

Cultivating Personal and Professional Development: The Benefits of a Student Designed Agricultural Industry Tour

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Oregon State University



History

- AgExec serves as governing body within the College of Agricultural Sciences
- Began in 1995 – President of Agricultural Executive Council
- First tour – students fit in one van
- Student-led event for 20 years



How it Works

- Vice President is responsible for organizing the tour
- Support from officer team, Academic Programs Office, and Experiential Learning Coordinator
- Financial support from industry donors
- Support from volunteers



Application and Marketing



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OSU
Oregon State University

Agricultural Executive Council
College of Agricultural Sciences

2015 Industry Tour Application

Applicant Information

Full Name: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Cell Phone: () _____
ONID Email _____
Address: _____

Insight Questions

This information is being requested to gather your involvement and interests within the College of Agricultural Sciences at Oregon State University.

Please list all clubs/ organizations within the College of Agricultural Sciences/ Forestry that you are currently involved within.

Club/ Organization Name

Have you attended the Agricultural Executive Council Industry Tour in the past?

Yes No If yes, what year(s)? _____

What is your current major/ minor?

Current College Status

Freshman Sophomore Junior Senior Graduate Student

How did you hear about the Agricultural Executive Council Industry Tour?

Agricultural Executive Council Professor/ Instructor Friend/ Colleague Other



Marketing

The Agricultural Executive Council
Presents:



Sign Up Today in Bexell 214 or 330
Registration fee \$50
Fee Increases after Dec. 12

OSU
Oregon State
UNIVERSITY

SWAG Industry Tour Informational Meeting



6:15 P.M. Wednesday April 8th 2015
Linus Pauling Science Center 125



Benefits

- Industry connections
- Networking
- Exposure to numerous areas of agriculture
- Personal growth
- Professional growth
- Career readiness



Benefits

“...on the tour, we were able to witness aspects of the agricultural industry...I am able to use what I witnessed on the tours and, as a result, relate better to topics that I would have otherwise been unfamiliar.”

