

APPROVED BY SENATE
02/05/2018



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Proposal to add three required credit hours and to expand the list of courses students can choose from to satisfy the major requirements to earn the B. S. in Agricultural Communications, Agricultural Communications Program, College of Agricultural, Consumer and Environmental Sciences

SPONSOR: Lulu Rodriguez, Director, Agricultural Communications Program, 300-1045, lulurod@illinois.edu

COLLEGE CONTACT: Mary Lowry, Assistant Dean, College of ACES, 333-9391, lowry@illinois.edu

BRIEF DESCRIPTION: The program of study for the major in Agricultural Communications requires students to take ACES 101 or ACES 200, AGCM 110, AGCM 320 and JOUR 200. It also asks students to choose two courses from the following: AGCM 220, 270, 315, 330, 398, and 430, for an additional 6-7 credit hours. We propose to add three more courses to this list of options (AGCM 230- Ag and Env Photography, AGCM 250- Visual Principles for Ag Communicators and AGCM 293-Communications Internship) and to change the requirement from “Select two” to “Select three” from this expanded list of options. This revision will not change the total number of hours needed for the degree, 126. See Appendix A for details.

JUSTIFICATION: The result of the Agricultural Communications Program’s curriculum review and outcomes assessment, and the combined recommendations of the Agricultural Communication Program Committee, its external Advisory Committee, and Committee of Sustaining Sponsors reveal the dearth of student exposure to courses that develop skills in the planning, selection, composition, and design of images (photography, graphic design, videography) as independent communication materials or in combination with text. Adding AGCM 230 and 250 to the list of courses that will satisfy the Agricultural Communications requirement enables the Program to satisfy the visual communications skills required of internship and employment providers.

Many of our students benefit significantly from internships. Thus, we highly encourage them to undertake this component of the program. Adding AGCM 293 (Professional Internship) to the list of options communicates the value of this learning element.

BUDGETARY AND STAFF IMPLICATIONS:

- 1) Resources
 - a. *How does the unit intend to financially support this proposal?*

Professional Internship for credit has been an integral part of the curriculum since the degree program was approved. AGCM 230 and 250 have been standard Program course offerings since 2014. We anticipate no additional expenses to sustain these two courses.

- 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?*
No function or programmatic initiatives will be displaced by requiring an additional course. The proposed two additional courses have been offered regularly, once a year, since 2014. With current major enrollment at 40, we have capacity to oversee the internship experience of all students.
- 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.*
This proposal will not require additional campus or other external resources.
- d. *Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.*
See attached letter from Dean Kalita.

2) Resource Implications

- a. *Please address the impact on faculty resources including changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.*
No impact on faculty resources is expected from this proposal. All courses are already staffed. Because students will be able to choose from nine courses, we anticipate no negative impact of this proposal on any one course. We have the capacity to make the proposed courses available to all majors.
- b. *Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.*
This proposal has no impact on courses taught in other units.
- c. *Please address the impact on the University Library*
This proposal has no impact on the University Library.
- d. *Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)*
This proposal is not expected to have any impact on technology and space.

DESIRED EFFECTIVE DATE: Spring 2018

STATEMENT FOR PROGRAMS OF STUDY CATALOG: Please see Appendix A.

CLEARANCES:

Signatures:

Andru Rodriguez

03 November 2017

Unit Representative:

Date:

Samuel U. Uchir

11.15.17

College Representative:

Date:

Graduate College Representative:

Date:

Council on Teacher Education Representative:

Date:

APPENDIX A:

Proposal to expand the list of courses students can choose from to satisfy the Agricultural Communications Required Courses in the B. S. in Agricultural Communications, Agricultural Communications Program College of Agricultural, Consumer and Environmental Sciences

