

# Assessment: Assessment Plan

## Degree Program - CASNR - Agricultural Communications and Education (PHD)

**CIP Code:** 01.0801.00

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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. The purpose of this degree program is to provide an opportunity for advanced study in the human dimensions of agriculture including but not limited to communications, education, and leadership within the State of Texas that addresses the growing national demand for faculty that can meet higher education's changing agricultural audiences and delivery needs.

**Modality:** Face-to-Face

### Student Learning Outcome: Application of Advanced Agricultural Communications and Education Knowledge

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

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 06/05/2015

#### Assessment Methods

**Dissertation** - Students will complete a research dissertation under the direction of a graduate committee demonstrating their understanding of research and data interpretation. (Active)

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

**Qualifying Exam** - Students will complete a qualifying 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 qualifying exam >80%.

### Student Learning Outcome: Communication in Agricultural Communications and Education

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

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**Outcome Status:** Active

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**Start Date:** 06/05/2015

## Assessment Methods

**Qualifying Exam** - Students will complete a qualifying exam administered by their graduate committee that will be evaluated for written and oral communication skills based on a rating of Satisfactory or Unsatisfactory. (Active)

**Criterion:** 100% of the students will complete exam with a rating of Satisfactory.

**Dissertation** - Completion of an oral defense of the dissertation 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 dissertation defense will do so with a rating of Satisfactory or greater.

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

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

## Student Learning Outcome: Acquisition of Knowledge in Agricultural Communications and Education

Students will demonstrate understanding of agricultural communications and education 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 9 hours of core Foundation courses which includes ACOM 5306, AGED 5306, and AGLS 5304 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 18 hours of core Agricultural Communications and Education courses which includes AGED 5308, AGED 5310, and AGED 6301 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

**Course Level Assessment** - Completion of core Agricultural Communications and Education research courses which includes AGED 5302, AGED 5312, and EDCI 5386 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