Expected Outcome 1: Produce ethical, effective messages through a variety of media

Assessment Method 1: Student portfolios collected from their internship and experiences were assessed using a rubric specifically designed for the Agricultural Communications internship.

Assessment Method Description
Student portfolios were evaluated by faculty members. When compiling her/his portfolio, the student must take into consideration several factors concerning agricultural communication when addressing learning outcome number one. These include the use of a variety of media, the demonstration of the mastery of techniques of modern technology, and the recognition of media as an enhancement to agricultural communication. The internship portfolio rubric is attached and applies to all the learning outcomes for this program.

Findings
There were five portfolios examined. The portfolios examined revealed that the students used a variety of media during their internship. They also demonstrated an appropriate mastery of techniques of modern technology. All of the students recognized media as an enhancement to agricultural communication. The students used the internship sites’ social networks such as Twitter, Facebook, and websites. Some were required to use photography and camera skills to enterprise stories and manage projects. One of the students conducted research for print and website projects for the organization.

How did you use findings for improvement?
The media used by each student needs to be in a section clearly labeled in the table of contents of their portfolio and explained more thoroughly. The use of media was definitely a strength of the students. The averages were generally the same as the other outcomes. In response to these findings we have added an Internship Portfolio Guidelines sheet which is thoroughly explained in the preliminary meeting. The Internship Portfolio is attached to this report.
The mean score reflected in the tables below (one for each outcome) is a result of a range of 1 to 4: 1 being unacceptable, 2 being needs improvement, 3 being good, and 4 being excellent.

Mean Score
Used a variety of media. 3.8
Demonstrated an appropriate mastery of techniques of modern technology. 3.9
Recognized media as an enhancement to agricultural communication. 3.8

Additional Comments

Expected Outcome 2: Analyze audience needs and feedback and apply them in communicating messages

Assessment Method 1: All portfolios were assessed based on a rubric specifically designed for the Agricultural Communication internship. These portfolios were evaluated based on the material submitted.

Assessment Method Description
Student portfolios were evaluated by faculty members. When compiling her/his portfolio, the student must take into consideration several factors concerning agricultural communication when addressing learning outcome number two. These include communicating effective messages based on audience feedback, combining and summarizing information with an awareness of audience needs, and using any feedback given to communicate problem solving/critical thinking. The student must also demonstrate an ability to understand all ethical responsibilities. Finally, it is important for the student consider all audiences in the portfolio preparation process. A rubric will be used in evaluating these portfolios. The internship portfolio rubric is attached and applies to all the learning outcomes for this program.

Findings

These portfolios to a certain extent communicated effective messages based on audience feedback. The information in them summarized information somewhat based on the awareness of audience needs. Some students used any feedback given to demonstrate problem solving/critical thinking in the internship. The term “audience” in this assessment is based on the internship experience.
How did you use findings for improvement?

Each portfolio should have a weekly journal that is evaluated by the internship manager on an ongoing basis. This allows the student to have a clear understanding of what is expected of them during the internship. It also gives the student the opportunity to take any constructive criticism to solve any problems or inconsistencies within the internship. Some of them had weekly journals but others did not.

Mean Score
- Combined and summarized information with an awareness of audience needs. 3.4
- Used any feedback given to communication problem solving/critical thinking 3.6
- Demonstrated an ability to understand ethical responsibilities. 3.8

All audiences were considered in the portfolio preparation process. 3.6

Communicated messages effectively. 4.0

Additional Comments

Expected Outcome 3: Demonstrate a broad knowledge and understanding of the agricultural disciplines and leading issues facing the food, agricultural, and natural resource sector, while demonstrating in-depth knowledge of at least one disciplinary field.

**Assessment Method 1:** All portfolios were assessed based on a rubric specifically designed for the Agricultural Communication internship. These portfolios were evaluated based on the material submitted.

**Assessment Method Description**
Student portfolios were evaluated by faculty members. When compiling her/his portfolio, the student must take into consideration several factors concerning agricultural communication when addressing learning outcome number three. These include critically evaluating one’s own arguments and those of others in the analysis of any work-related experience(s). The
student must also analyze the internship in terms of their own skills and gifts. Finally, the student must communicate messages effectively. A rubric will be used in evaluating these portfolios. The internship portfolio rubric is attached and applies to all the learning outcomes for this program.

