

Undergraduate Academic Assessment Plan

Agricultural Education
and Communication

College of Agricultural
and Life Sciences

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Agricultural Education and Communication, College of Agricultural and Life Sciences

Undergraduate Academic Assessment Plan

Mission Statement

Department of Agricultural Education and Communication's Mission Statement

To serve society through the land-grant mission of teaching, research, and extension in agriculture and natural resources by enhancing leadership in communities and organizations, education in formal and non-formal settings, and communication of ideas and issues.

In support of the department's mission, the undergraduate major in Agricultural Education and Communication provides students with opportunities to enhance their knowledge and skills in agricultural education, leadership development, and communication. Undergraduate students learn how to become effective instructors, opinion leaders, and communicators. Undergraduate students are provided opportunities to conduct research with departmental faculty and to be involved in Extension education and outreach efforts.

The Agricultural Education and Communication major supports the missions of the college and university to serve the nation's and state's critical needs by contributing to a well-qualified and broadly diverse citizenry, leadership and workforce.

Student Learning Outcomes (SLOs)

Agricultural Education Specialization

Existing SLOs in the 2012-13 undergraduate catalog:

1. Educate and communicate agricultural issues effectively to various audiences.
2. Apply principles of communication and/or educational theory in work-based settings.
3. Create, interpret and analyze written text, oral messages and multimedia presentations used in agricultural and life sciences.

Revised SLOs for the 2013-14 undergraduate catalog:

Content

1. Describe, explain, and apply fundamental pedagogical concepts, skills, and processes.
2. Describe, explain, and apply fundamental concepts, skills, and processes in technical agriculture.

Critical Thinking

1. Analyze and apply data from multiple assessments and measures to diagnose students' learning needs, inform instruction based on those needs, and drive the learning process (FEAP 4a).
2. Critique and assess data-informed research to improve instruction and student achievement (FEAP 5b).

Communication

1. Demonstrate written communication forms in a manner appropriate in agricultural education.
2. Develop oral communication presentations in a manner appropriate in agricultural education.

New/Revised SLOs, 2013-14*	Link to 2011-12*, 2012-13* SLOs
Content	
Describe, explain, and apply fundamental pedagogical concepts, skills and processes	Educate and communicate agricultural issues effectively to various audiences.
Describe, explain, and apply fundamental concepts, skills, and processes in technical agriculture.	
Critical Thinking	
Analyze and apply data from multiple assessments and measures to diagnose students' learning needs, inform instruction based on those needs, and drive the learning process (FEAP 4a).	Apply principles of communication and/or educational theory in work-based settings.
Critique and assess data-informed research to improve instruction and student achievement (FEAP 5b).	
Communication	
Demonstrate written communication forms in a manner appropriate in agricultural education.	Create, interpret and analyze written text, oral messages and multimedia presentations used in agricultural and life sciences.
Develop oral communication presentations in a manner appropriate in agricultural education.	

*undergraduate catalog dates

Communication and Leadership Development Specialization

Existing SLOs in the 2012-13 undergraduate catalog:

1. Educate and communicate agricultural issues effectively to various audiences.
2. Apply principles of communication and/or educational theory in work-based settings.
3. Create, interpret and analyze written text, oral messages and multimedia presentations used in agricultural and life sciences.

Revised SLOs for the 2013-14 undergraduate catalog:

Content

1. Describe, explain, and apply appropriate communication and leadership development skills and methods to communicate and lead audiences effectively.
2. Describe, explain, and apply communication and leadership development concepts to various audiences and situations.

Critical Thinking

1. Analyze and assess information related to communication and leadership development issues.
2. Solve problems in communication and leadership development.

Communication

1. Demonstrate written communication forms in a manner appropriate in communication and leadership development.
2. Develop oral communication presentations in a manner appropriate in communication and leadership development.

New/Revised SLOs, 2013-14*	Link to 2011-12*, 2012-13* SLOs
Content	
Describe, explain, and apply appropriate communication and leadership development skills and methods to communicate and lead audiences effectively.	Educate and communicate agricultural issues effectively to various audiences.
Describe, explain, and apply communication and leadership development concepts to various audiences and situations.	
Critical Thinking	
Analyze and assess information related to communication and leadership development issues.	Apply principles of communication and/or educational theory in work-based settings.
Solve problems in communication and leadership development	
Communication	
Demonstrate written communication forms in a manner appropriate in communication and leadership development.	Create, interpret and analyze written text, oral messages and multimedia presentations used in agricultural and life sciences.
Develop oral communication presentations in a manner appropriate in communication and leadership development.	

