

APPROVED BY SENATE
04/27/2020

5738: AGRICULTURAL LEADERSHIP, EDUCATION, & COMMUNICATIONS: AGRICULTURAL COMMUNICATIONS - ADVERTISING, BS

Completed Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. Provost (kmartens@illinois.edu)

Approval Path

1. Fri, 28 Jun 2019 16:47:28 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Sat, 29 Jun 2019 13:36:47 GMT
Kathy Martensen (kmartens): Approved for Provost

History

1. Jun 29, 2019 by Brianna Gregg (bjgray2)

Date Submitted: Thu, 23 Jan 2020 19:29:47 GMT

Viewing: 5738 : Agricultural Leadership, Education, & Communications: Agricultural Communications - Advertising, BS

Changes proposed by: Brianna Gregg

Proposal Type

Proposal Type:

Concentration (ex. Dietetics)

This proposal is for a:

Revision

Proposal Title:

if this proposal is one piece of a multi-element change please include the other impacted programs here. example: A BS revision with multiple concentration revisions

A multi-element proposal to add two required courses to the Agricultural Leadership, Education, and Communications (ALEC) undergraduate major; make changes to the course tables for its 4 concentrations (Agricultural Communications – Advertising (AGCM, key 799); Agricultural Communications – Journalism (AGCM, key 800); Agricultural Education (AGED, key 801); and Organizational and Community Leadership (OCL, key 802)); and make administrative updates to course rubrics reflecting the new ALEC/LEAD rubric names.

EP Control Number

EP.20.136

Official Program Name

Agricultural Leadership, Education, & Communications: Agricultural Communications - Advertising, BS

Effective Catalog Term

Fall 2020

Sponsor College

Agr, Consumer, & Env Sciences

Sponsor Department

Agricultural Leadership Education & Communication Program

Sponsor Name

Kari Keating

Sponsor Email

keatingk@illinois.edu

College Contact

Brianna Gregg

College Contact Email

bjgray2@illinois.edu

Program Description and Justification**Justification for proposal change:**

We are updating the required course list for all ALEC concentrations.

This is a multi-element program change involving ALEC and its four concentrations.

Changes are proposed at both the Program level and the concentration level, mostly to reflect already-approved name and rubric changes.

Here we detail specific changes to the Agricultural Communications: Advertising Concentration. We are removing one course, and we are updating the rubric of another course.

AGCM 220

We propose removing AGCM 220 Communicating Agriculture from the "select three" concentration requirements because this course is now a major/program requirement for all concentrations in ALEC. Removing the duplication of this course in the listing for AGCM concentration requirements will prevent an inadvertent "double dip."

Is this program interdisciplinary?

No

Corresponding Program(s):

Corresponding Program(s)

Agricultural Leadership, Education, Communications, BS

Academic Level

Undergraduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Enrollment

Describe how this revision will impact enrollment and degrees awarded.

This will not affect enrollment or degrees

Delivery Method

Is this program available on campus and online?

No

This program is available:

On Campus

Budget

Are there budgetary implications for this revision?

No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

All courses affected by this proposal are already taught by faculty in ALEC, and we do not anticipate needing any additional resources or personnel to accommodate this change.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Because these classes are already taught, we do not anticipate any additional library resources will be needed to accommodate this change.

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

Will the unit need to seek campus or other external resources?

No

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

See regulation and assessment for the proposed revision to the entire undergraduate major.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chose-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

Statement for Programs of Study Catalog

Code	Title	Hours
AGCM 320	Public Information Campaigns	4
JOUR 200	Introduction to Journalism	3
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3

ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
Select three of the following:		9
ADV 390	Content Creation	
ADV 409	Media Entrepreneurship	
ADV 460	Innovation in Advertising	
ADV 483	Audience Analysis	
Select three of the following:		8-12
AGCM 220	Communicating Agriculture	
AGCM 293	Course AGCM 293 Not Found ¹	
AGCM 230	Agricultural and Environmental Photography	
AGCM 250	Visual Principles for Ag Comm	
AGCM 270	Ag Sales and Persuasive Communication	
AGCM 315	Emerging Media	
AGCM 330	Environmental Communications	
AGCM 398	Undergraduate Seminar ¹	
AGCM 430	Comm in Env Social Movements	
ALEC 293	Communications Internship	
LEAD 260	Foundations of Leadership	
Students must also complete the ACES Minor in Food and Environmental Systems		18

¹ ALEC 293 and AGCM 398 must be taken at 3 hours to meet this requirement.

EP Documentation

DMI Documentation

Banner/Codebook Name

Agricultural Communications - Advertising

Program Code:

5738

Conc Code

5738

Degree Code

BS

Major Code

5740

Program Reviewer Comments

Deb Forgacs (dforgacs) (Thu, 23 Jan 2020 19:23:41 GMT):Rollback: .

