

# Program Plans: Outcomes and Assessment Methods



## 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

## Outcome: 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:**

### Assessment Methods

**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. (Active)

\* **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:**

## Outcome: 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, 2022 - 2023

**Start Date:**

**Archived Date:**

**Outcome Type:** Skills

**Reason for Archival:**

### Assessment Methods

**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. (Active)

\* **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 writing rubric.

**Timeline for Assessment:** Each Semester

**Other Assessment Type:**

## Outcome: Photography Principles

Demonstrate knowledge and application of photographic principles (i.e., composition, timing/visual uniqueness, color balance/use of light, focus and publishable).

**Outcome Status:** Active

**Planned Assessment Year:** 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022, 2022 - 2023

**Start Date:**

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**Archived Date:**

**Outcome Type:** Knowledge

**Reason for Archival:**

## Assessment Methods

**Portfolio Review** - Students submitted their portfolios with at least three five photography samples. Using faculty-developed rubrics, professional agricultural communicators review students' photography submissions. (Active)

\* **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 photography rubric.

**Timeline for Assessment:** Each Semester

**Other Assessment Type:**

## Outcome: Branding & Promotion

Demonstrate ability to promote an entity effectively.

**Outcome Status:** Active

**Planned Assessment Year:** 2016 - 2017, 2017 - 2018, 2019 - 2020

**Start Date:**

**Archived Date:**

**Outcome Type:** Skills

**Reason for Archival:**

## Assessment Methods

**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. (Active)

\* **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 branding rubric.

**Timeline for Assessment:** Each Semester beginning in 2020.

**Other Assessment Type:**