Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Agricultural Communication BS

Goal	Knowledge Of Key Concepts And Skills Students will develop knowledge and skills relevant to agriculture communications and advocacy.
Objective (L)	Development Of Students' Knowledge And Skills 🔎
	All students enrolled in the program will be able to demonstrate completency in key areas of professional communication skills and advocacy. Content knowledge along with written and oral communications will be important assessment skills.
Indicator	AGRI 3360 🖋 🔎
	All students enrolled in the degree program must complete AGRI 3360. All students enrolled in the degree program must complete AGRI 3360. This course addresses key oral skills with electronic presentation concepts and communication with writing skills relevant to the field of agriculture. Assignments from five randomly selected ACOM students 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".
Criterion	80% To Meet Expectations 🔎
	It is the agreement of the Ag faculty that the students will achieve a minimum of 60%, adequate evidence, (from the content areas assess on the attached rubric).
Findi	ng Presentation Skills Of ACOM 🔎
	Only 1 ACOM student was in the course to assess. The student failed to meet the objectives of the courses and faculty expectations. Goals achieved from the student included: grammatical correctness, clarity of oral and electronic presentation.
There are no ad	ctions for this objective.
Goal	Develop Professonal Skills 🔎
	Students will learn the skills necessary for seeking jobs placement and technical writing in the work place.

Objective (L)

Development Of Marketplace Skills 🔎

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

previous evaluation and continues to an area

Indicator	AGRI 4120 Assignments 🔎
	All students seeking a degree in Agricultural Communications will be required to complete AGRI 4120 during their senior year. The course addresses essential skills necessary to for job placement in the work force for agriculture employment - resume preparation, interview skills, technical writing skills and employment opportunities. Faculty will review student assignments and access student performance on selected assignments using a faculty-developed rubric.
Criterion	70% To Meet Professional Writing Skills 🔎
	Faculty evaluations will indicate that at least 70% of the Agricultural Communications students enrolled in AGRI 4120 will perform at an acceptable level and score a 3 (meets expectations) or higher on a scale of 1-5. Technical writing skills were concerns from

Action ACOM Learning Outcomes Since the ACOM degree program is less than a year old, there were no students to assess from the course. As the degree program matures and develops more students will allow a true assessment of the program.

addressed.

Previous Cycle's "Plan for Continuous Improvement"

No data from previous period.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

New degree program.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

Since the ACOM degree program is less than a year old, there is not an adequate number of students to assess the real relevance of student outcomes from the courses. As the degree program matures and develops more students will allow a true assessment of the program.