*undergraduate catalog date

Curriculum Map:

Agricultural Education and Communication: Agricultural Education specialization College of Agricultural and Life Sciences

Key: **I**ntroduced

Reinforced

Assessed

Courses SLOs	AEC 3033C	AEC 3030C	AEC 3323	AEC 4228	AEC 4202	AEC 4200	AEC 4224	AEC 4942	30 hours of technical agriculture coursework	Additional Assessments
Content Knowledge										
#1			I, R	I, R	I, R	I, R	I, R	R		A = FL DOE Professional Certification Exam A = Self-assessment questionnaire
#2								R	I, R	A = FL DOE Agriculture Subject Matter Exam A = Self-assessment questionnaire
Critical Thinking										
#1					I, R A=Community Profile Assign.					A = Self-assessment questionnaire
#2						I, R A=Clinical Teaching Assign.				A = Self-assessment questionnaire
Communication										
#1	I,R A= AEC3033C final grade				R		R	R		
#2		I,R A=AEC3030C final grade		R		R		R		

Curriculum Map:

Agricultural Education and Communication: Communication and Leadership Devel. spec. College of Agricultural and Life Sciences

Key: **I**ntroduced

Reinforced

Assessed

Courses SLOs	AEC 3033C	AEC 3030C	AEC 3070C	AEC 3073	AEC 3413	AEC 3414	AEC 3209	AEC 4031	AEC 4052	AEC 4434	Additional Assessments
Content Knowledge											
#1			I			I	R	R	A=Plans Book Week 15	R	A = Self-assessment questionnaire
#2			I	I	I	I	R	R	R	A=Group Presentation Week 14	A = Self-assessment questionnaire
Critical Thinking											
#1				I	I	I	R		R	A=Critique Week 10	A = Self-assessment questionnaire
#2				I	I	I	R	R	A=Case Study (presented in pairs)	R	A = Self-assessment questionnaire
Communication											
#1		I		R		R		R	A=Research Report week 8	R	A = Self-assessment questionnaire
#2	I		R	R			R		A=Group Presentation Week 15	R	A = Self-assessment questionnaire

Assessment Cycle

Assessment for both specializations (Agricultural Education and Communication and Leadership Development) will be collected each year.

Assessment Cycle Chart

Assessment Cycle for:

Agricultural Education and Communication

College of Agricultural and Life Sciences

Analysis and Interpretation:

May – June each year

Improvement Actions:

Completed by August 15 of each year

Dissemination:

Completed by September 15 of each year

SLOs	Year	10-11	11-12	12-13	13-14	14-15	15-16
Content Knowledge							
#1		X	X	X	X	X	X
#2		X	X	X	X	X	X
Critical Thinking							
#3		X	X	X	X	X	X
#4		X	X	X	X	X	X
Communication							
#5		X	X	X	X	X	X
#6		X	X	X	X	X	X

Methods and Procedures

Data will be collected from the designated assignments in AEC courses. The instructors of these courses will provide the data to the Undergraduate Coordinator and the department's Academic Support Services Coordinator. They will be responsible for maintaining the data on the department's secure server.

Agricultural Education Specialization

SLO	Assessment	Procedures
<i>Content</i>		
1. Describe, explain, and apply fundamental pedagogical concepts, skills, and processes.	<ul style="list-style-type: none"> FL DOE Professional Education Certification Exam Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The program coordinator for the Agricultural Education specialization will obtain test scores from the College of Education on an annual basis. This data will then be provided to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4224.
1. Describe, explain, and apply fundamental concepts, skills, and processes in technical agriculture.	<ul style="list-style-type: none"> FL DOE Ag Subject Matter Certification Exam Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The program coordinator for the Agricultural Education specialization will obtain test scores from the College of Education on an annual basis. This data will then be provided to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4224.
<i>Critical Thinking</i>		
1. Analyze and apply data from multiple assessments and measures to diagnose students' learning needs, inform instruction based on those needs, and drive the learning process (FEAP 4a).	<ul style="list-style-type: none"> Community Profile Assignment in AEC 4202 Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The instructor of AEC 4202 will grade the assessments using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4224.
2. Critique and assess data-informed research to improve instruction and student achievement (FEAP 5b).	<ul style="list-style-type: none"> Clinical Teaching Assignment in AEC 4200 Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The instructor of AEC 4200 will grade the assessments using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4224.

