



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE:

Revise courses specified for General Education requirements for the Bachelor of Science degree in Agricultural Communications, Colleges of Media and Agricultural, Consumer and Environmental Sciences

SPONSOR:

Lulu Rodriguez, Associate Professor and Director, Agricultural Communications Program, (217) 300-1045, lulurod@illinois.edu

COLLEGE CONTACT:

Julian Parrott, Associate Dean for Student Services and Academic Affairs, College of Media, (217) 244-4329, jparrott@illinois.edu

Laurie Kramer, Associate Dean of Academic Programs, College of ACES, (217) 333-3380, lfkramer@illinois.edu

BRIEF DESCRIPTION:

We are requesting to change specific courses to satisfy General Education requirements in the Agricultural Communications (AGCM) curriculum. We seek permission to require students to take certain courses, which also fulfill the following General Education requirements: Quantitative Reasoning I, Cultural Studies, Social and Behavioral Science, and Physical Science.

See Appendix A

JUSTIFICATION:

Revisions to the specific required General Education courses are requested to better reflect skills needed in the agriculture and communications industries. There will not be any change in overall hours required as a result of this proposal. We propose to revise the courses taken in the major to meet the General Education requirements, in this way:

1. Quantitative Reasoning I - Revise the list. Remove MATH 124, MATH 220, MATH 221, and MATH 234 as options to fulfill this requirement. Keep STAT 100 and add

social science-related Statistics courses: ACE 261, CPCS 241, ECON 202, EPSY 280, MATH 161, PSYC 235, SOC 280, or SOCW 225.

Statistics is required in the AGCM professions and it provides training in key math and logic skills. Thus, we want to require statistics specifically. If students wish to take Calculus, they may use that to fulfill the Quantitative Reasoning II requirement.

2. Cultural Studies - Update the descriptions.

The description of required cultural studies General Education requirements needs to be updated to the correct titles.

3. Social and Behavior Sciences – Revise choices. Instead of requiring PS101, we propose to allow students to choose between PS 101 and ACE 100. PSYC 100 will continue to be required for all students.

Students campus-wide have some flexibility to decide on what aspects to focus for the Social and Behavior Science requirements. This change would allow students to have an option—either PS 101 or ACE 100. We want to add ACE 100 as a choice for those needing a background in consumer economics. Other students, however, will still be able to take PS 101 if they prefer. If students wish to take both courses, they can use elective hours.

Please see letter of support from the Department of Agricultural and Consumer Economics (ACE).

4. Physical Science – We seek to remove FSHN 101 and NRES 100, courses that are included in the Food and Environmental Systems minor, from the list of options. Students need to take an additional Physical Science course to broaden their science background in addition to the courses required in the major and minor.

These changes have been approved by the AGCM Program Committee, which oversees the Agricultural Communications curriculum and program of study. This Committee includes the department heads of Journalism and Advertising and the associate deans for academic programs of the Colleges of Media and ACES.

BUDGETARY AND STAFF IMPLICATIONS: (*Please respond to each of the following questions.*)

1) Resources

a. How does the unit intend to financially support this proposal?

These changes will not create additional financial demand. These courses are already being taught as General Education requirements; ACE has capacity to serve students in ACE 100.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

These changes will not require additional resources from our unit. We do not expect an overall increase in student numbers as a result of changes that will impact other units.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

The ACE department has provided a letter supporting our proposal to include ACE 100 as an option for AGCM students.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

We do not seek additional funding from either college for this proposal and do not expect to do so in the future.

2) Resource Implications

- a. Please address the impact on faculty resources, including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

As General Education requirements (except ACE 100), the proposed courses are available to students across campus. We do not expect a noticeable impact on faculty resources due to these revisions to our curriculum, which enrolls about 45 students.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

The ACE department has approved these changes. All other changes give students access to General Education courses, which are available to all students across the University.

- c. Please address the impact on the University Library

Please see attached letter of support from the University Library confirming that the Communications and ACES Libraries see no appreciable impact on their capacities to meet student demand.

- d. Please address the impact on technology and space (e.g., computer use, laboratory use, equipment, etc.)

