

: AGRICULTURAL LEADERSHIP, EDUCATION, AND COMMUNICATIONS, MS (ON CAMPUS & ONLINE)

In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu)
2. 1342 Head (dmrosch@illinois.edu)
3. KL Committee Chair (bjgray2@illinois.edu)
4. KL Dean (aball@illinois.edu)
5. University Librarian (jpwilkin@illinois.edu)
6. Grad_College (agrindly@illinois.edu; jch@illinois.edu; lowry@illinois.edu)
7. COTE Programs (nilatha@illinois.edu; bmclvnr@illinois.edu)
8. Provost (kmartens@illinois.edu)
9. Senate EPC (bjlehman@illinois.edu; kmartens@illinois.edu; moorhouz@illinois.edu)
10. Senate (jtempel@illinois.edu)
11. U Senate Conf (none)
12. Board of Trustees (none)
13. IBHE (none)
14. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

Approval Path

1. Thu, 29 Oct 2020 16:56:44 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 29 Oct 2020 16:58:02 GMT
David Rosch (dmrosch): Approved for 1342 Head
3. Thu, 29 Oct 2020 18:17:11 GMT
Brianna Gregg (bjgray2): Approved for KL Committee Chair
4. Thu, 29 Oct 2020 18:44:41 GMT
Anna Ball (aball): Approved for KL Dean
5. Thu, 29 Oct 2020 18:51:24 GMT
John Wilkin (jpwilkin): Approved for University Librarian
6. Wed, 04 Nov 2020 18:39:47 GMT
Allison McKinney (agrindly): Approved for Grad_College
7. Thu, 05 Nov 2020 15:43:37 GMT
Brenda Clevenger (bmclvnr): Approved for COTE Programs
8. Thu, 05 Nov 2020 15:45:51 GMT
Kathy Martensen (kmartens): Approved for Provost

New Proposal

Date Submitted: Thu, 29 Oct 2020 16:55:01 GMT

Viewing:: Agricultural Leadership, Education, and Communications, MS (on campus & online)

Changes proposed by: Andrea Ray

Proposal Type

Proposal Type:

Major (ex. Special Education)

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*

Proposal to create a new MS degree program in Agricultural Leadership, Education, and Communications, also requesting a non-degree code for this program.

This is part of a multi-element change with the proposal to phase-out the AGED MS degree program (key 443) in Agricultural Education.

EP Control Number

EP:21.027

Official Program Name

Agricultural Leadership, Education, and Communications, MS (on campus & online)

Effective Catalog Term

Fall 2021

Sponsor College

Agr, Consumer, & Env Sciences

Sponsor Department

Agricultural Leadership Education & Communication Program

Sponsor Name

David Rosch, Director of the Agricultural Leadership, Education, and Communications Program

Sponsor Email

dmrosch@illinois.edu

College Contact

Brianna Gregg, Office of Academic Programs

College Contact Email

bjgray2@illinois.edu

Program Description and Justification

Provide *abrief* description and justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

This is part of the multi-element process to merge the Agricultural Education and Agricultural Education Programs into the recently established Program in Agricultural Leadership, Education, and Communications (ALEC). This specific proposal will establish a MS degree in ALEC. In addition, the ALEC Program is in the process of hiring two new faculty members – an Associate Professor with a background in communications, and a specialized teaching faculty member with a background in agricultural communications. Both start their roles in January 2021. The ALEC Program plans to add

2-3 courses in agricultural communications to this proposed MS Degree over the next year. We are submitting this initial proposal now so that we can begin offering the rest of our new and improved curriculum as soon as possible.

The M.S. in Agricultural Leadership, Education, and Communications is a professional degree for training community and organizational developers, classroom and non-formal educators, and those interested in media in agriculture. Students are typically interested in beginning or furthering their career in agricultural classrooms, Extension roles, and professional organizations in training, communications, and/or supervisory roles. For those enrolled full-time in the on-campus degree program, we support students interested in gaining licensure for teaching agriculture in Illinois public schools for grades 9-12.

The M.S. degree in Agricultural Leadership, Education, and Communications can be pursued part-time as an online degree, directed at currently employed professionals.

Corresponding Degree

MS Master of Science

Is this program interdisciplinary?

No

Academic Level

Graduate

Will you admit to the concentration directly?

No

Is a concentration required for graduation?

No

CIP Code

01.0801 - 01.0801

Is This a Teacher Certification Program?

Yes

Will specialized accreditation be sought for this program?

No

Institutional Context

University of Illinois at Urbana-Champaign

Describe the historical and university context of the program's development. Include a short summary of any existing program(s) upon which this program will be built.

Explain the nature and degree of overlap with existing programs and, if such overlap exists, document consultation with the impacted program's home department(s).

The M.S. Degree is one of the last significant steps in merging the Agricultural Communications program (which did not host a graduate degree) and the Agricultural Education Program (which previously hosted an M.S. degree in AGED). The historical AGED curriculum is currently in hosted in ALEC, but has not been updated in several years; the proposed curriculum represents both a merging of the two overlapping disciplines (agricultural communications and agricultural education) and a significant update to the education-related coursework. While the undergraduate curriculum in the two undergraduate concentrations in agricultural communications possess several connections with the College of Media, this 32-credit master's degree does not overlap with any existing programs outside of ALEC, including topics/courses in the College of Media.

