

Agricultural Education, Communications and 4-H Youth Development
Agricultural Communications Option
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Degree Program(s) Assessed	Assessment Methods	Number of Individuals Assessed
Agricultural Communications	1. <i>Senior Capstone Course</i>	1. 28
	2. <i>Student Internships</i>	2. 50
Agricultural Communications/ Animal Science Double Major	3. <i>National Agricultural Communicators of Tomorrow Critique & Contest</i>	3. 34

Analysis and Findings:

1. *Senior Capstone Course*

Of the 28 undergraduate students who completed AGCM 4413, 23 earned As, four earned Bs, and one received an incomplete. With one exception, all students were able to complete the assigned tasks in writing, layout and design, and photography, most of which required the use of specialized computer software. On individual assignments the lowest scores were earned in writing and editing. All students performed well as members of a team. (Outcomes A. and C.) *NOTE: The magazine produced through this class received the first place in the magazine division of the National Agricultural Communicators of Tomorrow Critique and Contest (see item 3).*

2. *Student Internships*

Fifty students completed at least one internship during the period May 2002 through May 2003. Supervisor evaluations indicated "outstanding" or "excellent" average performance by students in all areas that were evaluated: quality of work in writing, layout and design and/or photography, cooperative spirit, contribution to the organization, care and use of equipment, reaction to criticism, punctuality, initiative, creativity, and ability to meet deadlines. Highest marks were in cooperative spirit. Faculty also observed students' oral communications skills through their formal presentations and determined that students are adequately prepared to handle oral communications tasks as well as use presentation software. (Outcomes A., B., and C.)

3. *National Agricultural Communicators of Tomorrow Critique & Contest*

Thirty-four students submitted their best work in writing, layout and design, photography, broadcasting, Web design, and advertising in the 2003 National ACT Critique & Contest. Of those entries, nine received first place awards (graphic design, page layout, video production, advertising, multimedia presentation, magazine, black & white photography, digitally enhanced photography, and color photography). OSU students also received Award of Excellence recognition (highest ACT honor) for photography, for electronic media, and for design and layout. In addition, 18 other entries received honors (placings from second through fifth). (Outcome D.)

Uses of Assessment Results:

The results from this year's assessment activities have been shared with all agricultural communications faculty. The faculty members have used the results to make changes in courses, specifically the addition of a new courses in agricultural campaigns based on the feedback from previous senior exit interviews. In addition, plans are underway to implement an agricultural broadcasting course in Spring 2004. The faculty members also used the results to make revisions in the degree requirements for both degrees being assessed, including the restructuring of writing requirements.