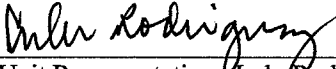
AGCM students will not impact technology and space requirements. We have capacity for current students and do not expect an overall increase in enrollments as a result of this proposal.

DESIRED EFFECTIVE DATE: Fall 2015

STATEMENT FOR PROGRAMS OF STUDY CATALOG: Please see Appendix A

CLEARANCES: *College of Media*

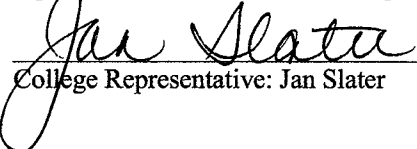
Signatures:



Unit Representative: Lulu Rodriguez
Agricultural Communications Program

9 March 2015

Date:



College Representative: Jan Slater

3-12-15

Date:

CLEARANCES: *College of ACES*

Signatures:

Lulu Rodriguez
Unit Representative: Lulu Rodriguez
Agricultural Communications Program

9 March 2014
Date:

Laurie Kramer
College Representative: Laurie Kramer

3-11-15
Date:

Appendix A: Proposed Curriculum Revisions

<u>Current</u> General Education Requirements	<u>Justification</u> (based on attached narrative)	<u>Proposed</u> General Education Requirements
Composition 1 and Speech RHET 105 + CMN 101, or CMN 111 + CMN 112		Composition 1 and Speech No change
Advanced Composition Select from campus-approved list (JOUR 200; AGCM 220).		Advanced Composition No change
Cultural Studies Select one course from Western Culture and one from Non-Western/U.S. Minority Culture from campus approved list.	2	Cultural Studies Select one course from Western/Comparative Culture(s) and one from Non-Western/U.S. Minority Culture(s) from campus-approved list.
Foreign Language Coursework at or above the third level is required for graduation.		Foreign Language No change
Quantitative Reasoning I Select one of the following: STAT 100 (or its equivalent) MATH 124 – Finite Mathematics MATH 220 – Calculus MATH 221 – Calculus I MATH 234 – Calculus for Business I	1	Quantitative Reasoning I Select one of the following: Stat 100 - Statistics ACE 261 – Applied Statistical Methods CPSC 241 – Intro to Applied Statistics ECON 202 – Economic Statistics I EPSY 280 – Elements of Statistics MATH 161 - Statistics PSYC 235 – Intro to Statistics SOC 280 - Intro to Social Statistics SOCW 225 – Intro Stat for Social Work
Quantitative Reasoning II Select one from campus-approved list.		Quantitative Reasoning II No change
Natural Sciences & Technology Physical Science Select one from the following: GEOL 107 - Physical Geology PHYS 101 - College Physics: Mech & Heat CHEM 102 & 103 - General Chemistry I and General Chemistry Lab I ATMS 100 - Introduction to Meteorology ATMS 120 – Severe and Hazardous Weather	4	Natural Sciences & Technology Physical Science Select one from the following: GEOL 107 - Physical Geology PHYS 101 - College Physics: Mech & Heat CHEM 102 & 103 - General Chemistry I and General Chemistry Lab I ATMS 100 - Introduction to Meteorology ATMS 120 – Severe and Hazardous Weather

<p>ATMS 140 - Climate and Global Change ENVS 101 - Introduction to Energy Source ESE 117 - The Oceans ESE 118 - Natural Disasters FSHN 101 - Intro Food Science & Nutrition NRES 100 - Fundamentals of Env Sci</p> <p>Life Science</p> <p>Select one from the following: IB 103 – Introduction to Plant Biology MCB 100 & 101 - Introductory Microbiology and Intro Microbiology Laboratory ANSC 207 - Companion Animal Biology & Care ANTH 249 - Evolution and Human Disease CPSC 112 - Introduction to Crop Sciences CPSC 113 – Environment, Agriculture, & Society FSHN 120 - Contemporary Nutrition IB 102 - Plants, People & Environment IB 105 - Environmental Biology IB 107 - Global Warming, Biofuels, Food IB 109 – Insects and People</p>		<p>ATMS 140 - Climate and Global Change ENVS 101 - Introduction to Energy Source ESE 117 - The Oceans ESE 118 - Natural Disasters</p> <p>Life Science</p> <p>No change</p>
<p>Humanities and the Arts Select from campus approved list.</p>		<p>Humanities and the Arts No change</p>
<p>Social and Behavioral Science PSYC 100 – Intro to Psych PS 101 – Intro to US Gov & Pol</p>	<p>3</p>	<p>Social and Behavioral Science PSYC 100 – Intro to Psych</p> <p>Choose one course from: PS 101 - Intro to US Gov & Pol ACE 100 – Agr Cons and Resource Econ</p>

