made."

Roberts and Harder agreed that the trip was successful, due to the positive feedback they received from the students. They plan to go back during spring break 2014 and want to continue to go every other year.

AEC Faculty Member Receives Teaching Awards

By: Sarah Burleson

Nicole L. P. Stedman, associate professor of leadership education in the Department of Agricultural Education and Communication, was selected as the 2013 Graduate Teacher/Adviser of the Year in the College of Agricultural and Life Sciences. Stedman received the award at the CALS Scholarship and Leadership Awards Banquet in April and was recognized at the CALS Commencement ceremony in May.

The CALS award is based on student evaluations, peer observations, letters of support, and innovations in graduate teaching and advising. In addition, the applicant's teaching philosophy and course syllabi are considered by the selection committee. Dr. Stedman strives to provide students with opportunities to experiment with ideas, concepts, and personal beliefs, while nurturing their ability to evaluate arguments and examine their own judgments. Peers describe her as enthusiastic, dynamic, and passionate about



working with students. Graduate students under her direction see her as challenging and insightful, while providing opportunities for them to take ownership of their education.

In addition to the CALS award, Dr. Stedman also received the 2013 Distinguished Teaching Award for the Southern Region of the American Association for Agricultural Education (AAAE). The purpose of this award is to recognize AAAE members who are superior teachers in the field of agricultural education, communications, leadership, or extension education.

Stedman received her bachelor's degree in Family, Youth, and Community Sciences and her MS and PhD degrees in Agricultural Education and Communication, all from the University of Florida. After three years as a faculty member at Texas A&M University, Dr. Stedman returned to the UF AEC Department in 2007, where she teaches undergraduate and graduate courses in leadership development.

“If I Knew Then What I Know Now”



Professor Ricky Telg presented his Barnes Professor Lecture titled “If I Knew Then What I Know Now” in the UF Smathers Library on April 19. Dr. Telg is one of the first two AEC faculty members to hold a Barnes Professorship. He and Dr. Glenn Israel, who presented his Barnes Lecture last fall, each hold three-year Barnes Professorships, which provide an annual salary supplement and program funds.

Dr. Telg's lecture provided an entertaining and thoughtful retrospective look at starting new as a faculty member with all the insight he has gained over the last 18 years. His advice to new faculty members included keeping those thank you cards and notes that students and clientele send from time to time, take more psychology courses to help you become a better teacher, learn as much about your students as possible, adapt with the changing times and technology, try something new to stay young in your thinking, connect with a mentor, dream big and small, choose opportunities that will allow you to have maximum impact, and remember your fundamental purpose in your position. For Dr. Telg, his greatest fulfillment as a faculty member has been working with students.

A Texas native, Dr. Telg joined the UF AEC faculty in 1995 after earning his Ph.D. from Texas A&M with a focus in educational human resource management and distance education. Before becoming a faculty member Dr. Telg was a newspaper reporter and assistant editor, a TV reporter and weather forecaster, and a radio news director and on-air announcer. An outstanding teacher and highly productive researcher and state extension specialist, Dr. Telg has received the CALS UG teacher of the year twice and also the CALS UG advisor of the year, and the NACTA Southern Region Outstanding Teacher award. In addition, Dr. Telg was one of two national winners of the USDA Teaching award in 2010.

The Barnes Professorship was funded by a generous gift from AEC alumnus John T. Barnes (BS '49, MS '49). After teaching agriculture for a short time, Mr. Barnes spent the rest of his career as a soil conservationist with USDA. An avid Gator fan, Mr. Barnes passed away in 2008.

AEC Student Serving as National FFA President

By: Sarah Burleson

At the close of the 85th National FFA Convention last October, Clay Sapp was elected as the 2012-2013 National FFA President. Sapp is currently a student in the Agricultural Education and Communication Department at the University of Florida, specializing in teacher education. He discovered the great need for highly qualified teachers and decided to pursue an education that would allow him to teach agriculture. He also has a passion for school administration. "I want to teach high school agricultural education and then obtain a master's degree in educational leadership," he said. "My goal is to become a school administrator so I can encourage classroom innovation and motivate students to become better scholars and young people."

Clay was raised in Madison County, Florida, where his family has been involved in the agricultural industry for many generations. He has been an active FFA member since enrolling in an agriculture class and joining FFA in the sixth grade. During his secondary education at Madison County High School, he was a varsity baseball and tennis player, served as the student body president his senior year, won the state FFA prepared public speaking career development event, and dual enrolled at North Florida Community College. He graduated from high school just four courses short of an Associate of Arts degree. Following graduation from high school, Clay served at the 2010-2011 Florida FFA State President.