University of Illinois

Briefly describe how this program will support the University's mission, focus and/or current priorities. Demonstrate the program's consistency with and centrality to that mission.

The two most popular career sectors represented within the career goals of current and prospective M.S. students are agricultural teaching in Illinois high schools and those who are employed or wish to become Illinois extension agents. These sectors are directly and closely aligned with the university's land-grant mission and goal to enhance the lives of citizens of Illinois and broader. In addition, the M.S. degree is designed to support an advanced education in those who wish to enhance their "soft-skill" development who are already employed in many professional sectors related to food, agriculture, natural resources, and the environment.

State of Illinois

Indicate which of the following goals of the Illinois Board of Higher Education's Strategic Initiative are supported by this program: (choose all that apply)

High Quality Credentials to Meet Economic Demand - Increase the number of high-quality post-secondary credentials to meet the demands of the economy and an increasingly global society.

Describe how the proposed program supports these goals.

First, this M.S. degree will be offered to both full-time on-campus students as well as online to part-time students working full-time already. Such a structure maximizes accessibility, thus allowing for optimal educational attainment goals. In addition, many advanced professional opportunities in food, agriculture, natural resources, and the environment – including serving as an Extension Education agent – require a Master's Degree. In addition, this program will provide opportunity for students to attain a high quality teaching license of agriculture in Illinois public high schools. Offering a degree at this level opens up professional opportunities for any graduate of this program.

Admission Requirements

Desired Effective Admissions Term

Fall 2021

Provide a brief narrative description of the admission requirements for this program. Where relevant, include information about licensure requirements, student background checks, GRE and TOEFL scores, and admission requirements for transfer students.

We are looking for highly motivated students with strong academic records. Students with backgrounds in agriculture, education, behavioral or social sciences are especially encouraged to apply. The minimum undergraduate grade-point average for admission is 3.0 (A = 4.0). Applicants for the online/off-campus program are not required to take the Graduate Record Examination (GRE). International applicants from non-English-speaking countries must have official TOEFL scores of at least 575 (written version) or 233 (computer-based version) to be eligible for admission. To receive full

consideration for admission (and financial aid opportunities if you are applying for the full-time, on-campus program), please apply by February 15 for possible admission the following fall semester.

Describe how critical academic functions such as admissions and student advising are managed.

Admissions are open for every fall semester. Upon acceptance, each student will be assigned an advisor by the graduate program coordinator.

Enrollment

Number of Students in Program (estimate)

Year One Estimate

40

5th Year Estimate (or when fully implemented)

50

Estimated Annual Number of Degrees Awarded

Year One Estimate

10

5th Year Estimate (or when fully implemented)

12

What is the matriculation term for this program?

Fall

What is the typical time to completion of this program?

2.5 years

What are the minimum Total Credit Hours required for this program?

32

Delivery Method

This program is available:

On Campus and Online

Describe the use of this delivery method:

Because the majority of students are expected to be enrolled in the part-time online program, core coursework will be offered through online delivery. However, because full-time on-campus students expect a deeper and more comprehensive educational experience, a variety of elective coursework will only be available through on-campus in-person delivery.

Budget

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

No

Additional Budget Information

This degree program is simply replacing another. We do not anticipate any additional budgetary implications of this proposal.

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

For each of these items, be sure to include in the response if the proposed new program or change will result in replacement of another program(s). If so, which program(s), what is the anticipated impact on faculty, students, and instructional resources? Please attach any letters of support/ acknowledgement from faculty, students, and/or other impacted units as appropriate.

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.

Because this degree program is simply replacing an older program we plan to phase down, we do not expect any significant impact on faculty resources, or changes to class size (which range from single digits to 30), teaching loads (aligned with other departments), and student-faculty ratios (less than 10:1 even counting online students). Students will be supported through a team of tenure-stream program coordinators – one to coordinate the on-campus program, and another to coordinate the online program. Lastly, the department already has all necessary resources to offer the online version of this degree program given that it has offered an Ag Ed online degree for several years.

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 this degree program is simply replacing an older program we plan to phase down, we do not expect any significant impact on Library resources.

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?

Yes

Please describe

Once this proposal has been approved, the ALEC Program will begin a phase-down of the current AGED MS degree program. Students in the current AGED MS program will have the option of transferring to the new degree, or will still be able to complete their degrees under the current AGED program if they so choose.

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

Yes

Required courses

HDFS 590 - Advanced Research Methods
HDFS 591 - Qualitative Methods
HDFS 594 - Intermed Statistical Analysis

Explain how the inclusion or removal of the courses/subjects listed above impacts the offering departments.

The only department that will be affected is the Department of Human Development and Family Studies (HDFS), where fewer than 5 ALEC students will take methods-based classes each academic year.

Attach letters of support from other departments.

Advertising Letter of Support - Revision of ALEC MS Degree program in ACES.pdf
Journalism Letter of Support - Revision of ALEC MS Degree program in ACES.pdf
HDFS letter of support_ALEC MS Degree.pdf
Department of Communication Letter of Support.pdf

Financial Resources

How does the unit intend to financially support this proposal?

