

Adult Education Meeting

For my adult education evaluation I attended an educational seminar/demonstration on the topic of ultrasound in relation to the agricultural industry. This seminar covered various aspects for which introduced, described, and promoted the use of ultrasound in the cattle and horse business. Throughout this paper I will summarize and critique the seminar entitled **“Precision Ultrasound, it’s what’s inside that counts.”**

Teaching Methods

1. Lecture
2. Demonstration

The information was presented to the audience orally with the presenters demonstrating techniques of ultrasound as they spoke. The use of lecture allowed the presenters the ability to disseminate a large amount of information in a limited amount of time. The inclusions of demonstrations encouraged the comprehension in addition to modeling the procedures needed to perform the presented tasks.

The husband and wife duo divided their presentation, between cattle and horse’s. Johnna presented information in relation to cattle, primarily through a demonstration. She utilized two bulls as the focal point of the information transfer. As she spoke she demonstrated the proper techniques for which to conduct ultrasound upon the two bulls in relation to rib eye and back fat and how proper measurements could enhance profitability of producers. Primarily, her talk was centered upon the results of the ultrasound, shown on the monitor. As the results appeared, Johnna would interpret the findings. Therefore, her teaching method was conducive to lecturing with the integration of a real-life demonstration.

Johnna’s husband Tommy focused his attention upon horses. His presentation was lecture based with information being presented through the application of the ultrasound equipment. As he spoke he demonstrated upon two horses. The ultrasound monitor provided information not previously discussed, so it stimulated some questions. These questions from the audience were for clarification of the information being presented. In addition Tommy discussed the machinery and tools for which his wife had been using to determine back fat of the bulls and how the industry was relying upon this new technology for marketing decisions.

Handouts

Each participant had the ability to obtain a two-page brochure outlining the functions and factors relating to ultrasound technology. This brochure was packed with information that was an extension to the material being presented during the demonstration and lecture. It was professionally printed in color, thus providing a clear assessment of all information.

Facilities

The ultrasound seminar was held at the local fairgrounds in the show arena. This atmosphere provided the opportunity to bring in animals in order to perform demonstrations. The show area had a three-foot fence surrounding the show ring with bleachers on two sides. The seminar was focused on one end of the area. The audience was able to sit in the bleachers or stand beside the show ring. The entire facility was enclosed and heated which provided the audience with a comfortable environment to learn. There were approximately 25 individuals in attendance, with ample room for everyone to view the demonstrations and ask questions.

Time

The seminar was presented at 2:00 p.m. following the chuck wagon dinner, which ended at 1:30, therefore the seminar participants had the opportunity to eat at the Expo dinner and attend the seminar. In addition the scheduling of the Ultrasound Seminar did not conflict with any other seminars being presented. The seminar lasted approximately 75 minutes; the presenters were willing to stay longer to discuss prices. I believe that their primary goal was to obtain new business; therefore they were willing to cater to future clientele.

Target Audience

The target audience was individuals who have animals that could benefit from Ultrasound technology. This technology seeks to determine the stage of pregnancy of animals along with determining the amount of fat and muscle percent. Anyone who owns an animal could utilize the services being presented, not just cattle and horse owners. Show animals along with cats and dogs of all breeds have also been checked by ultrasound, which was disclosed by Johnna.

Setting

This seminar was offered in conjunction with the New Mexico Agriculture Expo in Portales, New Mexico. The atmosphere was characteristically agriculture related, thus access to the target audience. The seminar was offered on the first day of the two-day Ag Expo. Many spectators who attended may not have driven there just to attend this seminar, but with its connection to the Ag Expo they were able to attend two events that were held in conjunction.

Advertisement

This seminar was introduced to the public through many forms of advertisement. Being held in conjunction with the New Mexico Ag Expo, which provided the means to reach a large audience in relation to the target population. Advertising was done through the local radio and newspaper, in addition to several agricultural publications for this region. The advertisement began approximately three weeks before the program locally, being seen in the newspaper. Furthermore, advertisement was provided in many schedules that were mailed to all box holders in the county.

Limitations

The limiting factor of this presentation was the sound system. At the beginning of the presentation (introduction) the first speaker began using the mobile microphone, which was connected to three speakers placed on one side of the room. Therefore, only one side of the audience benefited from the sound equipment, whereas the other side could hardly hear the information because it was in competition with people, animals and outside noises. These noises drowned out the speakers and thus hampered learning.

During the demonstration phase of the presentation the sound equipment became ineffective because the ultrasound equipment puts out a frequency that interfered with the mobile microphone. This produced a loud humming noise with high pitches' that were being amplified through the speakers. At this point they discontinued the use of sound equipment, and from that point forward the audience was unable to effectively hear the presenters, because the presenters were not projecting their voices. Therefore the information transfer was being hampered, reducing comprehension.

Final Comments

A great topic; I believe this form of technology to be a factor in future agricultural issues. The ability to see what's inside the animal will be a catalyst that governs the buying and selling of many animals.

The organization and setup of this seminar was the limiting factor for which limited the potential of true effectiveness. Basic procedures relating to setup would have benefited from the information transfer. If the presenters had performed a trial run of all equipment they would have discovered the conflicts among the ultrasound equipment and the microphone. Furthermore, their lack of organization was evident during the initial phase of the presentation. Instead of passing out the handouts they held them up in front of everybody and explained what they were and then laid them off to the side, stating that you could obtain this information as you left. This handout had the potential to answer many of the posed questions, in addition to stimulating questions that I have incurred since viewing the handouts.

In conclusion I enjoyed the seminar and the information that I've obtained. I will be able to better understand future information that I will encounter relating to this new technology.