

Knowledge & Skills Framework

KNOWLEDGE:

General

- ♦ Leadership styles
- ♦ Ethics, professionalism & self assessment
- ♦ Forces of Change
- ♦ Globalization
- ♦ Lobbying/Advocacy
- ♦ Exposure to a variety of & broad viewpoints
- ♦ Sustainability - organizational & community
- ♦ Holistic approach - putting it all together
- ♦ Governance

Agri-Food System

- ♦ Food chain - from production to consumer
- ♦ Research
- ♦ Impact of technology on social engagement and policy development
- ♦ Biotechnology
- ♦ Environment and climate change
- ♦ Sustainability
- ♦ Organic farming
- ♦ Animal rights/welfare
- ♦ Food processing
- ♦ Consumer trends
- ♦ Influence of demographics
- ♦ Wholesale and retail distribution
- ♦ Food safety and quality
- ♦ Niche markets
- ♦ Non-food uses of agricultural products

Ag and Food Policy

- ♦ Role of government - all levels
- ♦ Role of farm organizations
- ♦ Farm politics
- ♦ Safety nets/subsidies
- ♦ Supply management
- ♦ Trade policy
- ♦ International agreements/regulations
- ♦ Land use
- ♦ Commodity issues
- ♦ Value Chain
- ♦ Biosecurity
- ♦ Social License & the role of leaders

Rural Communities

- ♦ Economic development
- ♦ Land use, resources and planning
- ♦ Water quality
- ♦ Waste management
- ♦ Changing demographics
- ♦ Urban influence
- ♦ Tourism and Rural countryside issues
- ♦ Co-operatives
- ♦ Responsibility/accountability
- ♦ Healthy communities
- ♦ Energy supply
- ♦ Communication networks
- ♦ Transportation
- ♦ Issues in Municipal governance
- ♦ Fiscal responsibility

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Government

- ♦ Political process
- ♦ Power structures
- ♦ Role of varying levels (who does what)
- ♦ Interprovincial relations
- ♦ Policy development
- ♦ Resource management
- ♦ Public participation
- ♦ Financial & monetary policy
- ♦ Defense
- ♦ Foreign aid

Social Issues

- ♦ Health care
- ♦ Education
- ♦ Poverty - food banks, shelters, workfare
- ♦ Race relations
- ♦ Indigenous issues
- ♦ Crime/Corrections - prevention, policing, prison & parole
- ♦ Unemployment
- ♦ Culture/the arts
- ♦ Unions
- ♦ Cultural differences
- ♦ Gender Issues
- ♦ Corporate social responsibility

SKILLS:

Communication

- Effective presentations
- Media relations; clear messages; clear writing – letters, abstracts, media releases, reports, briefs
- Promotion & marketing
- Networking
- Effective listening
- Critique – Giving & Receiving Feedback
- Social Media

Organization & Management

- Personal & time
- Meetings, groups & volunteers
- Vision & strategic planning

Examining Issues

- Research/Getting the facts
- Precision questioning
- Analysis & Critical thinking
- Decision making
- Action Planning

Working With Others

- Negotiation
- Conflict Resolution
- Team building
- Facilitation
- Mentoring & Coaching
- Performance review & self assessment
- Evaluations and self reflection
- Understanding personalities