

Agricultural Education, Communications, and Technology
AEED BS Assessment Report, 2023-24

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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, 2023-24:

Assessment efforts in 2023-24 focused on student competencies related to **professional communication skills**. This year, AEED had the ability to compare results to previous data from two years ago in 2021-22.

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

- Grace Vehige, Professor

Summary of Findings

Of 141 registered students in the Spring 2024 ACOM 3143 section (two students' scores were excluded because they had stopped attending class and did not complete the assignments), all students surpassed the minimum score on all three major writing assignments. In the Spring 2024 section, 100% of the students scored 70% or higher on the three major writing assignment (with a range of 75 to 100). Average scores in 2024 for the writing assignments were 92%, 90%, and these scores were slightly stronger than similar scores in Spring 2022, when 100% of the students also scored 70% or higher on the three major writing assignments. Average scores in 2022 for the writing assignments were 92%, 94% and 90%.

Among the 141 students in the Spring 2024 section, all but one student completing the oral presentation assignment performed above the minimum score of 60%. The rest of the students scored 70% or higher on their oral presentations, with an average class score of 98%. Compared to the same assignment in 2022, the results improved, with the essentially the same percentage scoring 70 or above and with the overall individual scores improving from 87% to 98%.

Note: In 2023-24, this course was taught by a different faculty member than in previous years.

Recommendations (not required for indirect measures)

Writing performance among ACOM 3143 students was acceptable throughout the semester but dipped slightly between the first assignment and the second. Still, students' writing abilities appear to remain very strong compared to previous years. Continued emphasis on the writing process and on grammar and punctuation in this marketing communications course will be important. Oral communication skills improved by 11 percentage in comparison to students in 2022. This is likely due to a renewed emphasis on the mechanics of delivering oral presentations, which the new faculty member incorporated in the course. This emphasis on public speaking skills should remain strong in this course and well as in other courses in the AECT program.

Action Plans

Actions for Outcome 1:

- Continue offering content related to the writing process in ACOM 3143 (G. Vehige)
- Continue offering content related to improving oral communications in ACOM 3143 (G. Vehige)
- Ensure that public speaking skills are emphasized across the curriculum in non-communications courses including those in the AGED, AGLE, and ASTM programs.

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 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