<i>Communication</i>		
1. Demonstrate written communication forms in a manner appropriate in agricultural education.	Achieve a minimum grade of C in AEC 3033C. This course is graded using rubrics developed by a faculty committee.	The CALS Dean's office will aggregate the data from all students from the AEC Agricultural Education specialization and report that information to the undergraduate coordinator.
2. Develop oral communication presentations in a manner appropriate in agricultural education.	Achieve a minimum grade of C in AEC 3030C. This course is graded using rubrics developed by a faculty committee.	The CALS Dean's office will aggregate the data from all students from the AEC Agricultural Education specialization and report that information to the undergraduate coordinator.

Communication and Leadership Development Specialization

SLO	Assessment	Procedures
<i>Content</i>		
1. Describe, explain, and apply appropriate communication and leadership development skills and methods to communicate and lead audiences effectively.	<ul style="list-style-type: none"> Plans Book Assignment in AEC 4052 Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The instructor of AEC 4052 will grade the assignment using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.
2. Describe, explain, and apply communication and leadership development concepts to various audiences and situations.	<ul style="list-style-type: none"> Group Presentation Assignment in AEC 4434 Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The instructor of AEC 4434 will grade the assignment using a rubric. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.
<i>Critical Thinking</i>		
1. Analyze and assess information related to communication and leadership development issues.	<ul style="list-style-type: none"> Critique Assignment in AEC 4434 Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> The instructor of AEC 4434 will grade the assignment using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.

2. Solve problems in communication and leadership development.	<ul style="list-style-type: none"> • Case Study Assignment in AEC 4052 • Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> • The instructor of AEC 4052 will grade the assignment using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. • The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.
<i>Communication</i>		
1. Demonstrate written communication forms in a manner appropriate in communication and leadership development.	<ul style="list-style-type: none"> • Research Report Assignment in AEC 4052 • Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> • The instructor of AEC 4052 will grade the assignment using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. • The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.
2. Develop oral communication presentations in a manner appropriate in communication and leadership development.	<ul style="list-style-type: none"> • Group Presentation Assignment in AEC 4052 • Self-assessment questionnaire conducted in Qualtrics 	<ul style="list-style-type: none"> • The instructor of AEC 4052 will grade the assignment using a rubric developed by the faculty team. At the end of each semester the course is taught, the instructor will report the outcomes of the assessment to the undergraduate coordinator. • The self-assessment questionnaire will measure students' perceptions of the knowledge and skills they learned in the program. Students will be given the questionnaire in AEC 4052.

Assessment Oversight

Agricultural Education Specialization

This Academic Assessment Plan for the **Agricultural Education and Communication / Agricultural Education Specialization** will be overseen by a committee of four people including the undergraduate coordinator, the program coordinator, and two faculty members who teach in the program.

Name	Department Affiliation	Email Address	Phone Number
Ricky Telg, undergraduate coordinator	Agricultural Education and Communication	rwtelg@ufl.edu	352-273-2094
Andrew Thoron, teacher education program coordinator	Agricultural Education and Communication	athoron@ufl.edu	352-294-1992
Brian Myers	Agricultural Education and Communication	bmyers@ufl.edu	352-273-2567
Grady Roberts	Agricultural Education and Communication	groberts@ufl.edu	352-273-2568

Communication and Leadership Development Specialization

This Academic Assessment Plan for the **Agricultural Education and Communication / Communication and Leadership Development (CLD) Specialization** will be overseen by a committee of faculty members who teach undergraduate CLD courses and the department's Undergraduate Coordinator.

Name	Department Affiliation	Email Address	Phone Number
Ricky Telg, undergraduate coordinator	Agricultural Education and Communication	rwtelg@ufl.edu	352-273-2094
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