Plan to Implement the Discipline-Specific
Spoken, Visual, and Written Communication Requirement
In the Dairy Science Major

The Department of Dairy Science offers the Bachelor of Science degree for one major: Dairy Science. Within the major there are three approved options of which all students must enroll in one option in order to meet graduation requirements. Each option consists of specific required coursework from within and outside the department that in some way addresses the communication requirement. Option courses come from within the department and from other associated departments and majors on campus. These options are:

- Dairy Enterprise Management
- Bioscience / Pre-Veterinary
- Dual Emphasis (formal minor or dual major required)

The spoken, visual and written requirement will be met through a Communication-across-the-curriculum approach. Students will write both outside and within their major courses, and speak and/or communicate with visual media in nearly every class in the major. Furthermore, a variety of assignments within the major will ensure that students graduating in Dairy Science are proficient in writing and speaking to technical as well as popular audiences and in using electronic visual media that are appropriate to their audiences.

Goal:

Students who graduate from Dairy Science will be able to communicate clearly and effectively in writing and by speaking to technical audiences and a variety of non-technical audiences (ranging from dairy producers to policy makers and interested citizens). Students will be able to employ effective and appropriate electronic visual communication techniques that complement their writing and speaking. Students will be able to employ a wide variety of written and oral communication techniques, coupled with appropriate visual communication tools, to address their intended audiences.
Objectives:

Upon completion of the Bachelor of Science degree in Dairy Science the student will be able to:

1. Describe and explain scientific principles and results of research in a variety of electronic technical formats, including written technical reports, technical seminars and reports of laboratory investigations.

2. Describe and explain scientific principles and results of research in a variety of non-technical formats, including written articles suitable for use as executive briefs, newspaper articles, popular press articles and opinion-editorials.

3. Effectively portray data electronically in tabular and graphic formats to support both technical and non-technical publications.

4. Design and deliver effective oral and/or electronic presentations for both technical and non-technical audiences.

5. Effectively utilize electronic presentation of tabular data, graphics, photographs and figures to support oral presentations.

Implementation – Dairy Science:

Dairy Science students are required to complete at least one designated writing intensive (WI) course outside their major department to improve their ability to communicate outside their major field of expertise and interest. Dairy Science students complete ENGL 3764 Technical Writing or an equivalent course.

Communication objectives in Dairy Science will be met within the following suite of required courses in the major in the department and College of Agriculture and Life Sciences:

1. DASC 1574 Introduction to Dairy Science (Freshman year)
2. DASC 2474 Dairy Science and Industry
3. DASC 2484 Dairy Cattle Evaluation
4. DASC 3274 Applied Dairy Cattle Nutrition
5. DASC 3474 Dairy Information Systems
6. DASC 4074 Dairy Science Seminar and Communications
7. DASC 4174 Applied Dairy Cattle Breeding
8. DASC 4304 Principles of Bovine Reproduction
9. DASC 4374 Physiology of Lactation
10. DASC 4475 Dairy Enterprise Management I
11. DASC 4476 Dairy Enterprise Management II
12. DASC 4964,4974 Special Studies; Field Studies, Independent Research
In addition, all major specific options require restricted elective coursework. The following restricted elective courses offered by the Department of Dairy Science faculty meet communication objectives as well:

1. ALS 1514 Microcomputers in Agriculture
2. ALS 2504 Animals in Society
3. ALS 3134 Livestock and the Environment
4. ALS 4964,4974 Special Studies; Field Studies, Independent Research

Throughout this suite of courses, students are required to write and/or conduct both non-technical and technical presentations in a variety of informal and formal electronic formats. Additionally, students will act individually and in teams to develop and review case studies, and justify solutions developed concerning complex technical problems. Written and oral feedback will be provided directly to students, and in some cases students will have opportunity to improve and resubmit written assignments. Written and oral presentations will vary from brief summaries to in-depth dissertations and seminars. Students will be required to display increasingly sophisticated communication skills as they progress through the curriculum.

**Assessment:**

We will assess outcomes associated with this Spoken, Visual, and Written Communications Requirement in our curriculum as follows:

1. Through graduating student exit interviews that will specifically refer to the communication requirement to gain feedback.

2. Through the new assessment procedures being employed for each department by the University Outcomes Assessment Office.

3. Through periodic surveys of employers of our graduates. Surveys will ask employers to evaluate the performance of our graduates in the areas related to objectives listed above.

4. Through class-specific course evaluation that will include questions regarding the communications requirement.

5. Through actual performance of Dairy Science students that compete in formal regional and national intercollegiate activities and contests where performance is evaluated by industry stakeholders and success is heavily dependent on expertise in a variety of communication skills.