

Agricultural Education, Communications, and Technology
AEED BS Assessment Report, 2020-21

Contact Name:

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Department Mission:

AECT prepares people with the technical expertise in agricultural science and technology-related disciplines with the human science skills necessary to provide transformational leadership in the agricultural industry and within their local communities. Specifically, we prepare educators for both formal and non-formal teaching roles in agriculture, communications specialists for diverse agriculturally related disciplines, agricultural technology managers, and rural community leaders.

Program Goals:

To be the premier agricultural education, communication, and technology (AECT) program in Arkansas, and among the top non-doctoral degree producing programs in the US, to provide concentrations and specializations that are responsive to the needs of both students and industry stakeholders, and to prepare students for success in the global marketplace.

Key Expected Outcomes for Students, 2020-21:

Assessment efforts in 2020-21 focused on student competencies related to **professional communication skills**.

Student Learning Outcome 1. Students should be able to make clear, concise, and convincing presentations, both orally and in writing.

- **Assessment Measure 1**

ACOM 3143: Students create a written analysis of an agriculture-related marketing or educational campaign and presented the analysis in a professional oral presentation.

- The written assignment and the oral presentation are each assessed using a grading rubric. (direct)

Acceptable and Ideal Targets

- Minimum score for passing is 60 out of 100 possible points
- Acceptable target: 70% of students will score 70% or above
- Ideal goal: all students will score 70% or above
- See attached rubric for scoring criteria

Key Personnel

- Jeff Miller, Professor

Summary of Findings

Of 65 students registered in the Spring 2021 ACOM 3143 section, all students surpassed the minimum score on all three major writing assignments. Additionally, 100% of the students scored 70% or higher on the three major writing assignments. Average scores for the writing assignments were 86%, 83%, and 96%.

Among the 65 students, all students completing the oral presentation assignment performed above the minimum score of 60%. Also, 100% of the students scored 70% or higher on their oral presentation, with an average class score of 87%.

Recommendations (not required for indirect measures)

Writing performance among ACOM 3143 students was acceptable throughout the semester but improved by 10% from the first assignment to the last. Continued emphasis on revising and editing to ensure students' writing accomplishes its purpose and has the characteristics of good professional writing is key. Oral communication skills did not appear to be as strong as writing skills but were still assessed to be at an acceptable level, well above the established assessment goal. Still, more discussion about improving the quality of oral presentations could be integrated into departmental courses other than ACOM 3143, especially those where oral presentations are required.

Action Plans

Actions for Outcome 1:

- Continue offering content related to the writing process in ACOM 3143 (J. Miller)
- Continue offering content related to improving oral communications in ACOM 3143 (J. Miller)
- Open a discussion among faculty regarding other courses where oral communications assignments are required and how instruction about improving presentation skills can be integrated. (G. Wardlow)

Supporting Attachments

- Appendix A: Rubrics for ACOM 3143 writing assignments
- Appendix B: Rubric for ACOM 3143 oral/video presentation