Key: 799



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Combine the Agricultural Education (AGED) and Agricultural Communications (AGCM) Programs into a new Agricultural Leadership, Education, and Communications (ALEC) Program; move the current MS in Agricultural Education degree from AGED to the new ALEC program; terminate the undergraduate major in Agricultural Leadership and Science Education and its two concentrations; terminate the undergraduate major in Agricultural Communications and its two concentrations; and create a new major in Agricultural Leadership, Education, and Communications with four concentrations, in the College of Agricultural, Consumer and Environmental Sciences

SPONSOR: Dr. David Rosch, Associate Professor and AGED Graduate Program Coordinator, 244-2134, dmrosch@illinois.edu.

COLLEGE CONTACT: Mary Lowry, Assistant Dean, College of ACES Office of Academic Programs, 333-3380, lowry@illinois.edu.

BRIEF DESCRIPTION: The Agricultural Education Program currently houses one undergraduate major (Agricultural Leadership and Science Education) with two undergraduate concentrations: Agricultural Science Education and Agricultural Leadership Education, leading to a Bachelor of Science degree. This unit also houses a graduate major in Agricultural Education which leads to a Master of Science degree. The Agricultural Communications Program houses one undergraduate major (Agricultural Communications) with two concentrations: Journalism and Advertising, also leading to a Bachelor of Science degree.

We propose: (1) Combining these respective units into one larger unit, the “Agricultural Leadership, Education, and Communications Program” (ALEC). (2) Creating a single new major/degree for the combined undergraduate program (B.S.) – “Agricultural Leadership, Education, and Communications” – that aligns with the Program name change. (3) Creating four undergraduate concentrations within the new Program that align with the majors and concentrations found within the current units: Agricultural Communications-Advertising; Agricultural Communications-Journalism; Agricultural Education; and Organizational and Community Leadership. (4) Terminating the Agricultural Communications and Agricultural Leadership and Science Education majors, as well as the four concentrations currently housed within them. (5) New course rubrics will be created by the Office of the Provost: “ALEC” to refer to courses appropriate for all students in the new Program, and “LEAD” to refer to courses in the new Organizational

¹ These numbers refer to sections detailing them with the Justification found starting on Page 2.

and Community Leadership concentration. (6) Making minor modifications to the list of required and elective courses within each concentration. See Appendix A for a table that lists these changes down to individual course modification changes. This is the first step in an eventual plan to create a Department of Agricultural Leadership, Education, and Communications that would provide a tenure home for faculty members in this Program.

JUSTIFICATION:

(1,2 – see reference numbers in “Brief Description” section) *Combining Programs and Degrees*

The Agricultural Education (AGED) Program currently enrolls approximately 60 undergraduate and 35 graduate students. Undergraduates complete a B.S. Degree in “Agricultural Leadership and Science Education,” and are enrolled within one of two concentrations – Agricultural Leadership Education or Agricultural Science Education.” The Agricultural Communications (AGCM) Program currently enrolls approximately 35 undergraduates who complete a B.S. Degree in “Agricultural Communications” while choosing one of two concentrations – Advertising or Journalism. Because of the topical connections between the two programs, they are currently administratively combined at most other peer institutions, including several Big Ten universities, many of which title their combined department and degree “Agricultural Leadership, Education, and Communications” (e.g. University of Nebraska-Lincoln, Texas A&M, University of Georgia, University of Tennessee).

The idea of combining both programs has existed for many years. In fact, the Faculty Senate approved a merger of the two Programs in April 1992, but it was never completed due to the recombinations involved when the College of Agriculture became the College of ACES. Combining the two Programs realizes both curricular and administrative efficiencies that allow instructors and financial officers to “do more with less.” We do not expect these changes to require any additional financial or staffing resources.

Lastly, the current Agricultural Communications Program does not host a path to a graduate degree. Therefore, we simply propose now to move the current M.S. in Agricultural Education within the AGED Program to the new ALEC Program without any revisions to the degree requirements. Once the ALEC Program exists, plans will be drawn to re-structure the M.S. degree to align more accurately with the new program.

(3,4) *Terminating Old Concentration Names/Requirements and Creating New Ones*

The AGED and AGCM Programs each offer students two separate concentrations. We propose that the new combined ALEC Program offers versions of each of these four separate concentrations under slightly different names. Because these four will be housed in the same unit, we propose changing their names for clarity and moving courses that are currently listed as “Major Requirements” within the smaller Programs to now be listed as “Concentration Requirements” within the larger program. These course shifts are listed in Appendix A.

New Concentration Names

We propose changing the name of the “Advertising” concentration currently in the AGCM Program to “Agricultural Communications-Advertising” in the ALEC Program.

Similarly, we propose changing the “Journalism” concentration in the AGCM Program to “Agricultural Communications-Journalism” in the ALEC Program.

