

Program Plan and Findings: Four Column Layout



Program (AG) - AECL - Agricultural Communications (BSAG) - 013

Program Mission Statement: The Department of Agricultural Education, Communications and Leadership faculty are committed to preparing agricultural leaders of national prominence in the areas of education, leadership, and communications.

Program Information

2019 - 2020

Program Information

Assessment Coordinator's Name: Shelly Sitton

Assessment Coordinator's E-mail Address: shelly.sitton@okstate.edu

Number of Students Enrolled in the Program: 163

Total Number of Students Graduated: 43

Number of Student Graduates from Stillwater Campus: 43

Number of Student Graduates from Tulsa Campus:

Were university assessment funds used by the department/program for assessment activities?: Yes

If yes, describe how funds were used and the contribution the funds had on the assessment process: Some funds were used for payment to professional agriculture communicators to start the review process of portfolios. This process was not completed because of complications due to COVID-19.

Annual Executive Summaries

2019 - 2020

Program Assessment Coordinator: Dr. Shelly Sitton

Plan Review and Approval

Date Current Plan Was Reviewed and Approved: 08/13/2018

Date of Future Plan Review and Approval: 06/01/2023

Summary of Assessment Findings

Describe overall assessment findings and faculty members' interpretation of the assessment results: All of the Student Learning Outcomes involve review by professional agricultural communicators. Because of logistic complications with the Pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators.

Dissemination of Findings

Describe the individual(s) or committee responsible for reviewing and interpreting assessment data: Agricultural Communication Work Group would have reviewed and interpreted assessment data had it been collected.

Describe the process for sharing and discussing assessment findings with program faculty: During Agricultural Communication Work Group faculty meetings.

Program Improvements Based on Assessment

Based on data collected this year, what changes are being considered or planned for the program?: None.

Based on this year's findings, what (if any) changes are planned for the assessment process?: None.

Describe the process for implementing these changes/planned program improvements:

Program Improvements Made in the Last Year:

"Other" Improvements:

Goals for the Coming Year: Determine a contactless method for conducting reviews.

Is this Summary Report Complete?: Yes

List all individuals associated with this report preparation: Karen R. Hickman, Shelly Sitton, Rob Terry

<i>Outcomes</i>	<i>Assessment Methods</i>	<i>Findings</i>	<i>Use of Findings (Actions)</i>
<p>Technology Skills (Design) - Demonstrate knowledge and application of design principles (i.e., appropriateness, balance, consistency, and focus and flow) in print and electronic formats. Outcome Status: Active Planned Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023 Start Date: Archived Date: Outcome Type: Skills Reason for Archival:</p>	<p>Portfolio Review - Students submitted their portfolios with at least three printed design samples and submitted a website for review. Using faculty-developed rubrics, professional agricultural communicators review students' design-related materials. * Learning Outcome Goal/Benchmark: At least 80% of students will receive at least a 4 (on a 5-point scale) for the items measured on the design rubric. Timeline for Assessment: Each Semester Other Assessment Type:</p>	<p>Reporting Period: 2019 - 2020 Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable) No data collected. (09/23/2020) Number of Students Assessed: 0 Number of Successful Students: 0 How were students selected to participate in the assessment of this outcome?: No students participated. What do the findings suggest about student achievement of this learning outcome?: All of the Student Learning Outcomes involve review by professional agricultural communicators. Because of logistic complications with the Pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators.</p>	<p>Use of Findings (Actions): No data were collected. Because of logistic complications with the pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators. (09/23/2020)</p>
<p>Written Communication - Demonstrate ability to write agricultural news and feature stories using appropriate content and organization, style and mechanics, and objectivity. Outcome Status: Active Planned Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022,</p>	<p>Analysis of Written Artifacts - In the capstone course (AGCM 4413), students submitted their portfolios with at least three specified writing samples (news story, news release and feature story). Using faculty developed rubrics, professional agricultural communicators will review students' writing submissions.</p>	<p>Reporting Period: 2019 - 2020 Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable) No data were collected. (09/23/2020) Number of Students Assessed: 0 Number of Successful Students: 0 How were students selected to participate in the assessment of this outcome?: No data were collected. What do the findings suggest about student achievement of this learning outcome?: All of the Student Learning</p>	<p>Use of Findings (Actions): No data were collected. Because of logistic complications with the pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators. (09/23/2020)</p>