During his year of service to the National FFA Organization, Sapp will spend time meeting with FFA members at state conventions and leadership conferences, representing the organization on business and industry visits, meeting with government leaders, teachers, and the media, planning and presenting conferences, and traveling nearly 100,000 miles. His job as a national officer is to serve and represent the half-million FFA members by communicating the FFA brand, vision, and strategic plan. Sapp said, "I intend to serve and give of myself as a leader and role model. I realize that not all of my hopes and dreams for our organization may be feasible, but in a year from now I want to know that I planted seeds to advance the National FFA Organization's mission for the future of agriculture."

Joining him on the 2012-2013 National FFA Officer team are Kalie Hall of Georgia as national secretary, Joenelle Futrell of Kentucky as Eastern Region Vice President, Lindsey Anderson of California as Western Region Vice President, Brennan Costello of Nebraska as Central Region Vice President and Wiley Bailey as Southern Region Vice President.

Sapp, along with his five fellow national officers from across the nation, will conclude his year of service to the National FFA Organization at the 86th National FFA Convention and Expo in Louisville, Kentucky, October 30-November 2, 2013.

Clay is the son of Ed and Gina Sapp. Ed is the agriculture teacher and FFA advisor at Madison County High School. Gina is a registered nurse practitioner and co-owns a healthcare practice in Madison. Clay has three siblings, Will, Blake, and Kimberly.



Social Media and Its Impact on Agricultural Awareness

By: Thomas Iacometta

Dr. Paul Monaghan, assistant professor in the Department of Agricultural Education and Communication at the University of Florida, has been using social marketing to educate people about their water use.

"The goal is to raise awareness that

"Save our Springs. It's our Water."

your yard has a direct connection to the aquifer and springs," Monaghan said. "Most consumers don't understand that their sprinklers are connected to the aquifer as well as our springs and rivers."

A social marketing program can help homeowners connect with the springs and consider them a part of their home, he said.

"We have to utilize social marketing to

raise awareness about conserving water in Florida," Monaghan said.

Research has shown social marketing users are more likely to commit to a change in behavior if they are asked to participate, he said.

"Social marketing campaigns, based on qualitative and quantitative research results, have a higher chance of influencing behavior change," Monaghan said.

Recently the Alachua County Environmental Protection Department partnered with the AEC department to develop a campaign for influencing behavior changes on water conservation, he said.

The main goal was to see how people connect their behaviors to water use, and research results were used to design a water conservation public outreach plan.

"A good way to understand your audience is by listening to them by using qualitative research methods," Monaghan

said.

Qualitative research includes methods such as focus groups, in-depth interviews and open-ended survey questions. Monaghan said social marketing campaigns have a better chance of influencing desired behavior. "Save our springs. It's our water," he said.



Barrett Keene Receives UF Outstanding Young Alumni Award

By: Sarah Burleson

Sciences.

Barrett served as a National FFA Officer, where he presented over 100 leadership presentations to 100,000 students and met with Fortune 500 CEO's as well as U.S. government officials in order to promote agricultural education and the FFA. Following his graduation from the University of Florida, he taught agriscience at the middle and high school levels for three years in Miami and Tampa. While teaching, he obtained his master's degree in business management from the University of South Florida. Barrett is currently completing his PhD program at Cornell University in industrial psychology and organizational

behavior.

In 2012, Barrett took leave from his studies at Cornell to found Go Walk America. He partnered with the Global Orphan Project to raise awareness for orphaned and abandoned children by walking 3,475 miles from Miami to San Francisco. During his walk, he met with nearly one million people to share the realities of orphaned and abandoned children around the world. His efforts resulted in 2,380 orphaned children receiving school uniforms (required for school attendance), which also created jobs in impoverished communities. Barrett's interest and inspiration for helping orphaned and abandoned children began when he volunteered in education and orphan care in Haiti, Guatemala, Brazil, Panama, and Costa Rica.

After completing his walk, Barrett returned to his doctoral studies at Cornell and will complete his program in August of 2013. Barrett is now employed with Accenture, a management consulting, technology services, and outsourcing company that provides performance solutions to clients worldwide.