We propose changing the name of the Agricultural Leadership Education (ALE) concentration in the AGED Program to “Organizational and Community Leadership” in the ALEC Program. This new name more accurately reflects the curriculum within the concentration, which is focused on preparing students for careers in human capacity building in professional, non-profit, and public organizations within the broad agricultural sector and does not require any coursework in what might traditionally be described as “agriculture.” This will also eliminate confusion in prospective students who believe an agriculture-focused curriculum is required within the concentration.

We propose changing the name of the “Agricultural Science Education” concentration in the AGED Program to “Agricultural Education” in the ALEC Program. This change will both increase brevity as well as eliminate confusion in some prospective students who interpret the current concentration to focus on agronomy and agricultural sciences when it does not. This concentration will continue to prepare future teachers and meet licensure requirements through the Council on Teacher Education.

(5) Modifying Course Rubrics: “ALEC” and “LEAD”

We propose that all students in the new Program enroll in a shared freshman orientation course (currently AGED 100) and a shared introductory course within the major (currently AGCM 110), in addition to shared specific general education requirements. Therefore, we propose that these courses be listed under a common “ALEC” rubric. We also propose shifting all -00, -93, -95, -98, and -99 courses to the “ALEC” rubric as these experimental, practical, and experiential courses are better situated as common rubrics rather than discipline-specific designators.

All courses currently associated with the Agricultural Leadership Education concentration within the AGED Program currently possess an “AGED” course rubric. We propose separating these courses from the proposed “Agricultural Education” concentration by creating their own rubric: “LEAD.” Therefore, we propose all concentration-specific courses change their course rubric from “AGED” to “LEAD.” These courses are individually listed in Appendix A.

(6) Miscellaneous Course Requirement Modifications

Minor modifications to required courses for all ALEC undergraduate students are necessary to merge two separate programs. These minor changes can be summarized as shifts where one current Program’s requirements will change to what is required of the other, and are highlighted in Appendix A. Also, we propose two courses as required for an introduction to the new overall Program – AGED 100 (an existing freshman orientation course) and AGCM 110 (a currently existing “Introduction to Agricultural and Environmental Communications” course) that will be slightly modified after the Programs merge to include the broader diversity of students who will enroll in it.

We also propose making the following minor modifications to individual concentrations:

- In Agricultural Communications-Advertising: Adding LEAD 260-Introduction to Leadership Studies as one of nine courses of which students would be required to complete three, thus adding a leadership-focused course to their curriculum.

- In Agricultural Communications-Journalism: Adding LEAD 260-Introduction to Leadership Studies as one of nine courses of which students would be required to complete three, thus adding a leadership-focused course to their curriculum.
- In Organizational and Community Leadership: Students will be required to complete LEAD 460-Advanced Leadership Studies (currently an elective course within the concentration) rather than AGED 421-Teaching Strategies in AGED (which will no longer be offered to LEAD concentration students).
- In Agricultural Education: Dropping two optional elective courses from a list of eight current courses, specifically, AGED 280-Training Needs Assessment (which is the only 2-credit course listed and practically, that students do not enroll in from within this concentration) and AGED 360-Advanced Leadership Studies (as it will no longer be offered now that LEAD 460-Advanced Leadership Studies will be offered only to leadership-focused students).

These changes provide more clear paths of required courses for students, promote optimal synergy within the new program, and better align each concentration with the others.

Relationship with the College of Media

Currently, the Agricultural Communications Program has a Memorandum of Understanding with the College of Media that includes offering Media courses within both concentrations. The College of Media is supportive of the merger (see attached letters of support from the Dean of the College of Media and the department heads in the Advertising Department and Journalism Department). While the language of the MOU will shift to reflect a revised agreement between the ALEC Program and the two Agricultural Communications concentration and the College of Media, no courses within the College of Media are expected to be affected in any way as the current list of required courses within that College will not change.

Current Student Option

Students currently enrolled in any of the current programs will have the option to complete their program and earn their degree with their current major name, or they will be able to transfer to the new major, select a new concentration, and complete the new requirements.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

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

The total number of required credits and the types of courses taught and required, both within the Programs as well as from outside units, will not change. Therefore, no changes are expected to the financial positioning of the involved units. Additionally, no new faculty or expertise areas will be required to support any of the above changes.

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?

Due to more efficient use of shared required and elective courses, the proposed change is expected to *create* additional resources in the form of freeing a small amount of instructional capacity to further expand the number of courses offered within combined Program. (Note: our plan is to dedicate these resources to build agricultural communications graduate-level courses that do not currently exist). In addition, we expect to realize similar efficiencies in academic and service staff.

- 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.
Of all the modifications listed above, a handful of external academic units are expected to see an increase or decrease of less than five students enrolled in their courses. Letters of support from all expected affected units are included in Appendix B.
- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.
Please see Appendix B for letter of acknowledgment from Dr. Prasanta Kalita, Associate Dean of Academic Programs in the College of ACES.

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.
This proposal, if accepted, will not affect the size of the faculty or student-faculty ratios. The structure of student advising within each concentration will not change, as well. The class size of the two proposed introductory courses – specifically AGED 100 and AGCM 110 – will rise slightly (as the number of combined students in any given first-year class will rise to approximately 30), but we expect the size of no other courses to be significantly affected. Moreover, while the teaching load of some faculty might decrease slightly (in no longer being solely responsible for introductory courses), those faculty can then aid in the process of building a graduate program focused on students interested in an advanced agricultural communications education.
- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.
The only modification that will include a significant shift external to these two units involves the leadership concentration, where approximately 40 students are currently enrolled. These students currently all enroll in the introductory courses of some other ACES disciplines. We propose expanding the number of options these students have within the College of ACES, along with a small number of courses in LAS that might raise the enrollment of any particular course up to five students in any give semester. Please see attached letters of support from potentially affected units. In addition, within the College of Media, the Advertising and Journalism departments will not be practically affected by any of these changes.
- c. Please address the impact on the University Library
The University Library is not expected to be effected by this change. Please see attached letter of support.

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

The introductory courses in both the current AGED Program and the current AGCM Program are housed in Bevier 122, which is not large enough to accommodate a shared class of 20-30 students – a classroom space for these two courses will need to be identified in future Fall semesters.

DESIRED EFFECTIVE DATE: Fall 2019

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

WITHIN “College of ACES” OVERVIEW WEBPAGE

Agricultural Leadership, Education, and Communications Program offers students the opportunity to study people, how they work together, learn, and communicate, and prepares them for graduate study or a broad variety of careers in industry, journalism, advocacy and advertising, formal education, cooperative extension, governance, and more. Students completing the agricultural education concentration will be eligible for Illinois teacher licensure in agricultural education, and will have instruction in key pedagogical areas as well as agriculture. For teacher education requirements applicable to all curricula, see the Council on Teacher Education (www.cote.illinois.edu/).

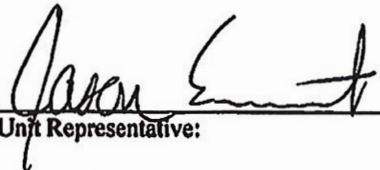
WITHIN THE LIST OF “MAJORS” IN COLLEGE OF ACES

Agricultural Leadership, Education, and Communications

The major in Agricultural Leadership, Education, and Communications is for students wishing to pursue careers in a broad variety of professional contexts. The major currently offers four concentrations. Agricultural Communications-focused students can pursue a focus in one of two concentrations – Journalism or Advertising – both of which require students to include the completion of an interdisciplinary minor in Food and Environmental Systems. Students wishing to pursue a career as a teacher of agricultural science, agribusiness, agricultural mechanics, and horticulture in Illinois high schools should select the Agricultural Education concentration. The Organizational and Community Leadership concentration prepares students for supervisory, training, sales, and outreach positions in agricultural, extension, community and governmental agencies

CLEARANCES: (Clearances should include signatures and dates of approval. These signatures must appear on a separate sheet. If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:


Unit Representative:

9/12/2018
Date:


College Representative-ACES:

9/12/18
Date:

See Next Sheet
College Representative-Media:

Date:


Graduate College Representative:

11/20/18
Date:


Council on Teacher Education Representative:

11/20/18
Date:

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Media
Office of the Dean
119 Gregory Hall, MC-462
810 South Wright Street
Urbana, IL 61801



September 11, 2018

Dr. David Rosch
Interim Associate Dean of Academic Programs
College of ACES
128 Mumford Hall
1301 W. Gregory Ave.
Urbana, IL 61801

Dear Dr. Rosch:

After discussion with the Department Heads of Journalism and Advertising, the College of Media would like to support your request to merge Ag Ed and Ag Communications. As you have explained, Ag Communications students currently are required to choose a concentration focused on advertising or journalism and take courses in the College of Media. We do not see that this merger will have an effect on the student enrollment numbers in our College, and we support the merger.

If you should need any additional information from me or I can be of further assistance, please don't hesitate to contact me.