Outcomes	Assessment Methods	Findings	Use of Findings (Actions)
<p>2022 - 2023</p> <p>Start Date:</p> <p>Archived Date:</p> <p>Outcome Type: Skills</p> <p>Reason for Archival:</p>	<p>* Learning Outcome</p> <p>Goal/Benchmark: At least 80% of students will receive at least a 4 (on a 5-point scale) for the items measured on the writing rubric.</p> <p>Timeline for Assessment: Each Semester</p> <p>Other Assessment Type:</p>	<p>Outcomes involve review by professional agricultural communicators. Because of logistic complications with the Pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators.</p>	
<p>Photography Principles -</p> <p>Demonstrate knowledge and application of photographic principles (i.e., composition, timing/visual uniqueness, color balance/use of light, focus and publishable).</p> <p>Outcome Status: Active</p> <p>Planned Assessment Year: 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023</p> <p>Start Date:</p> <p>Archived Date:</p> <p>Outcome Type: Knowledge</p> <p>Reason for Archival:</p>	<p>Portfolio Review - Students submitted their portfolios with at least three five photography samples. Using faculty-developed rubrics, professional agricultural communicators review students' photography submissions.</p> <p>* Learning Outcome</p> <p>Goal/Benchmark: At least 80% of students will receive at least a 4 (on a 5-point scale) for the items measured on the photography rubric.</p> <p>Timeline for Assessment: Each Semester</p> <p>Other Assessment Type:</p>	<p>Reporting Period: 2019 - 2020</p> <p>Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)</p> <p>No data were collected. (09/23/2020)</p> <p>Number of Students Assessed: 0</p> <p>Number of Successful Students: 0</p> <p>How were students selected to participate in the assessment of this outcome?: No data were collected.</p> <p>What do the findings suggest about student achievement of this learning outcome?: All of the Student Learning Outcomes involve review by professional agricultural communicators. Because of logistic complications with the Pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators.</p>	<p>Use of Findings (Actions): No data were collected. Because of logistic complications with the pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators. (09/23/2020)</p>
<p>Branding & Promotion - Demonstrate ability to promote an entity effectively.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Year: 2016 - 2017, 2017 - 2018, 2019 - 2020</p> <p>Start Date:</p> <p>Archived Date:</p> <p>Outcome Type: Skills</p> <p>Reason for Archival:</p>	<p>Portfolio Review - In the capstone course (AGCM 4413), students submitted their portfolios with at least three branding samples. Using faculty developed rubrics, professional agricultural communicators will review students' branding submissions.</p> <p>* Learning Outcome</p> <p>Goal/Benchmark: At least 80% of students will receive at least a 4 (on a 5-point scale) for the items measured on the branding rubric.</p> <p>Timeline for Assessment: Each Semester beginning in 2020.</p>	<p>Reporting Period: 2019 - 2020</p> <p>Conclusion: 1 - Does Not Meet Program Expectations (Unacceptable)</p> <p>No data were collected. (09/23/2020)</p> <p>Number of Students Assessed: 0</p> <p>Number of Successful Students: 0</p> <p>How were students selected to participate in the assessment of this outcome?: No data were collected.</p> <p>What do the findings suggest about student achievement of this learning outcome?: All of the Student Learning Outcomes involve review by professional agricultural communicators. Because of logistic complications with the Pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators.</p>	<p>Use of Findings (Actions): No data were collected. Because of logistic complications with the pandemic and moving to online delivery of the course (AGCM 4413) no reviews were conducted by professional agricultural communicators. (09/23/2020)</p>

Outcomes

Assessment Methods

Findings

Use of Findings (Actions)

Other Assessment Type: