



TARLETON  
STATE UNIVERSITY

Member of The Texas A&M University System

# Integrating Applied Learning Experiences into an Agricultural Communication Program

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# Introduction

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- Presenter:
  - Wayne Atchley, Ed.D. - Assistant Professor of Agricultural Communication and Director of Applied and Experiential Learning
  
- Tarleton State University – Stephenville, TX
  - Fall 2015 Enrollment 12,333\* students
  - Outreach Centers in Fort Worth, Waco, Midlothian, and Online
  - Part of the Texas A&M University System

*\*THECB Certified Enrollment*



# ALE Mission

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- <http://www.tarleton.edu/ale/>
- The mission of ALE is to support the **engagement** of student in applied learning in order to broaden and strengthen **connections between theory and practice** and enhance their **global perspective**.
- The Applied Learning Experience (ALE) areas are
  - Internship/Practicum
  - Leadership
  - Service Learning
  - Study Abroad/Study Away
  - Undergraduate Research/Creative Activity
- With the guidance of faculty and staff, the students participate in the ALE which culminates in a critical reflection articulating the broader impact of these activities and a professional e-portfolio showcasing their efforts.



# Student Learning Outcomes (SLOs)

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- Students will analyze how this applied learning experience enabled them to apply what they learned from their courses, both in major and core curriculum areas, and from their extracurricular experiences to the real world.
- Students will evaluate how the applied learning experience expanded their views of academic, political, social, cultural, and/or economic environments and prepared them to contribute more meaningfully to a global society.
- <http://www.tarleton.edu/ale/SLOs/GeneralSLOs.html>



# Incentives

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- For faculty and staff, development grants are available
  - May be used for a stipend, student support, supplies, etc.
- For students
  - Those who complete 3 or more ALEs in at least 2 different areas get cords for graduation and a seal for their diploma.
  - CORDS MOTIVATE STUDENTS!!





# Distinguishing Features

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- ePortfolio – this enables the students to showcase, not just talk about, their undergraduate experience
  - Tarleton adopted the Chalk & Wire tool as a campus ePortfolio tool
  - Some departments use online tools such as Weebly or Wix
  - Beginning in Fall 2016 -> Portfolium
  - Example: <http://angieknaupp.weebly.com/index.html>
- Reflection
  - “We do not learn from experience...we learn from reflecting on experience.” – John Dewey
  - Enabling students to take a step back and look at their experience through a broader lens



# ACOM – ALE Approved Courses

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- ACOM 4305 – Agricultural Publications
- ACOM 4350 – Electronic Field Production in Agriculture
- ACOM 4390 – Agricultural Photography
- ACOM 4684 – Capstone Internship



# ACOM 4305 – Agricultural Publications

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## ■ Creative Activity

- Course created when COAES discontinued Publication of College Magazine
- Interview Techniques
- Review Photography Basics
- Design and Layout for Publication
- Final Deliverable: Departmental Newsletter
- Long-term Goal: Reinstate College Magazine







# ACOM 4350 – Electronic Field Production

## ■ Creative Activity

- Video Production Process for Agricultural Information/Advocacy Videos
  - Hands on Experience with Professional Equipment
  - Pre-Production
    - Planning, Script and Shot-list development
    - Consulting with “Client”
  - Production
    - Interviews, Videography, Voice Over
  - Post-Production
    - Editing, Pick-up Shots, Titles/graphic overlays
  - Tarleton ACT Youtube Channel