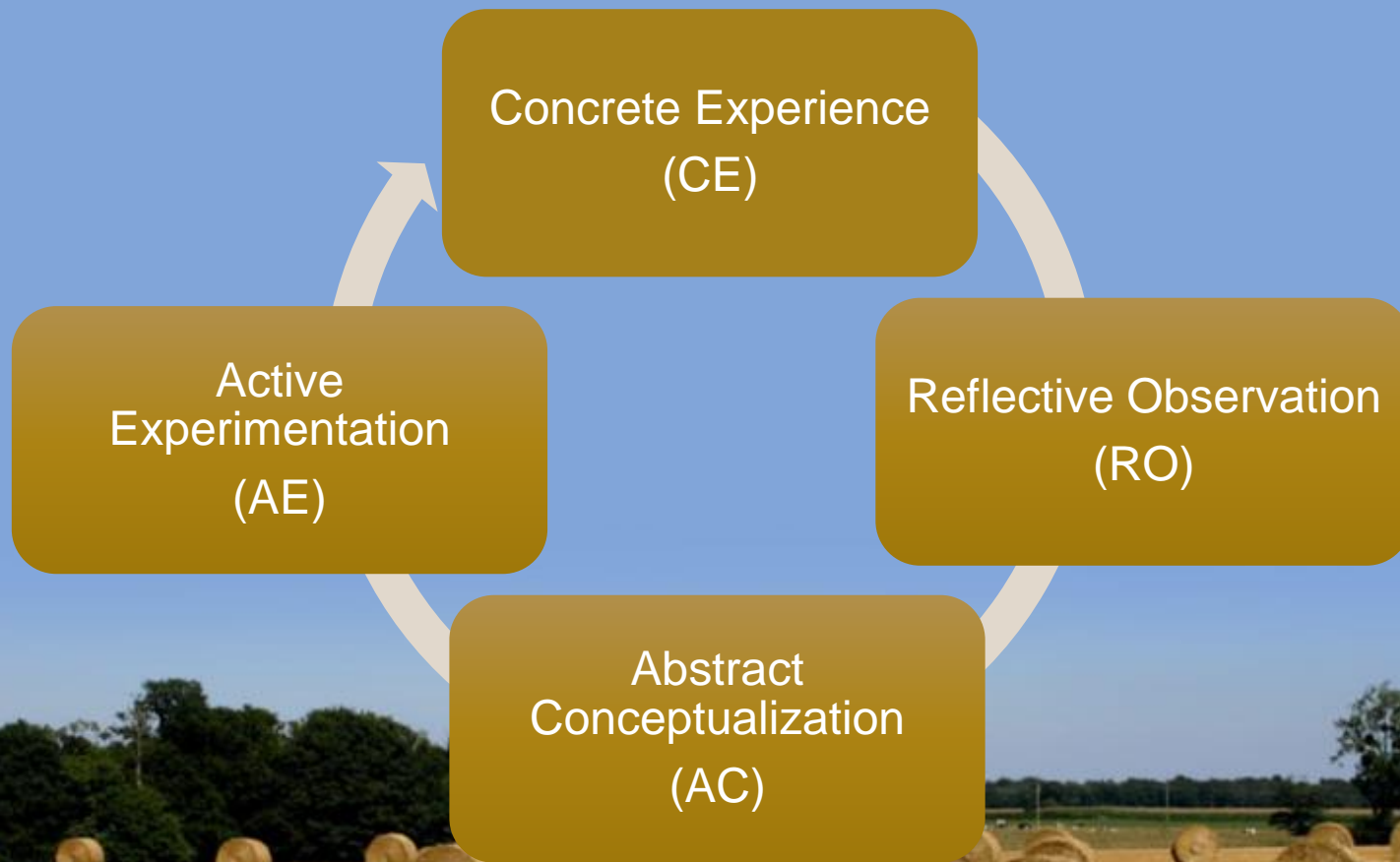
--Jessica Budge

Executive Director, Oregon Agriculture in the Classroom

Oregon State University Alumni



Experiential Learning



Objectives

- Determine students' general satisfaction with the industry tour
- Explore the perceptions and attitudes concerning personal and professional benefits of participating in an agricultural industry tour
- Implementation of reflection activities to foster the experiential learning process



Survey Instrument

- On-site, paper survey instrument
- Designed to measure perceptions and attitudes of students who participated in an internship – modified for industry tour participants
 - Supplemental reflection worksheet



