

CAL POLY

College of Agriculture, Food
& Environmental Sciences

AGRICULTURAL EDUCATION & COMMUNICATION Department



FACT SHEET

The Cal Poly Agricultural Education and Communication Department's contribution to the agriculture industry is unparalleled in preparing passionate leaders to advance agricultural education and communication.

Graduates are prepared to effectively organize, communicate and lead others. Whether teaching the students of California about the application of science, management, fiber and natural resource systems — or sharing the compelling story of agriculture — our graduates help shape the public opinion of the multi-billion dollar agricultural industry.

Students who major in agricultural science are exposed to a wide variety of coursework in various

disciplines in the College of Agriculture, Food and Environmental Sciences. The degree provides the flexibility to explore careers leading to teaching, animal and plant production, the agricultural service industry, and various management and leadership positions in agriculture. Graduates leave Cal Poly with the technical and professional skills needed to lead in a variety of occupations and with a comprehensive understanding of how the various agricultural sectors contribute to overall industry success.

In addition to the department's long history of leadership and service to the state's agricultural education profession, it also boasts California's only agricultural communication major, widely considered one of the country's premier undergraduate programs. Through a partnership with the university's Brock Center for Agricultural Communication, plus unique Learn by Doing opportunities, students gain the necessary knowledge to be effective communicators who are fully equipped to promote agriculture and serve the needs of the industry.

MAJORS: Agricultural Science; Agricultural Communication

GRADUATE PROGRAMS: Credential Program in Agriculture; Master of Agricultural Education Degree

MINORS: Agricultural Communication; Agricultural Education

DEPARTMENT HIGHLIGHTS



\$46,000 Starting salary for agricultural communicators and agricultural generalists.

\$63,470 Average base salary of a beginning agriculture teacher.

1,500

The number of copies of Ag Circle magazine produced by students three times per year, through the Brock Center for Agricultural Communication.

Brock Center for Agricultural Communication

The Brock Center serves as a learning laboratory for students interested in sharing agriculture's story — from the political arena to the rodeo arena and the produce fields to field offices. The Brock Center is dedicated to producing professional agricultural communicators who make a positive impact on our nation's most vital industry.

On the Job

Alumni have gone on to work as social media directors, sales coordinators, harvest supervisors, marketing specialists and teachers. Employers include Advantis Global, Dole Food Company, Foster Farms, Mulholland Citrus Delite, Ag-Seeds Unlimited, Church Brothers, school districts throughout California, The Wonderful Company, California Department of Food and Agriculture, California Department of Education, Dow AgroSciences, and the Farm Bureau.

Clubs, Teams & Enterprises

The many department clubs and organizations available to students include: Agricultural Communicators of Tomorrow, a professional organization that provides development opportunities for students aspiring to promote agriculture through advocacy, industry relations, public policy and communication; Alpha Tau Alpha, a national scholastic fraternity that promotes agricultural education; Collegiate Future Farmers of America, an agricultural service organization that enhances leadership experiences for students; and Latinos in Agriculture, an affinity student organization that provides opportunities for students.

Department of Education-Approved

Cal Poly is approved by the California Department of Education's Agricultural Education Unit and the California Commission for Teacher Credentialing to prepare individuals to teach at the junior high, high school and community college level. Upon completion of the agriculture teacher preparation program at Cal Poly, students are uniquely qualified to teach vocational and/or general agriculture anywhere in California — and the U.S.

CONNECT

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