Findings
The portfolios examined demonstrated that the students generally communicated messages effectively during their internship in terms of critically analyzing the intern experience in terms of personal skills and gifts. Based on their portfolios, some of the students accurately gave a critical analysis of the actual intern experience.

How did you use findings for improvement?
Some of the students gave a critical analysis on the intern experience. However, two of the students did not give that analysis in the portfolio but gave some necessary feedback of the internship experience following the internship in an interview conducted in the faculty advisor’s office.

Mean Score
Critically evaluated one’s own arguments and those of others. 3.4
Critically analyzed the agriculture communication experience in terms of personal skills and gifts. 3.5
Used critical thinking in the analysis of any work-related experience(s). 3.2
Used critical thinking in the analysis of the internship experience. 3.0

Additional Comments

Expected Outcome 4: Demonstrate a broad knowledge and understanding of the agricultural disciplines and leading issues facing the food, agricultural, and natural resources sector, while demonstrating in-depth knowledge of at least one disciplinary field.

Assessment Method 1: All portfolios were assessed based on a rubric specifically designed for the Agricultural Communication internship. These portfolios will be evaluated based on the material submitted.
Student portfolios were evaluated by faculty members. When compiling her/his portfolio, the student must take into consideration several factors concerning agricultural communication when addressing learning outcome number four. These include the application of classroom knowledge in a professional setting and the demonstration of comprehensive knowledge in one agricultural field. The student should gain clarification of her/his calling through contemplation of the internship experience. Finally, the student must gain appreciation and understanding of agriculture and related disciplines. A rubric will be used in evaluating these portfolios. The internship portfolio rubric is attached and applies to all the learning outcomes for this program.

**Findings**

The students gained appreciation and understanding of agriculture and related disciplines. They also applied classroom knowledge in a professional setting. They also gained clarification of their calling through contemplation of the internship experience. One of the students realized that a career in new media may be one she will pursue after graduation.

**How did you use findings for improvement?**

Agriculture Communication internships should be based on one of the agriculture disciplines. The internships assessed were agriculture-based in nature. The faculty will explore the development of a capstone course during the students’ senior year. At this time, the students would be given the opportunity to demonstrate that all was learned in the Agricultural Communications major. Additionally, faculty will explore ways to collect input from employees and alumni.

**Mean Score**
- Demonstrated a comprehensive knowledge in one agricultural field. 4.0
- Gained clarification of one’s calling through contemplation of the internship experience. 4.0
- Applied classroom knowledge in a professional setting. 3.8
- Gained appreciation and understanding of agriculture and related disciplines. 4.0

**Additional Comments**
Internship Portfolio Rubric

Student: __________________________________________
Internship Site: ____________________________________
Faculty Advisor: _________________________________

SCORING CRITERIA

The student’s portfolio
(Student Learning Outcome) Excellent
4 Good
3 Needs Improvement
2 Unacceptable
1 Unable to assess based on portfolio

Used a variety of media.
(Outcome 1)
Demonstrated an appropriate mastery of techniques of modern technology.
(Outcome 1)
Recognized media as an enhancement to agricultural communication.
(Outcome 1)
Communicated effective messages based on audience feedback.
(Outcome 2)
Combined and summarized information with an awareness of audience needs.
(Outcome 2)
Used any feedback given to communicate problem solving/critical thinking.
(Outcome 2)
Demonstrated an ability to understand ethical responsibilities.
(Outcome 2)
All audiences were considered in the portfolio preparation process.
(Outcome 2)
Communicated messages effectively.
(Outcome 3)
Critically evaluated one’s own arguments and those of others.
(Outcome 3)
Critically analyzed the agriculture communication experience in terms of personal skills and gifts.
(Outcome 3)
Used critical thinking in the analysis of any work-related experience(s).
(Outcome 3)
Used critical thinking in the analysis of the internship experience.
(Outcome 3)
Applied classroom knowledge in a professional setting.
(Outcome 4)
Demonstrated a comprehensive knowledge in one agricultural field.
(Outcome 4)
Gained clarification of one’s calling through contemplation of the internship
experience.  
(Outcome 4) 
Gained appreciation and understanding of agriculture and related disciplines.  
(Outcome 4) 
Written portfolio possesses visual appeal.  
Written portfolio contains a title page.  
Written portfolio contains a table of contents.  
Written portfolio contains an introductory essay.  
Written portfolio contains a resume.  
Written summary sheet and examples of work.  
Written reflective essay.  
Written sample cover letter.  
Written internship placement site assessment  

