

Agricultural Education, Communications, and Technology
AEED BS Assessment Report, 2021-22

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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, 2021-22:

Assessment efforts in 2021-22 focused for the second consecutive year on student competencies related to **professional communication skills**. This year, AECT had the ability to compare results to a baseline, established through the same methods in 2020-21.

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 124 students registered in the Spring 2022 ACOM 3143 section, all students surpassed the minimum score on all three major writing assignments. In the Spring 2022 section, 100% of the students scored 70% or higher on the three major writing assignment (with a range of 70 to 100). Average scores in 2022 for the writing assignments were 92%, 94% and 90%. These scores were slightly stronger than similar scores in Spring 2021, when 100% of the students also scored 70% or higher on the three major writing assignments. Average scores in 2021 for the writing assignments were 86%, 83%, and 96%.

Among the 124 students in the Spring 2022 section, all but one student 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%. Compared to the same assignment in 2021, barring the one student who failed the assignment for lack of participation, the results remained essentially the same, with 99.2% of the students scoring 70% or higher on their oral presentation and an average class score of 87%.

Note: In 2021-22, post COVID-19 restrictions, the oral presentation assignment returned to an in-class group presentation, whereas in 2020-21 presentations were individual and online through recorded video.

Recommendations (not required for indirect measures)

Writing performance among ACOM 3143 students was acceptable throughout the semester and remained relatively constant throughout the term. Still, emphasis on recognizing the value of viewing writing as a process (iterative revision and editing) will remain key. Oral communication skills remained slightly weaker than writing skills but were still assessed to be at an acceptable level, well above the established assessment goal and equal to the skill level reported in last year's assessment. The recommendation remains similar to last year-oral presentation and speaking skills should be emphasized in other AECT courses, and when oral presentations are required, students should receive instruction not only on content but also on delivery.

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)
- Continue 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 <small>Select Grid View or List View to change the rubric's layout. More Help</small>				
Name: Group Writing Assignment 1 <div style="text-align: right; margin-top: 5px;">Exit</div>				
<div style="display: flex; justify-content: space-between; align-items: center;"> Grid View List View </div>				
	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 <div style="text-align: right; margin-top: 5px;">Exit</div>				

Appendix B
Instructions and Rubric for ACOM 3143 Oral 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 **5-7 minutes long**. Include the most important points from each of the three writing assignments in one cohesive PowerPoint presentation. Include images and/or charts where necessary. Remember to include APA citations as needed, as well as a full reference list at the end of the presentation.

The presentation will be due by 9:30am on April 21. The day your group will be presenting will be posted on Blackboard. Attendance is **REQUIRED** for your group presentation day. Only one submission from each group is necessary. Please submit using this assignment link.

All group members should have a role in creating the slides as well as sharing them with the class. How your group divides up the work is up to your discretion; however, everyone should participate. A rubric will be made available so you can have a guide as to what to include in your presentation.

Make sure your slides are cohesive and fit the overall theme of your organization. Be creative, and include pictures and graphics, but don't make it distracting. Be sure to introduce yourself by name in the introduction portion of the presentation.

Bonus Opportunity:

10 extra credit points will be awarded to your presentation grade if you attend all four days of group presentations. Attendance will be taken each day, and you will only receive the extra points if you are present for all four days.

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