Sincerely,

Wojtek Chodzko-Zajko, Ph.D.
Interim Dean, College of Media
Dean, Graduate College

Appendix A: Comparison of Current to Proposed Major and Concentration Course Requirements

Major	Agricultural Communications	Agricultural Leadership and Science Education	Agricultural Leadership, Education, and Communications	
	Current		Proposed	Credits
Comp I/ Speech	RHET 105 & CMN 101 or CMN 111 & 112	RHET 105 & CMN 101 or CMN 111 & 112	RHET 105 & CMN 101 or CMN 111 & 112	6-7
Adv. Comp	ANY with AGCM 220 or JOUR 200 recommended	Any with AGED 230 recommended	AGCM 220	3
Western Cultures	Select from campus approved list.	Select from campus approved list.	Select from campus approved list.	3
Non-Western Cultures	Select from campus approved list.	Select from campus approved list.	Select from campus approved list.	3
US Minority Cultures	Select from campus approved list.	Select from campus approved list.	AGED 340	3
Foreign Language	Coursework at or above the third level is required for graduation.	Coursework at or above the third level is required for graduation.	Coursework at or above the third level is required for graduation.	
QR I	ACE 261, CPSC 241, ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225 or STAT 100	MATH 124, MATH 220, MATH 221 or MATH 234	ACE 261, CPSC 241, ECON 202, PSYC 235, SOC 280 or STAT 100	3-4

QR II	Select from campus approved list.	ACE 261, CPSC 241, ECON 202, PSYC 235, SOC 280 or STAT 100	AGED: (MATH 124, MATH 220, MATH 221 or MATH 234); AGCM/LEAD: (see 2nd tab long list)	3-5
Natural Sciences and Technology-Physical Sciences	ATMS 100, ATMS 120, ATMS 140, CHEM 102&103, ENVS 101, ESE 117, ESE 118, GEOL 107 or PHYS 101	CHEM 102&103	ATMS 100, ATMS 120, ATMS 140, CHEM 101, CHEM 102&103, ENVS 101, ESE 117, ESE 118, GEOL 107 or PHYS 101	3-4
Natural Sciences and Technology-Life Sciences	ANSC 207, ANTH 249, CPSC 112, CPSC 113, FSHN 120, IB 103, IB 105 or MCB 100&101	CPSC 112	ANSC 207, ANTH 249, CPSC 112, CPSC 113, FSHN 120, IB 103, IB 105 or MCB 100&101	3-4
Humanities & the Arts	Select from campus approved list.	Select from campus approved list.	Select from campus approved list.	6
Social & Behavioral Sciences	PSYC 100 AND (ACE 100 or PS 101)	ACE 100 AND PSYC 100	PSYC 100 AND (ACE 100 or PS 101 or ECON 102)	7
ACES Required	ACES 101 or ACES 200	ACES 101	ACES 101 or ACES 200	0 or 2
Major Requirements		AGED 100	ALEC 100 (Currently AGED 100)	2

	AGCM 110	AGED 220	ALEC 110 (Currently AGCM 110, but will include some of AGED 220)	3
		AGED 230		
		AGED 421		
	AGCM 320			
	JOUR 200			
	Select three of AGCM 220, 230, 250, 270, 293*, 315, 330, 398, 430			
Concentration	Students must choose one of four concentrations:	Required Concentration	Required Concentration	46-60
	Students must also complete the ACES Minor in Food and Environmental Systems			
Electives	Electives to bring the total to 126 hours		Electives to bring the total to 126 hours	10-32
Total Hours	126	126	Total Hours	126

Concentration - Agricultural Leadership Education to Organizational and Community Leadership

Current	Credits	Proposed	Credits
		AGED 230	3
ACE 231	3	Pick FOUR from:	
ANSC 100	4	ACE 222, ACE 231,	

FSHN 101 or FSHN 120	3	ACE 255, AGCM 270, AGED 430, AGED 490, ANSC 100, CMN 250, EPSY 202, FSHN 101, FSHN 120, HDFS 105, HDFS 310, HDFS 405, HORT 100, PSYC 245, and SOCW 321	12-16
HORT 100	3		
AGED 260	3	AGED 260	3
AGED 280	2	AGED 280	2
AGED 293	1-6	AGED 293	6
AGED 300	4	AGED 300	4
AGED 310	2	AGED 310	2
AGED 340	3		
AGED 380	3	AGED 380	3
AGED 451	2	AGED 451	2
AGED 480	3-4	AGED 480	3
EPSY 201	3	EPSY 201	3
Choose one: AGED 360, AGED 400, AGED 430, AGED 490, BADM 310 or PSYC 245	3-4		
		AGED 460	3
Total credits	47-49	Total credits	46-50

Concentration - Agricultural Science Education to Agricultural Education

Current	Credits	Proposed	Credits
AGED 250 ¹	4	AGED 250 ¹	4

AGED 350	3	AGED 350	3
AGED 420	3	AGED 420	3
AGED 450	4	AGED 450	4
CI 473	3	CI 473	3
EPS 201 or EPS 202	3-4	EPS 201 or EPS 202	3-4
EPSY 201	3	EPSY 201	3
SPED 405	3	SPED 405	3
EDPR 442	8	EDPR 442	8
Technical Subject Matter Required		Technical Subject Matter Required	
ANSC 100	4	ANSC 100	4
ACE 232	3	ACE 232	3
HORT 100	3	HORT 100	3
FSHN 101	3	FSHN 101	3
TSM 100	3	TSM 100	3
Select one of the following:	2-4	Select one of the following:	2-4
AGED 260		AGED 260	
AGED 280			
AGED 340			
AGED 360		AGED 360	
AGED 380		AGED 380	
AGED 400		AGED 400	
AGED 430		AGED 430	
AGED 490		AGED 490	
Agricultural Science Education Concentration Required	53-55	Total	53-55

