SCIENTIFIC COMMUNICATION:
USING REUSABLE LEARNING MODULES TO ENHANCE COMMUNICATION IN AGRICULTURE

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Texas A&M University
NACTA Conference
June 12-15, 2018
USDA-NIFA Funding

- Create learner-centered, reusable learning modules (RLMs) for communication instruction for undergraduate students in the animal, plant, and poultry sciences.
- Support from advisory group of faculty and industry professionals.
Employer Needs (Crawford et al., 2011)

8,111 participants: 31 universities and 282 employers

1. Listen effectively.
2. Communicate accurately and concisely.
3. Effective oral communication.
4. Communicate pleasantly and professionally.
5. Effective written communication.
6. Asking effective questions.
7. Communicate appropriately and professionally using social media.
Instructor Needs

• Incorporate technology into courses.
• Design high-quality courses with time remaining.
• Curriculum is designed for faculty who teach communication- or writing-intensive courses.
Module Characteristics

• Instruction text + videos + decision trees
• Scenarios based on current issues in agriculture with immediate feedback.
• Integrate audio, video, interactions, and text to engage learner.
• Reflection and comparison to industry expectations.
Communicating Orally
Instructor Guide

Presentation and oral communication skills are important attributes of new graduates, yet many students are not taught how to effectively communicate orally. Students are often expected to make presentations as part of course assignments, but they are rarely provided presentation information. This module will provide foundational skills focused on communicating orally. Strategies for creating and conducting oral presentations will be shared.

Learning Outcome: Students will be able to communicate effectively through oral presentation by:

- Describing an audience persona.
- Developing a message to connect to an audience.
- Delivering dynamically and effectively through oral presentation.

The following is a list of activities that are included in the “Communicating Orally” module. You can use as many or as few of these activities as needed for your course. The module will introduce the students to “follow your course instructor’s guidelines for submitting this assignment.”

- 9-page Communicating Orally Worksheet (fillable PDF form): Answer key included in this packet.
- Online module with 5-question quiz
- 5-8 minute oral presentation (mp4 file): Rubric included in this packet.
This module encourages you to engage in thought and reflection throughout as the material is presented.

Print or save the Communicating Orally worksheet (fillable PDF) now to record your answers as you proceed through the material. Completing this worksheet will also help you construct your oral presentation.

If desired, you can also print or save the Module Packet now - this document will include copies of all readings used in this module.

Submit the completed worksheet according to your instructor's guidelines.
Module Delivery

• Face-to-face, hybrid, and stand-alone delivery modes.

• Multiple learning management systems.

• Used in existing courses as a supplement to current curricula.

(TAMU, 2017)
Communicating Orally
Status: Incomplete

This module will provide you with foundational skills to increase your effectiveness when communicating orally. You will also learn strategies for evaluating agricultural issues and connecting with an audience.

At the conclusion of this module, you will develop a message and learn skills to deliver this dynamic message in an oral presentation. You will submit this presentation according to your instructor's guidelines.

Table of Contents

- Introduction: Communicating Orally
  - Learning Outcomes
  - Communicating Orally: Worksheet and Packet
  - Part 1: Introduction: Fear of Public Speaking
  - Part 1: Introduction: Overcoming Anxiety
  - Part 1: Introduction: 6 Key Steps
  - Oral Communication in Agriculture
  - Exercise: Develop an Audience Persona
In business, the ability to effectively and confidently speak in front of groups will set you apart from other candidates or employees in the workforce. Not only do you need to be familiar with your content, but the secret to being an effective oral communicator is being able to connect and hook your audience.

In a TED Global Talk (use the link to watch a 4-minute video), Melissa Marshall, a communications professor, shared six key steps for scientists and engineers to effectively deliver a message:

1. Be aware of your audience.
2. Show the relevance.
3. Paint a picture.
4. Make numbers meaningful.
5. Banish bullet points.
6. Deliver dynamically.

Keep these key steps in mind as you begin creating your oral presentation in the next few slides.
Impact of RLMs

- Student assessments:
  - Formative
  - Summative
  - Pre- & Post-Assessment

- Faculty Feedback.

- Industry Review.

(TAMU, 2017)
The secret to being an effective oral communicator is being able to _____ your audience.

Choose the best option

- Share information with
- Speak clearly to
- Connect with and hook

CORRECT
Correct! Connecting with or “hooking” your audience shows them why your information is important, making your presentation much more effective.

INCORRECT
That’s not the right answer. Sharing information does count as communication, but doesn’t necessarily mean that the communication is effective.
Pay attention to these seven delivery tips and the Oral Presentation Rubric while recording a 5-8 minute speech. Recording your speech is an important process in improving your speaking capability even if you don’t submit the recording.

The following free programs can be used to record your presentation. Follow your course instructor’s guidelines to submit your recording.

- Techsmith Camtasia with free trial
- Microsoft Office PowerPoint “Record Slide Show” feature
- Audacity (free open-source software)
Module Timeline

- **Summer 2018:**
  - Complete writing curricula.

- **Fall 2018 – Spring 2019:**
  - Pilot test modules at TAMU and PVAMU.

- **Fall 2019:**
  - Available for broad dissemination.
THANK YOU!

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