Notes:

**Internship Portfolio Guidelines**

You will need to incorporate the Agriculture Communication student learning outcomes in your portfolio and internship process. It is essential to use a variety of media to communicate messages effectively. Use ethical communication within the site’s culture. Use critical thinking in the analysis of the internship experience. Always consider your audience in the internship process. Demonstrate your knowledge and understanding of issues in the agricultural field you have chosen. Use what you have learned in your classes in the internship process. Gain knowledge from the intern experience to help determine your future in the agriculture industry. This is only a suggestion, but you may want to start the process by buying a notebook to begin collecting the necessary documents to display your knowledge and skills that you will acquire as an intern. This will also help with general organization of the portfolio. You will most likely be submitting your portfolio online but this will help you in the construction process. Inside your portfolio notebook you will want to have the following documents (in order):

- Title page including your name, course number, number of credits, semester date, internship site and faculty sponsor.
- Table of contents with page numbers or section numbers.
- Introductory essay which explains why you chose this particular internship, a description of your internship duties and the organization site.
- Your resume which will include your completed internship.
- Internship log which will include dates and times worked and your tasks.
- Summary sheet of your internship work. This will be followed by examples of your work. This may be reports, activities, anything you wrote
for the organization including any newspaper, brochures, proposals, memos, etc. These examples may be digital. If they are, notate that in the summary sheet and have them on a disk.

• Reflective essay minimum 4 pages which will focus on your experience during your internship in terms of your future career planning and intellectual growth and development. You will want to consider factors such as how well you met your learning objectives and possibly ways you may have fallen short. What contributions did you make to the internship site? What experiences in your classes prepared you for your internship? What would you do the same or differently when you think about your internship? What were the best and worst facets of your internship experience? Do not simply answer these questions. Just use them as a guide to stimulate your thinking.

• Sample cover letter which you will construct an example of how you would present yourself for a future job or internship.

• Internship placement site assessment (to be kept in your advisor’s possession and is confidential) which you will provide your honest assessment of the internship site and the site supervisor, including whether you would recommend this internship site to another student.

• Letter or rubric from your site supervisor with a performance evaluation and verification that you have completed your contracted hours.

Expected Outcome 5: Demonstrate that is one is a critical communicator of available information

Assessment Method 1: All portfolios were assessed based on a rubric specifically designed for the Agricultural Communication internship. These portfolios were evaluated based on the material submitted.

Assessment Method Description
Student portfolios were evaluated by faculty members. When compiling her/his portfolio, the student must take into consideration several factors concerning agricultural communication when addressing learning outcome number three. These include critically evaluating one’s own arguments and those of others in the analysis of any work-related experience(s). The student must also analyze the internship in terms of their own skills and gifts. Finally, the student must communicate messages effectively. A rubric will be used in evaluating these portfolios. The internship portfolio rubric is attached and applies to all the learning outcomes for this
Findings
The portfolios examined demonstrated that the students generally communicated messages effectively during their internship in terms of critically analyzing the intern experience in terms of personal skills and gifts. Based on their portfolios, some of the students accurately gave a critical analysis of the actual intern experience.

How did you use findings for improvement?

Some of the students gave a critical analysis on the intern experience. However, two of the students did not give that analysis in the portfolio but gave some necessary feedback of the internship experience following the internship in an interview conducted in the faculty advisor’s office.

Mean Score
- Critically evaluated one’s own arguments and those of others. 3.4
- Critically analyzed the agriculture communication experience in terms of personal skills and gifts. 3.5
- Used critical thinking in the analysis of any work-related experience(s). 3.2
- Used critical thinking in the analysis of the internship experience. 3.0

Additional Comments