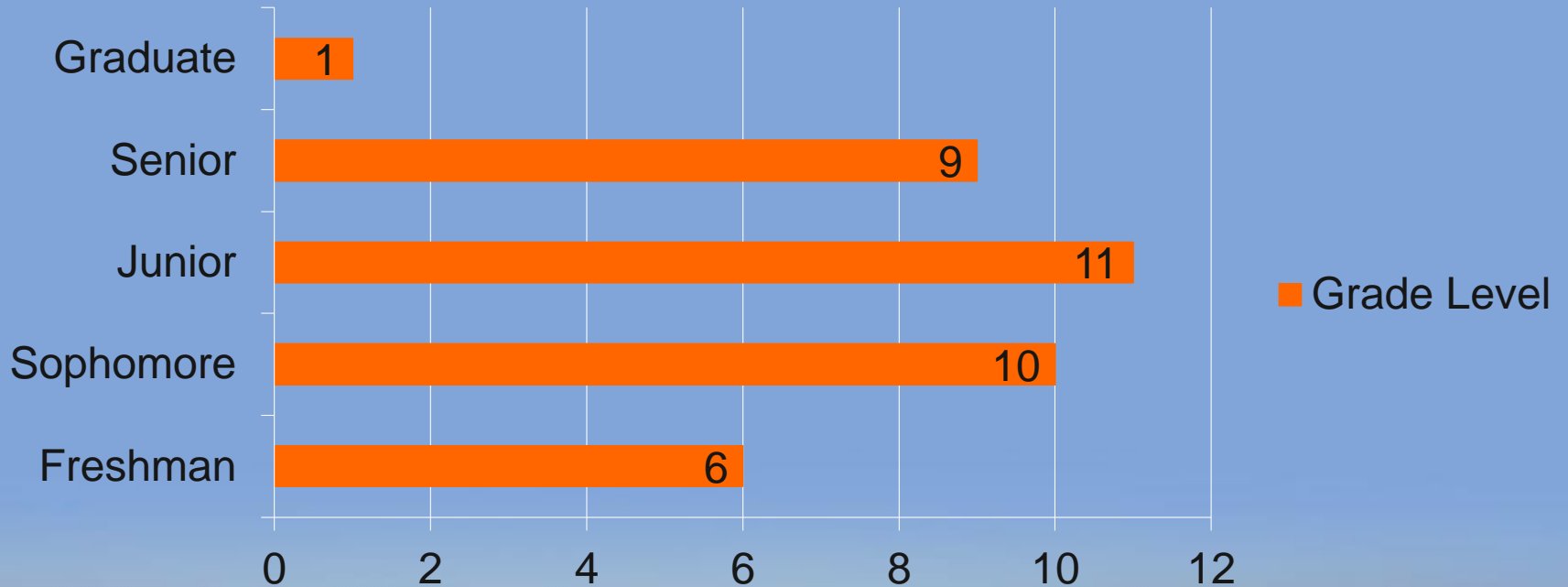
Participants

- 37 participants
- 25 had not participated in an industry tour prior to this event
- 29 females, 8 males



