

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 evaluation (criterion) list, which is attached to this assessment plan.

Attached Files

 [Checklist for Creating a LinkedIn Profile-50 pts.pdf](#)

Criterion Description:

Our expectation is that 70% of students will achieve all requirements as specified by the evaluation. 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:

85% of my students were able to complete the assigned initiative to develop and curate a professional profile consisting of a professional photo and description. Students who did not fall in this 85% either 1) did not create a profile or 2) failed to upload a professional profile photo or detailed professional description.

RELATED ITEM LEVEL 3

1- LinkedIn Profiles

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:

85% of students were able to complete 1) the linked-in profile correctly (photo and detailed professional description), 2) a cover letter, and 3) a career research narrative. 25% of students were not able to complete all three elements or completed all elements with one portion done partially or incorrectly.

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

 [Oral_PresentationRubric - Original.pdf](#)

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:

In the spring of 2024, 15/19 students achieved a 90% or better on their oral speech presentation skills as scored by hand and returned in person using the attached rubric. Students were able to speak clearly and confidently, present a presentation with minimal wording, have a well-organized and action-driven presentation. The 4 students who did not meet the criteria of an "A" showed evidence of a lack of confidence in oral presentation skills or did not meet the presentation requirements or did not have a well-articulated and organized presentation.

RELATED ITEM LEVEL 3

2-ACOM 3360-Student Knowledge and Skills Development

Action Description:

Students will be assessed via a rubric and by their instructor on their science communication abilities based on an informative presentation, a group persuasive speech presentation and discussion, and a written hard newsletter. The area of focus to be monitored is the students' ability to present factual information that is translated well enough and broken down for a non-scientific audience to understand.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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.

Update of Progress to the Previous Cycle's PCI:

Students will be assessed in public speaking skills using a public speaking rubric and no longer assessed based on Linked-in presence. Students will also be assessed in their science translation and writing skills using a hard news writing activity that is also scored using a rubric.

New Plan for Continuous Improvement Item

Closing Summary:

One element of the assessment will be removed (LinkedIn Profile) and two elements will be added (public speaking/science writing) to match the practicality of the agricultural communications profession.