



BY: SYDNEY GROOM
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IFAS/CALS STUDENTS

GROW

WHATS ALL THE FUSS ABOUT?

Communication Practices for Agricultural and Life Sciences is a course that is offered within the Department of Agricultural Leadership, Education, & Communication at the University of Florida. This course is designed to expose students to a variety of writing, desktop layout, and design assignments that mimic the “real world” of agricultural communication. The goal is to broaden your experience and move you as close as possible to the professional level by stretching you to learn more and apply yourselves.

“This class is far more than just a grade for many students, it’s an opportunity for them to blossom into their future and sprout new opportunities that allow them to become the working men and women of tomorrow.” - Sydney Groom (student)

STUDENTS WORKING IN THE FIELD

Students in pairs branched out to work with scientists within the College of Agricultural and Life Sciences to complete their projects. They conducted interviews, took photos and videos. This semester students worked with Dr. Matt Bengé and UF (IFAS) Program Development & Evaluation Center (PDEC) to create their photo essay projects.

Coley Hingson and his partner William Weldon worked with Dr. Kevin Folta, a IFAS horticultural scientist. They intended to grow real world

opportunities in agricultural education and communication by showcasing Folta’s research on Streaming Science.

Streaming Science is designed to introduce the public to real-world scientists and science topics that impact your everyday life! The goal of these projects is to increase awareness of IFAS, extension, and research in the Environmental Horticulture Department.

When asked to describe the class in 3 words Christine Krebs stated “fun, artistic, preparation”



able to write effectively in business, promotional, and informational contexts, create print and digital materials and have an understanding in communicating information tailored to the needs and expectations of target audiences.