

# 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	2021-20122 (n=6)	2022-2023 (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 of 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:

Nine students in each of two academic years were used in this analysis, for a total of 18 students.

## RELATED ITEM LEVEL 3

### 1- AGRI 4120- Professional Employment Portfolio

#### Action Description:

1. To incorporate practical experiences: Introduce hands-on experiences or internships that allow students to apply their skills in real-world settings, providing valuable experiential learning opportunities.
2. To invite industry professionals and alumni: Organize guest speaker sessions featuring successful professionals and alumni from the field of Agricultural Communications to share insights, offer advice, and provide networking opportunities for students.

## 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 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	9, 90%
Written structure of presentation	10, 100%
Grammatical correctness of presentation aid	7, 70%
Formatting of presentation aid	9, 90%
Animation of presentation aid	8, 80%
Graphics of presentation aid	9, 90%
Professionalism during the oral presentation	7, 70%
Clarity of oral presentation	9, 90%
Content and elaboration during the presentation	9, 90%

RELATED ITEM LEVEL 3

2-ACOM 3360-Student Knowledge and Skills Development

## **Update to Previous Cycle's Plan for Continuous Improvement Item**

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

#### **Closing Summary**

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

#### **Update of Progress to the Previous Cycle's PCI:**

The new instructor plans to maintaining the current assessment methods and criteria for evaluating students' professional online identity, professional marketplace skills, and knowledge of key disciplinary concepts and skills, while deferring any modifications or improvements to the courses until the following year as per the new instructor's preference.

## **New Plan for Continuous Improvement Item**

#### **Closing Summary:**

maintaining the current assessment methods and criteria for evaluating students' professional online identity, professional marketplace skills, and knowledge of key disciplinary concepts and skills, while deferring any modifications or improvements to the courses until the following year as per the new instructor's preference.