

Agricultural Communication BS

Develop Professonal Skills

Goal Description:

Students earning a BS in Agricultural Communications will learn the skills necessary for seeking job placement and technical writing in the work place.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Development of 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

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 for agriculture employment - resume preparation, interview skills, technical writing skills and employment opportunities. Faculty will review student assignments and assess student performance on a portfolio of artifacts using a faculty-developed rubric.

Attached Files

[AGRI 4120 Portfolio Rubric Matrix](#)

Criterion Description:

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 a concern from previous evaluations and continue to be an area addressed.

Findings Description:

On average, 100% of Agricultural Communication students in the class scored 3 or higher on the professional portfolio submission, while we were very pleased to see that 50% scored a 4 or higher. The portfolio included a cover letter, resume, reference page, letters of recommendation and an application. This is an indication that students are taking this assignment seriously as they prepare to exit the university.

RELATED ITEM LEVEL 3

Development of Marketplace Skills

Action Description:

Students are exceeding expectations based on the criterion description. This is a positive outcome. Based on these findings, we will continue monitoring student performance on an annual basis. We must be diligent in continuous assessment of this learning objective to ensure that our students are prepared to enter the marketplace. We may consider moving the criterion description standard to 70% of Agricultural Communication students enrolled in the course scoring a 4 or higher, rather than a 3 or higher, but the program is so new, that we believe it is too early to make this change at this point in time.

Knowledge of Key Concepts and Skills

Goal Description:

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

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

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

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. 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”.

Attached Files

 [ACOM 3360 Presentation Rubric](#)

Criterion Description:

It is the agreement of the Agricultural Sciences faculty that students will achieve a minimum of 80%, adequate evidence, from the content areas assessed on the attached rubric.

Findings Description:

N/A. No Agricultural Communications majors were enrolled in ACOM 3360.

RELATED ITEM LEVEL 3

Development of Students' Knowledge and Skills

Action Description:

N/A. No Agricultural Communication majors were enrolled in the course. Therefore, no action to take.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

Update of Progress to the Previous Cycle's PCI:

N/A. No Agricultural Communications majors were enrolled in ACOM 3360 due to newness of the program.

Monitoring Marketplace Skills and Content Communication

Closing Summary:

We must be diligent in continuous assessment of the learning objective, "Development of Marketplace Skills" to ensure that our students are prepared to enter the marketplace. We may consider moving the criterion description standard to 70% of Agricultural Communication students enrolled in the course scoring a 4 or higher, rather than a 3 or higher, but the program is so new, that we believe it is too early to make this change at this point in time.

We will begin measuring content knowledge when the first group of Agricultural Communication majors (new program) take ACOM 3360.