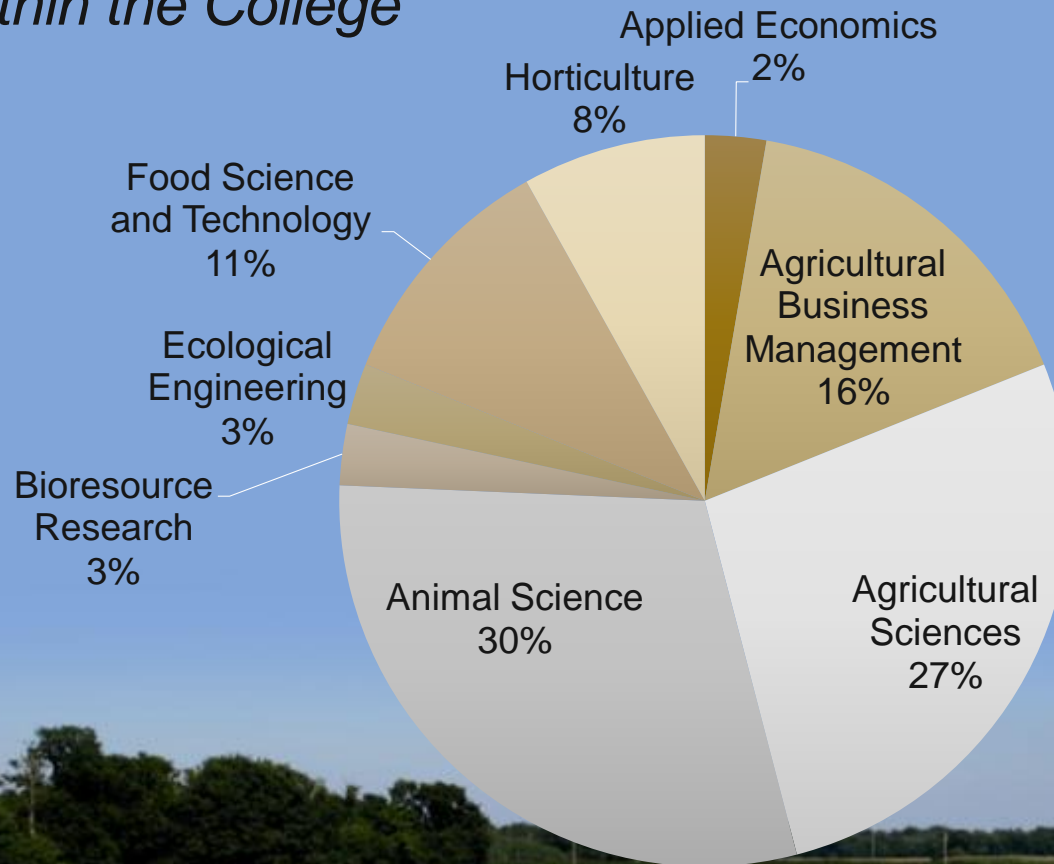
Participants

Grade Level



Participants

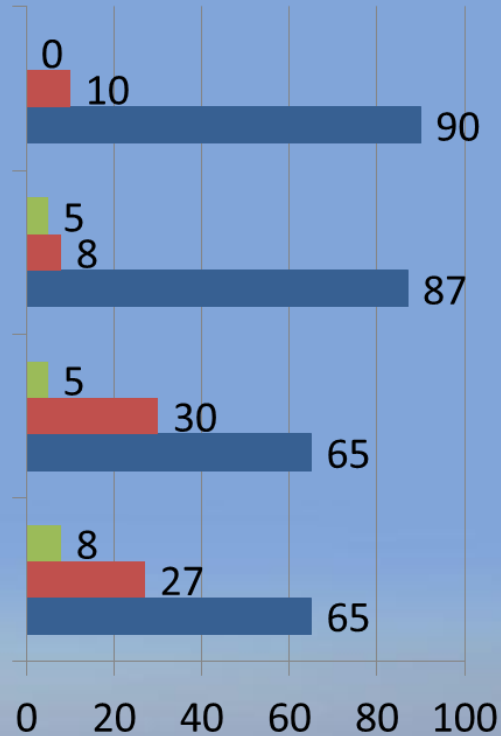
Major Within the College



Findings

Perceived Career Readiness

I feel more confident to talk to industry professionals



I am more aware of career opportunities

I have gained insight into my chosen career field

I have grown professionally due to the tour

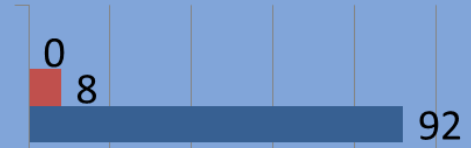
Disagree
Neutral
Agree



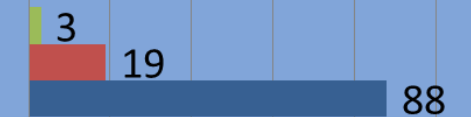
Findings

Industry Tour Satisfaction

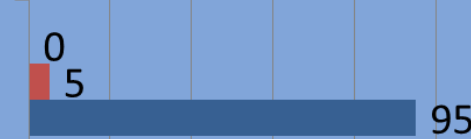
I felt a sense of pride learning about Oregon agriculture



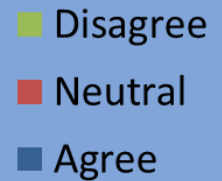
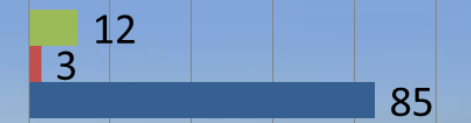
I grew personally from the industry tour



Supported my perception of Agriculture



Was pleased with tour stops



Conclusions

- Students were satisfied with the industry tour
- Students felt an increase in perceived career readiness
- Created the potential for long term industry partnerships
- Created career and internship opportunities for students



Implications

- Implemented a one day industry tour this spring that was equally successful
- Acquired significant support from the Dean of the College of Agricultural Sciences
 - Expressed interest in reaching all 210+ agricultural commodities in Oregon over the next two years
 - Considering offering upper division credit for students who attend a three day industry tour
 - Interested in facilitating enough tours to accommodate all interested students within the college



Recommendations

- Further research on students' perceptions, attitudes, and motivations to participate
- Further research on industry impact
- Creation of an industry tour specific measurement tool to capture useful data, including pre and post assessments
- Further application of the use of reflections – implementation of experiential learning process



Recommendations

- Collaboration with other colleges (e.g. College of Business, College of Forestry)
- Host industry tours on parent visit weekends



Thank You!

- Questions?