1 Via enrollment in AGED 250, students are concurrently enrolled in EDPR 203.

1 Via enrollment in AGED 250, students are concurrently enrolled in EDPR 203.

Concentration - Advertising to Agricultural Communications - Advertising

Current	Credits	Proposed	Credits
		AGCM 320	4
		JOUR 200	3
		Select three of LEAD 260, AGCM 220, 230, 250, 270, 293*, 315, 330, 398*, 430	8-12
		Students must also complete the ACES Minor in Food and Environmental Systems	18
Required courses:		Required courses:	
ADV 150	3	ADV 150	3
ADV 281	3	ADV 281	3
ADV 283	3	ADV 283	3
ADV 284	3	ADV 284	3
Choose three of the following:		Choose three of the following:	9
ADV 390		ADV 390	
ADV 409		ADV 409	
ADV 460		ADV 460	
ADV 483		ADV 483	
Total	21	Total	54-58

* AGCM 293 must be taken for at least 3 hours to meet this requirement

* AGCM 293 and 398 must be taken for at least 3 hours to meet this requirement

Concentration - Journalism to Agricultural Communications - Journalism

Current	Credits	Proposed	Credits
		AGCM 320	4
		JOUR 200	3
		Select three of LEAD 260, AGCM 220, 230, 250, 270, 293*, 315, 330, 398*, 430	8-12
		Students must also complete the ACES Minor in Food and Environmental Systems	18
Required courses:		Required courses:	
JOUR 210	4	JOUR 210	4
JOUR 215	4	JOUR 215	4
JOUR 311	3	JOUR 311	3
Choose three of the following:		Choose three of the following:	
JOUR 315		JOUR 315	12
JOUR 335		JOUR 335	
JOUR 340		JOUR 340	
JOUR 425		JOUR 425	
JOUR 445		JOUR 445	
Total	20	Total	56-60

* AGCM 293 must be taken for at least 3 hours to meet this requirement

* AGCM 293 and 398 must be taken for at least 3 hours to meet this requirement

Appendix B



COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES

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

June 20, 2018

To Whom It May Concern:

I am writing in support of the proposal to create a new program, Agricultural Leadership, Education and Communications, and an associated major in Agricultural Leadership, Education and Communications, within the College of Agricultural, Consumer and Environmental Sciences (ACES). This program merges our two current programs in Agricultural Leadership and Science Education, and Agricultural Communications.

This merger of the programs was first detailed and approved by the Faculty Senate in 1992, but the merger was not implemented due to the re-organization of the entire College of ACES In 1997. Sometime later the Agricultural Communications program became a shared program with the College of Media, who administratively managed it through summer 2017 when the administration returned to the College of ACES.

At this point we feel it is long overdue and efficient to merge the programs. The two programs are both located in Bevier Hall, which is convenient for sharing resources and space. Currently staff in the program are housed in the ACES Office of Academic Programs (OAP), and report to me through the Program Directors, and this organization will not change with the new program. The faculty of the two programs each have tenure homes in one of the departments in the college and go through Promotion and Tenure similar to other faculty in their home units. This will also remain unchanged with the merger.

Funding for both programs currently comes through the OAP, and will continue to as a combined unit. The merger is intended to save money and additional resources will not be requested of campus. If you have questions or need more information, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink that reads 'Prasanta Kalita'.

Prasanta Kalita
Associate Dean and Professor

Ray, Andrea Lynne

From: Yao, Mike <mzyao@illinois.edu>
Sent: Monday, September 03, 2018 2:01 PM
To: Rosch, David Michael
Cc: Rodriguez, Lulu; Lowry, Mary K; Sulkin, Tracy
Subject: RE: AGCM - Advertising concentration
Hi Dave,

I circulated the draft ALEC proposal among the Advertising faculty members for comments as discussed. We are happy to support the proposed changes to the Ag Communication program.

Best regards,

Mike Yao, Ph.D.
Interim Head and Associate Professor, Charles H. Sandage Department of Advertising
Institute of Communications Research
Beckman Institute for Advanced Science and Technology
Cline Center for Advanced Social Research University of
Illinois at Urbana-Champaign mzyao@illinois.edu

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

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



August 21, 2018

Dr. David Rosch
Associate Professor and AGED Graduate Program Coordinator
Agricultural Education Program
137 Bevier Hall
M/C 180

Dear Prof. Rosch:

The University Library recently received a proposal from you outlining plans to do the following:

- Combine the Agricultural Education (AGED) and Agricultural Communications (AGCM) Programs into a new Agricultural Leadership, Education, and Communications (ALEC) Program;
- terminate the undergraduate major in Agricultural Leadership and Science Education and its two concentrations;
- terminate the undergraduate major in Agricultural Communications and its two concentrations;
- and create a new major in Agricultural Leadership, Education, and Communications with four concentrations, in the College of Agricultural, Consumer and Environmental Sciences

Based upon the documents received and reviewed by Sarah Williams in the Funk ACES Library, it is our belief that there will be no impact on the University Library. We are already supporting this program and see no meaningful changes in our operations as a result of this move.

