

Assessment: Assessment Plan

Degree Program - CASNR - Agricultural Communications (BS)

CIP Code: 01.0802.00

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Program Purpose Statement: The College of Agriculture and Science and Natural Resources is dedicated to providing programs of excellence in teaching, research and outreach. These educational programs are designed to prepare the student for the dynamic agricultural and renewable natural resources industry- an industry that encompasses five closely related segments: (1) producing agricultural products; (2) supplying agricultural chemical, feed, seed, and other production resources; (3) processing, storing, distributing, and other marketing functions for agricultural products; (4) planning and managing programs for renewable natural resources; and (5) providing technical assistance financing, services, education, research, and communications in all sectors of the food, feed, fiber, and natural resource complex.

Modality: Face-to-Face

Student Learning Outcome: Synthesis of Knowledge

Students will demonstrate their mastery of skills required in agricultural communications professions.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Capstone Assignment/Project - Completion of the comprehensive project in ACOM 4305 that address strategic communication campaign development based on a scale of Excellent (2), Satisfactory (1), Unsatisfactory (0). (Active)

Criterion: At least 75% of the students completing the capstone project will have an index score of >1.25

Capstone Assignment/Project - Completion of the inclusive magazine production project based on a scale of Excellent (2), Satisfactory (1), Unsatisfactory (0). (Active)

Criterion: At least 75% of the students completing the capstone project will have an index score of >1.25

Student Learning Outcome: Acquisition of Knowledge

Demonstrated understanding of writing mechanics (grammar, spelling, and punctuation), writing style and design for various purposes and audiences.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Course Level Assessment - Completion of the core curriculum in writing mechanics and style and design for various communication channels (ACOM 2302, 2303, 2305, 3300, 3301, 3305, 3311) based on a scale of Excellent (2), Satisfactory (1), Unsatisfactory (0). (Active)

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Criterion: At least 75% of the students completing the specified coursework will have an index score of >1.25

Student Exit Survey - Students will be asked to rate 5 aspects of their degree program based on a scale of 1 to 5 with 5 being the highest rating. The 5 aspects of the degree program are: (1) communication skills, (2) technical skills, (3) agricultural knowledge, (4) employment or higher education opportunities, (5) overall satisfaction with the degree program. (Active)

Criterion: The average score on exit interview questions will be >3.8 on a 5 point scale.

Student Learning Outcome: Application of Knowledge

Students will demonstrate their mastery of skills required in agricultural communications professions.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Internship Employer Survey - Completion of a professional internship with an evaluation of the student's performance from the organization providing the internship based on a rating of Excellent, Satisfactory, or Unsatisfactory. (Active)

Criterion: At least 80% of the students will complete their professional internship with a rating of their performance of satisfactory or greater.

Capstone Assignment/Project - Evaluation of the student's portfolio and final presentation regarding the internship experience based on a rating of Excellent, Satisfactory, or Unsatisfactory. (Active)

Criterion: At least 80% of the students will complete their internship report with a rating of satisfactory or greater.