

Agricultural Communication BS

1-Develop Professional Marketplace Skills

Goal Description:

Students earning a BS in Agricultural Communications will develop the skills necessary to seek initial job placement as they begin their professional careers.

Providing Department: Agricultural Communication BS

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

1- Professional Online Identity

Learning Objective Description:

Students will develop a professional online identity.

RELATED ITEM LEVEL 2

1- LinkedIn Profiles

Indicator Description:

All students seeking a degree in Agricultural Communications are required to complete AGRI 4120 as upperclassmen. During the completion of this course all students must develop a professional online identity using LinkedIn. Profiles are evaluated using a faculty-developed rubric, which is attached to this assessment plan.

Criterion Description:

Our expectation is that 70% of students will achieve at least a 3 out of 5 or greater on all aspects of the rubric. The 2019-2020 assessment cycle served as a benchmark and contained 7 students. the 2020-2021 assessment cycle contained 5 students for a total of 12. Assessment data will be collected until 25 students are contained in the data set.

Findings Description:

The percentage of students achieving a 3 out of 5 or greater on rubric components is as follows:

Component	2020-20121 (n=6)	2021-2022 (n=)	Total (n=)
Photo	0 (0%)		
Headline	1 (17%)		
Description of work experience	2 (33%)		
Description of Education	4 (67%)		

RELATED ITEM LEVEL 3

1- LinkedIn Profiles

Action Description:

We plan to continue to collect data until 25 students are contained in the dataset. Currently, there is data from 12 students.

RELATED ITEM LEVEL 1

1-Development of Professional Marketplace Skills

Learning Objective Description:

Students completing the BS in Agricultural Communications will demonstrate skills necessary to compete in the professional marketplace.

RELATED ITEM LEVEL 2

1-AGRI 4120- Professional Employment Portfolio

Indicator Description:

All students seeking a degree in Agricultural Communications are required to complete AGRI 4120 in their senior year. The course addresses essential skills necessary for job placement in the work force – resume preparation, interview skills, technical writing skills and employment opportunities. Faculty will review student assignments compiled into a portfolio and assess student performance using a faculty-developed rubric. In previous years, 5 students have been randomly selected for evaluation, in the upcoming assessment cycle, a maximum of 10 students will be randomly selected. Should the available pool be fewer than 10 students, all ACOM students enrolled in the specified course during the assessment period will be evaluated.

We will retain the indicator until 25 students have been included in the assessment.

Attached Files

 [AGRI 4120 Portfolio Rubric Matrix](#)

Criterion Description:

Our previous goal was that at least 70% of ACOM students enrolled in AGRI 4120 would perform at an acceptable level and score a 3 (meets expectations) or higher on a scale of 1-5. We exceeded this goal during the prior assessment cycle, with 90% of students achieving at least a 3 out 5 or greater. Therefore, the criterion for the upcoming cycle is that at least 80% of students will perform at an above average level (4/5) or higher, for each of the components within the three parts of the portfolio. The prior assessment cycle was the first cycle to report data as a percentage of students achieving the specified mark and serves as a benchmark for future assessment cycles.

Findings Description:

Five students were included in the 2021-2022 assessment cycle. The percent of students achieving a 4 or higher on the assessment rubric items are as follows:

Area	2019-2020 (n=6)	2020-2021 (n=5)	2021-2022 (n=5)	Total (n=)
	n, % at 4 or greater	n, % at 4 or greater	n, % at 4 or greater	m, % at 4 or greater
Neatness	4, 67%	0, 0%		
Information	5, 83%	3, 60%		
Organization	5, 83%	0, 0%		
Wordiness	6, 100%	0, 0%		
Grammar	3, 50%	3, 60%		
Alignment	3, 50%	4, 80%		

RELATED ITEM LEVEL 3

1- AGRI 4120- Professional Employment Portfolio

2-Knowledge of Key Disciplinary Concepts and Skills

Goal Description:

Students will develop knowledge and skills relevant to agriculture communications and advocacy.

Providing Department: Agricultural Communication BS

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

2-Development of Students Knowledge and Skills

Learning Objective Description:

All students enrolled in the program will be able to demonstrate competency in key areas of professional communication skills and advocacy. Content knowledge along with written and oral communications will be important assessment skills.

RELATED ITEM LEVEL 2

2-ACOM 3360- Student Knowledge and Skills Development

Indicator Description:

All students enrolled in the degree program must complete ACOM 3360. This course addresses key oral skills with electronic presentation concepts and communication with writing skills relevant to the field of agriculture. A maximum of 10 ACOM students will be randomly selected. Should the available pool be fewer than 10 students, the specified assignment of all ACOM students enrolled in the specified course during the assessment period will be evaluated. The specified assignment will be reviewed by faculty members with expertise in the field of agricultural communications. Faculty members will score the assignments using a scale of no evidence, inadequate evidence, adequate evidence, and outstanding evidence.

Attached Files

 [ACOM 3360 Presentation Rubric](#)

Criterion Description:

It is the agreement of the Agricultural Sciences faculty that 80% of students will achieve a score of adequate evidence or outstanding evidence, on all areas assessed on the attached rubric.

Findings Description:

Content area	n, %
General requirement/content	8, 80%
Written structure of presentation	8, 80%
Grammatical correctness of presentation aid	8, 80%
Formatting of presentation aid	8, 80%
Animation of presentation aid	8, 80%
Graphics of presentation aid	8, 80%
Professionalism during the oral presentation	8, 80%
Clarity of oral presentation	8, 80%
Content and elaboration during the presentation	8, 80%

RELATED ITEM LEVEL 3

2-ACOM 3360-Student Knowledge and Skills Development

Action Description:

As the faculty member overseeing this program recently retired, we will hold off on making any curricular changes until a new coordinator is hired.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

AGRI 4120: Professional Employment Portfolio: It is imperative that we continue to be diligent in assessment of the learning objective, "Development of Marketplace Skills" to ensure that our students are prepared to enter their career fields. Though critical for all students, those young people majoring in Agricultural Communication will be interacting in the "marketplace of ideas" which seems to heighten this expectation. Students have historically been successful in meeting the assessment objective, but due its critical importance, the specified assignment will continue to be assessed. But because of this past success, and to further examine student success, the LinkedIn profile component that was added as an assessment component last year will continue to be utilized as one year of measurement is not sufficient.

ACOM 3360: Student Knowledge and Development: Based on assessment results, course instructors will focus on helping students clearly understand what is correct regarding the presentation aid itself through example and instruction. Student strengths in the oral components of the presentation will be reinforced to maintain/enhance oral communication. Due to the course having an additional instructor and additional section offerings, a stronger effort will be made to include all instructors of the course in the assessment process, and to clearly communicate the assessment tool (rubric) that is to be used. Additionally, a greater emphasis will be placed on the writing component of the assignment, as evident in a revised rubric. These plans were part of the previous year’s cycle, but due to COVID-19 and no assessment being made, the plans will continue for this next cycle.

Update of Progress to the Previous Cycle's PCI:

The new instructor prefers to observe the courses as they are and start improving courses next year.

New Plan for Continuous Improvement Item

Closing Summary:

The new instructor prefers to observe the courses as they are and start improving courses next year.