If additional services or materials are required as the programs further develop, we will be happy to discuss those needs as they emerge.

Sincerely,



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

e-c: Mary Lowry, Assistant Dean for Student Success, College of ACES
Thomas Teper
Sarah Williams

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

Department of Journalism

College of Media
119 Gregory Hall, MC-462
810 South Wright Street
Urbana, IL 61801



August 10, 2018

David M. Rosch
Interim Associate Dean of Academic Programs
College of ACES
University of Illinois at Urbana-Champaign

RE: Changes to AGCM program

Dear Dean Rosch:

I have reviewed your proposal regarding the merger of ACES programs, including a merger that involves the Agricultural Communication program under which students currently take a number of required courses in Journalism.

As the proposed changes—creating an undergraduate concentration in Agricultural Communications-Journalism under a new Agricultural Leadership, Education, and Communications major to replace the current, separate Agricultural Communications major—would affect neither the list of required Journalism courses nor the anticipated number of ACES students who would take them, I am happy to support the proposal.

Best regards,

A handwritten signature in black ink that reads "Stephanie Craft".

Stephanie Craft
Professor and Head
Department of Journalism

Ray, Andrea Lynne

From: Oswald, Ramona Faith
Sent: Thursday, August 09, 2018 4:16 PM
To: Rosch, David Michael; Anderson, Barbara RK; Koerner, Susan Silverberg; Hardesty, Jennifer Leeann
Subject: RE: Curriculum shift in AGED Leadership concentration
Dear Dave,

I am writing to confirm my support for including HDFS 105, 310, and 405 as electives in the "Organizational and Community Leadership" concentration that will be part of the upcoming AGED/AGCM merger. We look forward to having AGED/CM students in these courses.

Sincerely,

Ramona

Ramona Faith Oswald, Ph.D. Associate
Head & Professor
Department of Human Development & Family Studies University
of Illinois at Urbana Champaign
263 Bevier Hall, MC-180
905 South Goodwin Avenue
Urbana, IL 61801
<http://hdfs.illinois.edu/directory/roswald>

Ray, Andrea Lynne

From: Fox, Sean
Sent: Friday, August 10, 2018 6:00 PM
To: Rosch, David Michael; Gundersen, Craig; Stoddard, Paul B
Cc: Finnegan, Ann Butler
Subject: RE: Adding an ACE course as AGED option?
David,

The Department of Agricultural & Consumer Economics is happy to support the proposed AGED/AGCM merger and the inclusion of ACE 222 (Agricultural Marketing) as an elective course within the "Organizational & Community Leadership" concentration.

Best wishes, Sean
Fox

John A. (Sean) Fox, Professor and Head
Dept. of Agricultural & Consumer Economics University
of Illinois, Ph: 217-300-5356 <http://ace.illinois.edu/>

Ray, Andrea Lynne

From: Anderson, Steven G
Sent: Friday, August 10, 2018 12:00 PM
To: Rosch, David Michael
Subject: RE: School of Social Work - SOCW 321 elective?

Hello David,

Thanks for your interest in this course. I see no problem in you including this course as an acceptable elective within your concentration. We actually like to have a mix of students from various disciplines in this particular course.

Best,
Steve

From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Thursday, August 9, 2018 3:46 PM
To: Anderson, Steven G <sandersn@illinois.edu>
Cc: Lowry, Mary K <lowry@illinois.edu>
Subject: School of Social Work - SOCW 321 elective?

Hello Dr. Anderson.

My name is Dave Rosch – I am on the faculty in the Ag Education program in the College of ACES. There is a long backstory to this, but a short summary is that Ag Education and Ag Communications are two separate academic programs in ACES that are proposing to the Faculty Senate this year to merge into one. What does this have to do with you and the School of Social Work? Given that we are already proposing some changes, we are using the opportunity to make minor modifications to our existing majors and concentrations. Within one of these concentrations, whose new name is proposed to be "Organizational and Community Leadership," we would like to add SOCW 321 Social Entrepreneurship and Social Change as an elective. Within the past five years, an average of 35 students have been matriculated within this concentration, and SOCW 321 would be listed within a group of 17 courses, of which these students would choose four. Given these numbers, we expect the enrollment of SOCW 321 to increase by no more than a small handful of students in any given semester offering.

