

Assessment: Assessment Plan

Degree Program - CASNR - Agricultural Communications (MS)

CIP Code: 01.0802.00

Degree Program Coordinator: Courtney Meyers

Degree Program Coordinator Email: courtney.meyers@ttu.edu

Degree Program Coordinator Phone: +18068344364

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: Fully Online (86-99% Online)

Student Learning Outcome: Application of Advanced Agricultural Communications Knowledge

Students will demonstrate an understanding of the factors influencing the agricultural communications profession through scholarly productivity activities.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/05/2015

Assessment Methods

Thesis - Students in the thesis option will complete a research thesis under the direction of a graduate committee demonstrating their understanding of research and data interpretation. (Active)

Criterion: 100% of students completing a thesis will be successful as determined by their graduate committee and the standards set by the Texas Tech Graduate School.

Oral exam - Students in the non-thesis program will complete a comprehensive oral exam administered by their graduate committee to demonstrate their content knowledge of courses taken in their program of work. (Active)

Criterion: Successful completion of the oral exam >80%.

Student Learning Outcome: Communication in Agricultural Communications

Students will demonstrate the ability to communicate effectively in written and oral form.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/05/2015

Degree Program - CASNR - Agricultural Communications (MS)

Assessment Methods

Oral exam - Students completing an oral exam will be evaluated for oral communication skills based on a rating of Excellent - 2, Satisfactory - 1, or Unsatisfactory - 0. (Active)

Criterion: 75% of the student completing a final oral exam will have an index score >1.25.

Thesis - Completion of an oral defense of the thesis will be evaluated for oral communication skills based on a rating of Excellent, Satisfactory, or Unsatisfactory. (Active)

Criterion: 100% of the students presenting an oral thesis defense will do so with a rating of Satisfactory or greater.

Thesis - Completion of a thesis will be evaluated for written communication skills based on a rating of Excellent, Satisfactory, or Unsatisfactory. (Active)

Criterion: 100% of students completing a thesis will have a minimum writing skills evaluation rating of Satisfactory.

Student Learning Outcome: Acquisition of Knowledge in Agricultural Communications

Students will demonstrate understanding of agricultural Communication theory and the methods and evaluation of research.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/05/2015

Assessment Methods

Course Level Assessment - Completion of 15 hours of core Agricultural Communications courses which include ACOM 5304 and ACOM 5306 based on a scale of Excellent - 2, Satisfactory - 1, Unsatisfactory - 0. (Active)

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

Course Level Assessment - Completion of core Agricultural Education research courses which include AGED 5302 and AGED 5312 based on a scale of Excellent - 2, Satisfactory - 1, Unsatisfactory - 0. (Active)

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