Prescribed Courses including Campus General Education					
<i>Current requirements</i>			<i>Proposed revisions</i>		
Code	Title	Hours	Code	Title	Hours
Composition I and Speech			Composition I and Speech		
Select one of the following:		6-7	Select one of the following:		6-7
RHET 105 & CMN 101	Writing and Research and Public Speaking (See College Composition I requirement)		RHET 105 & CMN 101	Writing and Research and Public Speaking (See College Composition I requirement)	
OR			OR		
CMN 111 & CMN 112	Oral & Written Comm I and Oral & Written Comm II		CMN 111 & CMN 112	Oral & Written Comm I and Oral & Written Comm II	
Advanced Composition			Advanced Composition		
Select from campus approved list. (JOUR 200; AGCM 220)		3-4	Select from campus approved list. (JOUR 200; AGCM 220)		3-4
Cultural Studies			Cultural Studies		
Select one course from Western/Comparative culture and one from non-Western/U.S. minority culture from campus approved list.		6	Select one course from Western/Comparative culture and one from non-Western/U.S. minority culture from campus approved list.		6
Foreign Language			Foreign Language		
Coursework at or above the third level is required for graduation			Coursework at or above the third level is required for graduation		
Quantitative Reasoning I			Quantitative Reasoning I		
Select one of the following:		3-4	Select one of the following:		3-4
ACE 261	Applied Statistical Methods		ACE 261	Applied Statistical Methods	

CPSC 241	Intro to Applied Statistics		CPSC 241	Intro to Applied Statistics	
ECON 202	Economic Statistics I		ECON 202	Economic Statistics I	
EPSY 280	Elements of Statistics		EPSY 280	Elements of Statistics	
PSYC 235	Intro to Statistics		PSYC 235	Intro to Statistics	
SOC 280	Intro to Social Statistics		SOC 280	Intro to Social Statistics	
SOCW 225	Intro Stat for Social Work		SOCW 225	Intro Stat for Social Work	
STAT 100	Statistics (or its equivalent)		STAT 100	Statistics (or its equivalent)	
Quantitative Reasoning II		3-4	Quantitative Reasoning II		3-4
Select one from campus approved list			Select one from campus approved list		
Natural Sciences and Technology			Natural Sciences and Technology		
Physical Science			Physical Science		
Select one from the following:		3-5	Select one from the following:		3-5
ATMS 100	Introduction to Meteorology		ATMS 100	Introduction to Meteorology	
ATMS 120	Severe and Hazardous Weather		ATMS 120	Severe and Hazardous Weather	
ATMS 140	Climate and Global Change		ATMS 140	Climate and Global Change	
CHEM 102	General Chemistry I		CHEM 102	General Chemistry I	
& CHEM 103	and General Chemistry Lab I		& CHEM 103	and General Chemistry Lab I	
ENVS 101	Introduction to Energy Sources		ENVS 101	Introduction to Energy Sources	
ESE 117	The Oceans		ESE 117	The Oceans	
ESE 118	Natural Disasters		ESE 118	Natural Disasters	
GEOL 107	Physical Geology		GEOL 107	Physical Geology	
PHYS 101	College Physics: Mech & Heat		PHYS 101	College Physics: Mech & Heat	
Life Science			Life Science		
Select one from the following:		3-4	Select one from the following:		3-4
ANSC 207	Companion Animal Biology & Care		ANSC 207	Companion Animal Biology & Care	
ANTH 249	Evolution and Human Disease		ANTH 249	Evolution and Human Disease	