I am hoping to gain your written support for our plans by simply replying to this email. For your own background, I am attaching the overall proposal we plan on submitting, as well as a spreadsheet that lists the specific current courses in our concentrations and how they will be slightly shifting. If you would like to talk more about any of this, please just let me know. Optimally, I would love to hear back from you prior to the start of our Fall 2018 semester if that is possible.

Thank you for your attention to this!

Sincerely,
Dave

David M. Rosch

Interim Associate Dean of Academic Programs, College of ACES

Associate Professor, Agricultural Education Program

University of Illinois at Urbana-Champaign

1.217.244.2134

<http://aged.illinois.edu/directory/dmrosch>

<https://illinoisleaderlab.org/>

Ray, Andrea Lynne

From: dgm1154@gmail.com on behalf of Dan Morrow <dgm@illinois.edu>
Sent: Tuesday, August 28, 2018 3:10 PM
To: Rosch, David Michael
Cc: Lowry, Mary K
Subject: Re: EPSY 202 elective?

Dear David,

I am very sorry for the late response to this. I was out of town and your email got lost in the shuffle.

Anyway, I support your plan to add EPSY 202 to your program (hope it is not too late).

cheers,
Dan

On Thu, Aug 9, 2018 at 3:59 PM, Rosch, David Michael <dmrosch@illinois.edu> wrote:

Hello Dr. Morrow.

My name is Dave Rosch – I am on the faculty in the Ag Education program in the College of ACES. There is a long backstory to this, but a short summary is that Ag Education and Ag Communications are two separate academic programs in ACES that are proposing to the Faculty Senate this year to merge into one. What does this have to do with you and the Department of Communication? Given that we are already proposing some changes, we are using the opportunity to make minor modifications to our existing majors and concentrations. Within one of these concentrations, whose new name is proposed to be "Organizational and Community Leadership," we would like to add EPSY 202 Exploring Cultural Diversity as an elective. Within the past five years, an average of 35 students have been matriculated within this concentration, and EPSY 202 would be listed within a group of 17 courses, of which these students would choose four. Given these numbers, we expect the enrollment of EPSY 202 to increase by no more than a small handful of students in any given semester offering.

I am hoping to gain your written support for our plans by simply replying to this email. For your own background, I am attaching the overall proposal we plan on submitting, as well as a spreadsheet that lists the specific current courses in our concentrations and how they will be slightly shifting. If you would like to talk more about any of this, please just let me know. Optimally, I would love to hear back from you prior to the start of our Fall 2018 semester if that is possible.

Thank you for your attention to this!

Sincerely,

Dave

David M. Rosch

Interim Associate Dean of Academic Programs, College of ACES

Associate Professor, Agricultural Education Program

University of Illinois at Urbana-Champaign

1.217.244.2134

<http://aged.illinois.edu/directory/dmrosch>

<https://illinoisleaderlab.org/>

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Dan Morrow, Professor and Chair

Dept of Educational Psychology

University of Illinois, Urbana-Champaign

Education Building, 1310 S. 6th St.

Champaign, IL 61820

Editor, Journal of Experimental Psychology: Applied

Phone: 217 300-0915

e-mail: dgm@illinois.edu

lab website: <https://sites.google.com/site/danmorrowhf/home>

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



November 21, 2018

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

Dear Professor Miller:

Enclosed is a proposal from the College of Agricultural, Consumer and Environmental Sciences to:

- Eliminate the Agricultural Education Program;
- Eliminate the Agricultural Communications Program;
- Establish the Agricultural Leadership, Education, and Communications Program;
- Transfer the MS in Agricultural Education from the Agricultural Education Program to the Agricultural Leadership, Education, and Communications Program;
- Eliminate the BS in Agricultural Leadership and Science Education;
- Eliminate the concentration in Agricultural Leadership Education within the BS in Agricultural Leadership and Science Education;
- Eliminate the concentration in Agricultural Science Education within the BS in Agricultural Leadership and Science Education;
- Eliminate the BS in Agricultural Communications;
- Eliminate the concentration in Advertising within the BS in Agricultural Communications;
- Eliminate the concentration in Journalism within the BS in Agricultural Communications;
- Establish the BS in Agricultural Leadership, Education, and Communications;
- Establish concentration in Agricultural Communications – Advertising within the BS in Agricultural Leadership, Education, and Communications;
- Establish the concentration in Agricultural Communications – Journalism within the BS in Agricultural Leadership, Education, and Communications;
- Establish the concentration in Organizational and Community Leadership within the BS in Agricultural Leadership, Education, and Communications;
- Establish the concentration in Agricultural Education within the BS in Agricultural Leadership, Education, and Communications.

Sincerely,

Kathryn A. Martensen
Assistant Provost

Enclosures

c: J. Hart
A. McKinney
D. Rosch
M. Lowry
B. Clevenger
A. Edwards
E. Stuby