AEC SCHOLARSHIPS FOR 2013

The AEC Department provides a number of scholarship awards to undergraduate and graduate students each year. Gifts in support of the current programs below and new scholarship programs are needed and always welcome. Even with nearly \$11,000 in AEC undergraduate scholarship awards last year, more students are graduating with higher student loan debt than ever before. New endowments currently under development include the Richard and Nell Kelly Scholarship for undergraduate students and the AEC Graduate Student Enhancement Fund to support graduate student research and conference travel.

Undergraduate Named AEC Scholarships:

Carl Beeman
Bishop Brothers
C. Q. Bussell
Omar Ergle and Floyd Philmon
Elton Hinton
Travis Loftin
Max McGhee
Carl and Jean Rehwinkel
Ryan Rimmer
Marion Roche
John and Ethel Stephens
D. A. Storms

Graduate Named Scholarship/Fellowship:

Cope and Edna Newbern

For more information on these scholarship programs or other needs in the department, please contact Ed Osborne, Department Chair, at 352-273-2613 or by email at ewo@ufl.edu. Gifts may be sent directly to the department or made online at the UF Foundation. Go to <https://www.uff.ufl.edu/OnlineGiving/Campaign>, click on "Institute of Food & Agricultural Sciences," and click on "Agricultural Education and Communication General Fund 016319." In the comments box at the bottom of the page indicate that your gift is for general scholarship support, or enter the name of the scholarship program that you wish to support. Thank you for your support of our students through these scholarship programs!

Dr. Roberts Explores Food Security Issues in the Caribbean

In the Fall of 2012 Dr. Grady Roberts was awarded a Faculty Enhancement Opportunity grant from the UF Provost's office to explore food security issues in the Caribbean. These grants are designed to give faculty the opportunity to focus on their own professional development. Food security is a critical issue around the world, with estimates of as many as 1 billion of the 7 billion people in the world being food insecure. The situation might be even more challenging as the world population expands to an estimated 9 billion people by the year 2050.

Dr. Roberts chose to examine the Caribbean because of: (a) its close proximity to the United States, (b) the cultural and political connections between Florida and the region, and (c) the unique vulnerability of small-island nations to food security. His specific interest focused on human capacity development, or how can we help prepare people to contribute to solving this problem.

As a part of his project, Dr. Roberts visited the Center for Food Security and the Environment at Stanford University to gain a broad overview of food security issues at the global scale. He also visited the University of the West Indies in Trinidad and Tobago to gain the Caribbean perspective. Additionally, he has been reading a variety of books on the topic.

Feeding the world is a complicated, multi-faceted challenge that requires interdisciplinary approaches. Faculty and students in Agricultural Education and Communication are well equipped to contribute to this challenge. Dr. Roberts plans to use his new understanding of food security in the Caribbean to provide a context for future teaching and research projects, helping advance AEC's contributions to the situation.



Dr. Grady Roberts, his daughter Elizabeth, and Mr. Ramgopaul Roop, a farmer in Trinidad, are seen on Mr. Roop's farm. Mr. Roop is a progressive farmer working to establish sustainable farming practices in Trinidad.

New Faculty and Staff in 2012-2013



Tony Andenoro

Assistant professor of leadership education with a teaching focus on undergraduate leadership development and a research focus on leader self-awareness and community resilience.

**Sorry,
Photo
not
Available**

Sonia Delphin-Perez

Project Coordinator with Dr. Marta Harmann on a USAID grant focused on women's leadership programs in Paraguay.



Kerstin Erickson

Program Assistant, providing general faculty support and promotion of AEC e-Learning programs.



Alexa Lamm

Assistant professor of public opinion analysis, collaborating on research and extension programs provided by the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources.



Linda Perry

Lecturer in Agricultural Communication. Courses include research and business writing and communication campaign strategies.



Becky Raulerson

Lecturer in Agricultural Communication. Courses include instructional and event planning and issues in agricultural and life sciences.



Joy Goodwin Rumble

Assistant professor of public issues analysis and communication, collaborating on research and extension programs provided by the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources.



Katie Stofer

Research assistant professor with a focus on STEM education and outreach.

Faculty and Staff Changes for 2013



Grady Roberts (Agricultural Education, Teaching and Learning) was promoted to Professor in July 2013



Kristin Theus moved back into the department as the Coordinator of academic programs support services.



Hannah Carter (leadership education) was promoted to associate professor with tenure in July 2013.