CPSC 112	Introduction to Crop Sciences		CPSC 112	Introduction to Crop Sciences	
CPSC 113	Environment, Agric, & Society		CPSC 113	Environment, Agric, & Society	
FSHN 120	Contemporary Nutrition		FSHN 120	Contemporary Nutrition	
IB 103	Introduction to Plant Biology		IB 103	Introduction to Plant Biology	
IB 105	Environmental Biology		IB 105	Environmental Biology	
IB 109	Insects and People		IB 109	Insects and People	
MCB 100	Introductory Microbiology		MCB 100	Introductory Microbiology	
& MCB 101	and Intro Microbiology Laboratory		& MCB 101	and Intro Microbiology Laboratory	
Humanities and the Arts			Humanities and the Arts		
Select from campus approved list.		6	Select from campus approved list.		6
Social and Behavioral Sciences			Social and Behavioral Sciences		
<u>PSYC 100</u>	Intro Psych	4	<u>PSYC 100</u>	Intro Psych	4
Select one course from:		3-4	Select one course from:		3-4
<u>ACE 100</u>	Agr Cons and Resource Econ		<u>ACE 100</u>	Agr Cons and Resource Econ	
<u>PS 101</u>	Intro to US Gov & Pol		<u>PS 101</u>	Intro to US Gov & Pol	
Agricultural Communications Required			Agricultural Communications Required		
<u>ACES 101</u>	Contemporary Issues in ACES	0-2	<u>ACES 101</u>	Contemporary Issues in ACES	0-2
or <u>ACES 200</u>	ACES Transfer Orientation		or <u>ACES 200</u>	ACES Transfer Orientation	
<u>AGCM 110</u>	Intro to Ag and Env Comm	3	<u>AGCM 110</u>	Intro to Ag and Env Comm	3
<u>AGCM 320</u>	Public Information Campaigns	4	<u>AGCM 320</u>	Public Information Campaigns	4
<u>JOUR 200</u>	Introduction to Journalism	3	<u>JOUR 200</u>	Introduction to Journalism	3
Select two of the following:		6-7	Select three of the following:		9
<u>AGCM 220</u>	Communicating Agriculture		AGCM 220	Communicating Agriculture (3 hours)	
			AGCM 230	Ag and Env Photography (3 hours)	
			AGCM 250	Visual Principles for Ag Communicators (3 hours)	

<u>AGCM 270</u>	Ag Sales and Persuasive Communication	AGCM 270	Ag Sales and Persuasive Communication (3 hours)	
		AGCM 293	Professional Internship (at least 3 hours)	
<u>AGCM 315</u>	Emerging Media	AGCM 315	Emerging Media (3 hours)	
<u>AGCM 330</u>	Environmental Communications	AGCM 330	Environmental Communications (3 hours)	
<u>AGCM 398</u>	Undergraduate Seminar	AGCM 398	Undergraduate Seminar (3 hours)	
<u>AGCM 430</u>	Comm in Env Social Movements	AGCM 430	Comm in Env Social Movements (3 hours)	
Students must also complete the ACES Minor in Food and Environmental Systems	18	Students must also complete the ACES Minor in Food and Environmental Systems		18
Students must also choose between two areas of concentration in the College of Media: Advertising or Journalism	21-23	Students must also choose between two areas of concentration in the College of Media: Advertising or Journalism		21-23
Electives to bring the total to 126 hours	32-45	Electives to bring the total to 126 hours		30-42
Total	126	Total		126

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Academic Programs
128 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801



November 3, 2017

To Whom It May Concern:

I am writing in support of the proposal to make minor revisions to the B.S. in Agricultural Communications Agricultural Communications Program, College of Agricultural, Consumer and Environmental Sciences, proposed by Dr. Rodriguez. The program has not requested funding from the college to support this proposal, and none has been made available. The courses already exist and have capacity for additional students. We don't anticipate any additional funds being needed to implement these changes. If you have any questions, please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Prasanta Kalita'.

Prasanta Kalita
Associate Dean

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

EP.18.29

Office of the Provost and Vice Chancellor for Academic
Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



November 20, 2017

Gay Miller, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Miller:

Enclosed is a copy of a proposal from the College of Agricultural, Consumer and Environmental Sciences to revise the Bachelor of Science in Agricultural Communications.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kathryn A. Martensen'.

Kathryn A. Martensen
Assistant Provost

Enclosures

c: L. Rodriguez
M. Lowry
R. Chappell

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Academic Programs
128 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801



November 15, 2017

Kathy Martensen, Assistant Provost
Office of the Provost
207 Swanlund Administration Building
Campus MC-304

Dear Kathy:

I am writing to request campus-level approval for a revision to the undergraduate curriculum in Agricultural Communications. Please see the attached proposal (in Senate format) for documentation and justification. Under this proposed revision, students would have to complete three fewer hours of elective credit, but the total number of credit hours required for graduation from the Agricultural Communications major would remain the same. The proposal has been reviewed and approved by the College of ACES Courses and Curricula Committee.

Thank you for your consideration. I look forward to receiving your reply.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Prasanta K. Kalita'.

Prasanta K. Kalita
Associate Dean
ACES Academic Programs

PKK/rhc

cc: M. K. Lowry
M. L. A. Rodriguez
AGCM C&C Binder