

Equine Science, Cert. (UG)

Program Description

The purpose of the equine certificate program is to provide disciplinary specific knowledge and training to prepare students for careers in equine production/industry or to continue their post graduate education. The Department of Animal Science (ANSC) offers the following degree program: a B.S. degree in ANSC with either a production/industry or science option and two certificate programs: equine science and meat science.

Outcome – Communicate Effectively

Communicate effectively across multiple mediums. Create a central message that is compelling and delivered in a manner appropriate for the audience.

Measure – Infographic

Data Collection: Data gathered from a student assignment that requires the creation of an infographic to inform the public about a horse related topic (i.e., pathology, behavior, nutrition, transportation, etc). The data collected will be a feedback form that utilizes a rubric with a general assessment of student infographic. Data will be gathered within the required certificate course, ANSC 201. Data will be generated by instructors.

Methodology or data analysis strategy: The rubric categories of topic, graphics, writing, and overall quality will be captured. The total for these categories will be calculated and the numeric score utilized for determination of target met. [See rubric under *Supporting Documentation.*]

Target

70% of students will receive a numeric score of 70 or greater.

Finding: Met

The target was met in that 77% of students met the target score of 70 or greater. This score is based upon overall quality. Within the additional subcategories of topic, graphics, and writing, the range of scores were more highly variable, yet the averages did meet the target in each area. Students received the highest marks in the areas of topic and graphics and the lowest in writing. While not formally calculated, the most frequent feedback was an excess of text on the infographic.

Use of Results

The students met the target for the overall quality, topic, graphics, and writing. However, the general summary is that while the target was met in all categories, the poorest performance was in the area of writing. The most consistent feedback was that there was excess text included in the infographic. As the outcome is communication, it is necessary to provide

instruction in the areas of visual, graphical, oral and written communication. Enabling students to submit a rough draft and receive feedback is anticipated to result in an increase total score and particularly on their written score as they will have the chance to revise. Providing the opportunity for students to respond to feedback and make changes is expected to improve mastery of the learning outcome. This revision to the assignment will be included in the Spring 2022 semester.

Status Update on a Previous Action

As part of the ANSC UG degree program, of which the Equine Science Certificate is a component, students are now required to participate in a high impact learning experience. In the Spring 21 Semester, students were required to complete an assignment asking them to pose a solution for a real world problem they have encountered as part of their ANSC 399 (high impact learning experience) course. This assignment was reviewed using a qualitative approach of coding focusing on application of critical thinking within the student responses by the ANSC 399 coordinator. This provided a complementary measure of critical thinking for all students completing the equine certificate. The rationale is that incorporation of critical thinking into the high impact learning experiences will provide students an opportunity to translate critical thinking skills into a real world application with which they are personally connected.

Upon completion of this assessment, it was determined that this was a valuable metric but did not impart any additional feedback or curricular instruction to have an immediate impact upon student learning. Resultantly, this has spurred the revision of the curriculum in subsequent action plans for a more direct impact on student learning.

Supporting Documentation

Equine Science Educational Flyer Grading Rubric						
Name:						
Criteria	Excellent 25 pts	Good 18-24 pts	Moderate 12-17 pts	Poor 6-11 pts	Incomplete 0-6 pts	Given Score and Comments
Topic	The flyer is suitable for educating horse enthusiasts about a topic covered in class (or approved by the instructor). All the information on the flyer was accurate.	The flyer covered a suitable topic, but there were small errors with accuracy of the information presented.	The flyer covered a suitable topic, but was too superficial or vague in some areas. The information provided contained inaccurate statements.	It may have been a relevant topic, but was too broad and/or vague to be effective. The majority of the information in the flyer is inaccurate.	The flyer didn't apply to horses	
Graphics	Flyer includes high quality and relevant graphics in color. The graphics effectively convey information about the topic and/or enhance the overall impact of the flyer.	Graphics were effective, but may have had some slight pixelation or blurriness. Some graphics may not aid to overall look and/or understanding of the flyer.	Graphics would help in understanding, but are too small, pixelated, or blurry to see. Colors were utilized that made the flyer difficult to read. There were too many graphics or patterns utilized that distract from information in the flyer.	Graphics are present, but they are very low quality and/or hinder understanding of the flyer	The flyer contained no graphics	
Writing	Verbage is concise, pertinent, and to the point. The writing uses proper grammar and is free from typos	The writing conveyed the information, but could have been more concise. The flyer contained 1-2 typos or grammatical errors.	The writing was confusing and/or off-topic at times. The flyer contained 3-5 typos or grammatical errors.	The flyer contained more than five typos or grammatical errors. The writing did not convey information about the topic.	The flyer contained no writing	
Overall Quality	The flyer is easy to read and understand. It looks professional and could be widely distributed.	Overall, the flyer is good quality but would need some slight changes to be widely distributed.	The flyer met basic requirements, but is not very professional and would need major changes before distribution.	The flyer looks unprofessional or had incomplete information and/or pictures	The flyer cannot be understood	
Total Points Possible					100	Total Points Earned