



COMMUNICATING AG ISSUES

A Case Study Approach to Teaching & Learning

Water Conservation in Texas High Plains

What is this case study about?

The Ogallala Aquifer is essential to agricultural production on the Texas High Plains. The aquifer is being depleted at an alarming rate. This case study shows the current efforts of water conservation and how to effectively communicate these innovations with farmers.

Keywords: Community-based social marketing, Ogallala Aquifer, Diffusion of Innovations, water conservation

Who can benefit from using this curriculum?

This case study would be appropriate to use in science and agricultural communication courses, agricultural or consumer policy courses, and broad agricultural or science issues courses to address the social and communication science aspects of this scientific and controversial issue.

What will students learn?

By the end of this case study, learners should be able to:

- Describe the relationship between the Ogallala aquifer and agricultural production in the Texas High Plains.
- Discuss the need for water conservation in the Texas High Plains.
- Apply relevant communication theories to analyze how communication efforts can influence water conservation behaviors.
- Identify agricultural producers' benefits and barriers to implementing water management practices.
- Suggest communication strategies to influence the adoption of water management practices.

What materials are available?

- **Instructor comments** that you can use either as a script or to adapt with your own wording, as you see fit.
- **Readings/resources** that you can elect to use as background for yourself, in order to become more knowledgeable about the topic, or to provide to students either as required or optional readings.
- **Suggested teaching methods/activities** to use in class or as out-of-class activities.
- **Questions** that can be asked, as a way to encourage students to *think critically* about the issue as they continue through the material, as well as at the end of the case study, after students learn about all aspects of the issue.
- A **series of video interviews** of industry leaders.