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

University Library
Office of Dean of Libraries
and University Librarian
230 Main Library, MC-522
1408 West Gregory Drive
Urbana, IL 61801



March 10, 2015

Lulu Rodriguez
Associate Professor and Director, Agricultural Communications Program
Professor and Director of Graduate Studies
274 Bevier
M/C 182

Dear Dr. Rodriguez:

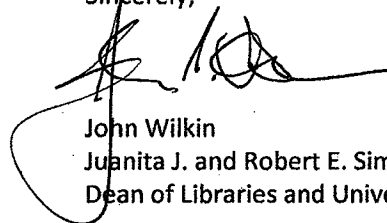
Thank you for providing the University Library with the opportunity to review the proposed changes to the Agricultural Communications Program. The packet forwarded to the Library included three proposals. This letter covers the Library's response to the three proposals:

- Revise courses specified for the General Education requirements for the undergraduate major in Agricultural Communications, Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Create a Journalism Concentration and terminate the News Editorial and Broadcast Journalism Concentrations in the Department of Journalism for the undergraduate major in Agricultural Communications in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.
- Revise the Advertising Concentration requirements for the Agricultural Communications major in the Colleges of Media and Agricultural, Consumer and Environmental Sciences.

Based upon the proposals submitted to the Library on March 3, 2015, we do not believe that there will be any substantive impact on existing library offerings. Feedback from the subject specialists located in our Communications and ACES Libraries indicated great appreciation for seeing the proposals but confirmed that there would be no appreciable impact.

If additional services or materials are required as the program evolves, I have every confidence that we will be able to work together to meet the needs of the students.

Sincerely,



John Wilkin
Juanita J. and Robert E. Simpson
Dean of Libraries and University Librarian

c: Robert Allen
Lisa Romero
Thomas Teper

Anderson, Barbara Rk

From: Ando, Amy W
Sent: Tuesday, February 24, 2015 10:59 AM
To: Ellinger, Paul N; Anderson, Barbara Rk
Subject: RE: AGCM letter of support

The Undergraduate Policy Committee in ACE has confirmed and approved this request. It should be no problem for us to accommodate the AgComm students.

Best regards,
Amy

Amy W. Ando, Professor
Associate Head of Academic Programs
Director of Graduate Studies
Dept. of Agricultural and Consumer Economics
University of Illinois Urbana-Champaign
amyando@illinois.edu
Ph. 217-333-5130
<http://ace.illinois.edu/directory/amy-w-ando>

From: Ellinger, Paul N
Sent: Friday, February 20, 2015 1:55 PM
To: Anderson, Barbara Rk
Cc: Ando, Amy W
Subject: RE: AGCM letter of support

Barbara. I don't see an issue with this, but I will forward to our UPC for confirmation. Paul

Paul N. Ellinger, Phd sent via mobile
Professor and Head, Department of ACE
University of Illinois

----- Original message -----
From: "Anderson, Barbara Rk" <banders9@illinois.edu>
Date: 02/20/2015 2:46 PM (GMT-05:00)
To: "Ellinger, Paul N" <pellinge@illinois.edu>
Subject: AGCM letter of support

Dear Dr. Paul Ellinger,

The Agricultural Communication Program is in the process of making some revisions to our curriculum. Since these revisions include an ACE course, I am soliciting a letter of support which can be attached to our proposal. This letter can be an email response to this request.

We would like to list ACE 100 as a choice for the Social Science General Education requirement. Students will select between PS 101 and ACE 100.

Thank you for considering this request. I look forward to your response of support to these changes. Please contact me if you have any questions.

Best,

Barbara Anderson
Academic Advisor, College of Media

<http://advisorbarbara.weebly.com>

18 Gregory Hall MC-477, 810 South Wright Street, Urbana, IL 61801 (217) 244-4329