

Agricultural Communication BS -
Assessment Plan Summary

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.

RELATED ITEMS/ELEMENTS -----

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.

Attached Files

 [AGRI 4120 Portfolio Rubric Matrix](#)

Criterion Description:

Faculty expect 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.

Findings Description:

The instructor of the course chose to report results based on an average score, rather than the proportion of students achieving a 3 or greater on the portfolio this year. We will likely return to the proportion measurement in future assessments.

On average, Agricultural Communication students (n=7) scored 3.88/5.0 on the standardized rubric. The portfolio included a cover letter, resume, reference page, letters of recommendation and an employment application. Generally, Agricultural Communication students performed comparably to previous semesters. However, there is room for improvement.

Strengths:

- Very good work history documentation

Weaknesses:

- Alignment between listed references and letters of recommendation need attention
- Neatness and grammar of cover letters needs to be addressed

RELATED ITEM LEVEL 3

1- Development of Marketplace Skills

Action Description:

Students are exceeding expectation, but there is room for improvement. Recommendations include to 1) place more attention in class on stressing the importance of “Alignment” in the portfolio and 2) inclusion in the course packet of the importance of selecting references.

2-Knowledge of Key Disciplinary Concepts and Skills

Goal Description:

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

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. Assignments from five randomly selected ACOM students (only two this year due to newness of program) 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:

Consolidated Outcomes

- General Requirements of Presentation Aid = 4.0/6
- Content of Presentation Aid = 5.0/5
- Grammatical Correctness of Presentation Aid = 5.0/5
- Formatting of Presentation Aid = 9.5/10
- Animation of Presentation Aid = 3.5/5
- Graphics of Presentation Aid = 3.0/4
- Professionalism During Oral Presentation= 5.0/5
- Clarity of Oral Presentation = 3.0/3
- Content and Elaboration During Oral Presentation = 6.0/7

One of two students met the 80% goal. Therefore, 50% of students assessed were considered to have met the desired student outcomes to 1) create an effective, technically correct presentation aid and 2) demonstrate effective presentation skills.

RELATED ITEM LEVEL 3

2- Student Knowledge and Skills Development

Action Description:

The “General Requirements of Presentation Aid”, “Animation of Presentation Aid” and “Graphics of Presentation Aid” sections of the rubric revealed the greatest need for improvement since they were individually below the 80% level. Therefore, more focus will be placed on helping students clearly understand what is correct regarding the presentation aid itself. The oral components of the presentation were all above 80% individually, so students performed satisfactorily in these areas.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

The initial group of students (n=2, randomly selected) of this new program were assessed for the first time. Student oral communication was effective, but deficiencies in appropriate use of the presentation aid were evident. Therefore, more emphasis will be placed on this topic via example and instruction.

Update of Progress to the Previous Cycle's PCI:

Assessment instruments indicate that students are prepared and have the necessary tools to begin their initial career search.

Initial results from presentation evaluations note students' oral communication skills exceed expectations, but that clarity regarding the presentation aid needs to be added to improve this component of the assessment process.

2-ACOM 3360- Student Knowledge and Skills Development

Closing Summary:

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.

Plan for Continuous Improvement

Closing Summary:

1. 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. Since this academic major only came online recently and is just now about to graduate its first class, the data generated will serve as a baseline for future reference.
2. 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.