Appendix A

Rubrics for ACOM 3143 Writing Assignments

Rubric Detail				
Select Grid View or List View to change the rubric's layout. More Help				
Name: Group Writing Assignment 1				
Exit				
Grid View List View				
	Novice	Somewhat Competent	Mostly Competent	Proficient
Content	0 (0.00%) - 10 (10.00%) Writing does not accomplish the purpose of the assignment, does not provide appropriate details, and does not draw upon concepts discussed in class. Includes none: Background and Mission; Campaign issue focus & background of issue; Key messages of the campaign; Importance of said key messages.	11 (11.00%) - 20 (20.00%) Writing mostly accomplished the purpose of the assignment, providing some appropriate details and drawing upon at least one concept discussed in class. Includes 1 or 2 out of 4: Background and Mission; Campaign issue focus & background of issue; Key messages of the campaign; Importance of said key messages.	21 (21.00%) - 30 (30.00%) Writing accomplished the purpose of the assignment, providing most of the appropriate details and drawing upon some concepts discussed in class. Includes 3 out of 4: Background and Mission; Campaign issue focus & background of issue; Key messages of the campaign; Importance of said key messages/	31 (31.00%) - 40 (40.00%) Writing accomplished the purpose of the assignment, providing appropriate details and drawing upon concepts discussed in class. Includes 4 out of 4: Background and Mission; Campaign issue focus & background of issue; Key messages of the campaign; Importance of said key messages.
Research	0 (0.00%) - 10 (10.00%) Does not provide any credible sources; no in-text citations are cited in proper APA format; no in-text citations have a counterpart in the References page and no sources in the References page are included in the body copy.	11 (11.00%) - 20 (20.00%) Provides a substandard number of credible sources; some in-text citations are cited in proper APA format; some in-text citations have a counterpart in the References page and some sources in the References page are included in the body copy.	21 (21.00%) - 30 (30.00%) Provides an appropriate number of credible sources; most in-text citations are cited in proper APA format; most in-text citations have a counterpart in the References page and most sources in the References page are included in the body copy.	31 (31.00%) - 40 (40.00%) Provides an appropriate number of credible sources; all in-text citations and references are cited in proper APA format; all in-text citations have a counterpart in the References page and all sources in the References page are included in the body copy.
Grammar/Editing	0 (0.00%) - 5 (5.00%) Writing is completely disorganized, extremely rough, has many errors, and does not adhere to any of the basic rules of grammar and APA style.	6 (6.00%) - 10 (10.00%) Writing is somewhat organized, somewhat rough, has many errors, and adheres to some of the basic rules of grammar and APA style.	11 (11.00%) - 15 (15.00%) Writing is mostly organized, mostly smooth, mostly error-free, and adheres to most of the basic rules of grammar and APA style.	16 (16.00%) - 20 (20.00%) Writing is organized, smooth, error-free, and adheres to basic rules of grammar and APA style.
Name: Group Writing Assignment 1				
Exit				

Appendix B
Instructions and Rubric for ACOM 3143 Oral/Video Presentation

Individual Presentation Assignment (150 points)

Develop a PowerPoint presentation explaining your overall campaign analysis to the class. The presentation, based on the contents of your three writing assignments,

should be about 5 minutes long maximum. Include the most important points from each of the three writing assignments in one cohesive PowerPoint presentation.

The presentations will not be delivered to the class, but you are required to record this presentation. Either record your presentation through Zoom or with a camera or phone in an empty room. If you use Zoom, open Zoom and record your presentation through that software. If you experience any issues doing this, contact Dr. Miller or Anika Parks

immediately. If you record through a camera or phone, in the video frame, a projection screen, large TV screen, or computer monitor should be visible, with your PowerPoint playing on it. Videos may be taken with smart phones, but please make sure the phone is steady while shooting, and be sure to turn the phone sideways (landscape) while shooting as well. Using cameras on tripods is preferred but not required. Save/export the video file as an MP4, M4V, or WMV file.

Professional dress is required for these presentations. You can decide on the definition of professional dress for this situation. T-shirts and ball caps are NOT professional.

Be sure to introduce yourself by name in the introduction portion of the presentation.

Project Submission and Critique

Submit its video file (formatted as MP4, M4V or WMV) via box.uark.edu to the instructor (jdmiller@uark.edu) and the graduate assistant (anp022@uark.edu). It is not necessary to email a copy of the PowerPoint to the instructors because it should be clearly visible in the video. **DO NOT SEND LINKS VIA GOOGLE OR DROPBOX.** Submissions sent this way will not be graded.

Each presentation will be critiqued by the instructor based on the rubric on the next page.

Bonus Opportunity - 10 bonus points possible

After recording the presentation, edit the video using software such as iMovie or Adobe Premiere Pro to insert an opening and closing title card. In the opening title card, include at least your name and the name of the organization you are discussing. In the closing title card, provide a creative exit to your presentation.

Rubric

An engaging introduction and an organized overview of the presentation with a clear explanation of the organization and the context/background for the communications campaign. _____/10

Clear explanation of the audience and demographics targeted by the campaign. _____/10

A logical explanation and critique of the media choices, using concepts from the class lectures and notes. _____/20

A clear explanation of how the campaign was and/or could have been evaluated. A conclusion reviewing the main points and adding an element of closure. _____/10

A creative, professional presentation design. _____/20

A skilled delivery in terms of speech—engaging, confident, organized, and clear. _____/20

Total _____/100

Total x 1.5 _____/150