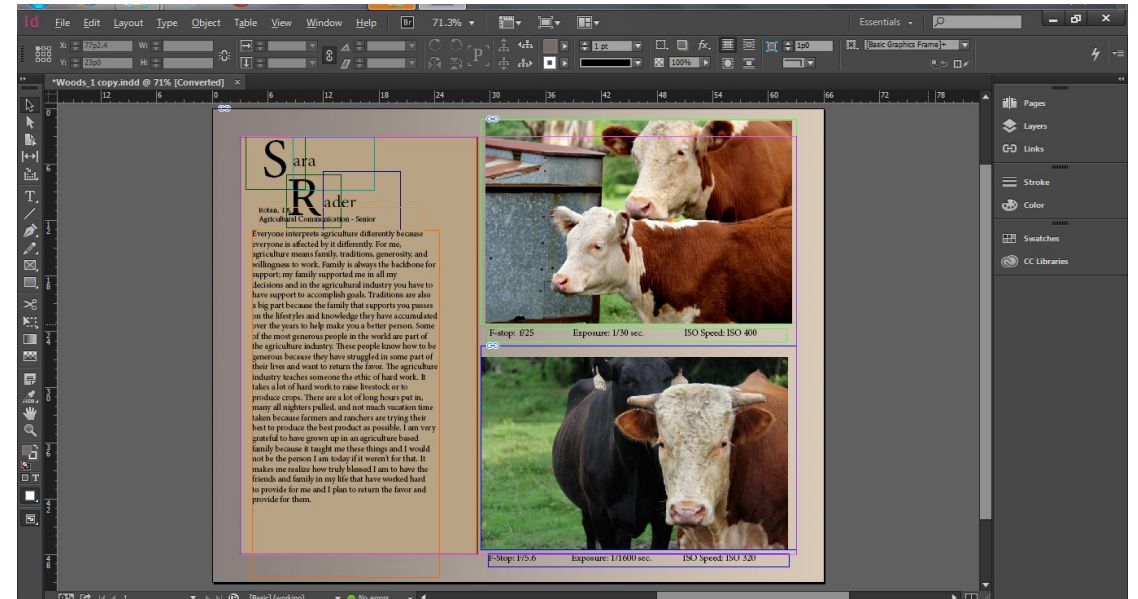


# ACOM 4390 – Agricultural Photography



## ■ Creative Activity

- Agricultural Photography Capstone
  - Review Camera Basics
  - Develop Reflection Document to address “What is Agriculture?”
  - Agricultural Advocacy
  - InDesign Layout and formatting
  - Photoshop Image Editing
- Final Course Deliverable:
  - Four-Page Photo-story to support Reflection
  - What is Agriculture Photography Book
  - Anticipated publication Fall 2016

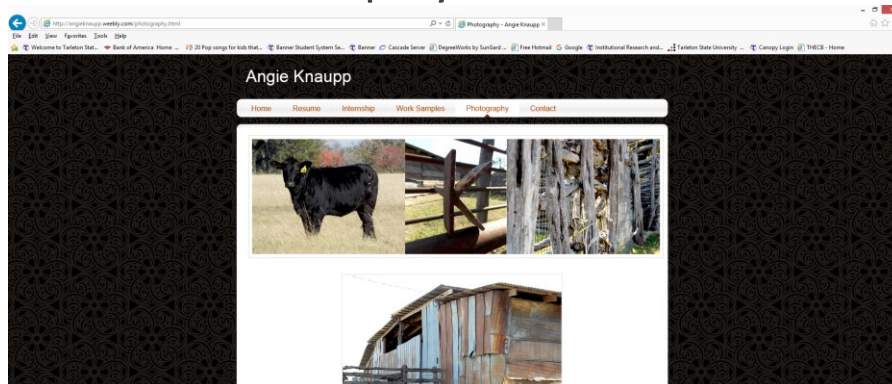




# ACOM 4684 – Capstone Internship

## ■ Internship

- 400+ Hours over 10 weeks in ACOM position
- Full-Time Placement
- Job Duties Specific to ACOM
- High Placement Rate for Interns
  - ~40% Employed or Grad School Prior to Graduation
- Positive Employer Feedback





# Internship Supervisor Feedback

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- Internship Supervisor Feedback
  - “She is very outgoing and creative with coming up with merchandizing products and marketing them.”
  - “Exceptional web design skills\Excellent work ethic\Attention to detail\Takes personal pride in whatever task is assigned\Very knowledgeable in agriculture, computer technology, and advertising”
  - “Marketing with social media was outstanding as well as her abilities to bring members of the community to CTAGS.”
  - “We thoroughly enjoyed our internship experience. She was a valuable member of our PR team, and her contributions were recognized and valued. She was a fine representative of TSU and your program area.”

# Questions?

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