With the resources that it is currently placing in the AGED MS degree program that is being phased out.

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

No

Are you seeking a change in the tuition rate or differential for this program?

No

Is this program requesting self-supporting status?

No

Market Demand

What market indicators are driving this proposal? If similar programs exist in the state, describe how this program offers a unique opportunity for students:

This new program is simply a replacement of the current Agricultural Education (AGED) MS degree program, where there are currently approximately 40 students enrolled.

What type of employment outlook should these graduates expect? Explain how the program will meet the needs of regional and state employers, including any state agencies, industries, research centers, or other educational institutions that expressly encourage the program's development.

Current graduate students expect to find full-time employment in Extension positions, community agencies, food and agriculture based businesses and professional associations - or a promotion within the organizations which they are already employed. We do not expect the employment outlook for students in the new program to change in any way.

What resources will be provided to assist students with job placement?

In addition to the ACES Career Services office, our ALEC faculty are ready to professionally advise each graduating ALEC student in finding appropriate employment.

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).

The proposed learning outcomes for the M.S. Degree, adapted from the pre-existing learning outcomes of the current AGED M.S. Degree, are:

1. Recognize, characterize, and apply theories of teaching and learning across a variety of formal and non-formal educational contexts
2. Apply leadership and strategic communications strategies in professional and community settings
3. Employ a cycle of planning, implementation, assessment, evaluation, and analysis in training and programming initiatives
4. Evaluate scholarship within the contexts of food, agriculture, natural resources, and environmental sciences.
5. Support the creation of high-quality scholarship in the fields of food, agriculture, natural resources, or environmental sciences.

We plan on assessing and then evaluating these learning outcomes in a variety of ways:

- Student course feedback: We plan on employing both formal classroom teaching feedback (e.g. ICES) as well as informal feedback processes (e.g. post-semester reflections), inviting students to evaluate the degree to which their courses and instructors are supporting their learning vis-à-vis the above outcomes.
- Summative evaluation: We plan on inviting students who are on the cusp of graduating with the M.S. degree to share their feedback on the degree to which their program of study overall has supported their development of increased capacity related to the above learning outcomes.
- Professional attainment: We recognize that the above learning outcomes are helpful in a professionally focused graduate program largely to the degree that learning results in professional success. Therefore, we plan to contact, to the extent possible, recently graduated alumni to assess the degree to which their degree has supported attainment of their professional goals (e.g. employment in an advanced field, job promotion, etc.).

The Agricultural Leadership, Education, and Communications Program is forming an external advisory board in FY21, made up of alumni and professionals with strong ties to the sectors that employ ALEC graduates. We plan on sharing the results of our assessment and evaluation efforts at each annual meeting of this board, which will be designed to help ALEC faculty use these results to make improvements to improve student learning. We also plan to share our evaluation results with those in the Office of the Provost interested in academic effectiveness and learning outcomes assessment.

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.

Catalog Page Text

Catalog Page Text: Description of program for the catalog page. This is not official content, it is used to help build the catalog pages for the program. Can be edited in the catalog by the college or department.

The M.S. in Agricultural Leadership, Education, and Communications is a professional degree for training community and organizational developers, professional trainers, Extension agents, communications officers, educational assessment professionals, customer service specialists, and agriculture classroom teachers to address issues as they pertain to teaching and learning in and about food, agriculture, natural resources, and the environment. Students are typically interested in either furthering their career in Extension, agricultural organizations and community agencies, and agricultural classrooms in secondary education. For on-campus students studying full-time, we also work with students interested in gaining licensure for teaching agriculture in Illinois public schools for grades 9-12.

Agricultural Leadership, Education, and Communications can be pursued as an online degree. Please refer to: <https://alec.illinois.edu/graduate/online-ms> for more information.

Admission

We are looking for highly motivated students with strong academic records. Students with backgrounds in agriculture, education, behavioral or social sciences are especially encouraged to apply. The minimum undergraduate grade-point average for admission is 3.0 (A = 4.0). Applicants for the online/off-campus program are not required to take the Graduate Record Examination (GRE). International applicants from non-English-speaking countries must have official TOEFL scores of at least 575 (written version) or 233 (computer-based version) to be eligible for admission. To receive full consideration for admission (and financial aid opportunities if you are applying for the full-time, on-campus program), please apply by February 15 for possible admission the following fall semester. The admission deadline for part-time online students is May 15 for the following fall semester.

Each applicant's undergraduate transcript will be evaluated for completion of general education courses required for certification by the Illinois State Board of Education. Students with deficiencies may be admitted with the stipulation that these be met before completion of the master's program.

Financial Aid

We are committed to funding as many of full-time on-campus students who are making timely progress as possible. The duration and amount of our commitment varies. Funding may include fellowships, research assistantships, and/or teaching assistantships. These opportunities typically include stipends and tuition waivers. In some cases, fees are also waived. All applicants are automatically considered for all department funding opportunities; there is no separate application process. Federal and state financial aid is completely separate from the support provided by our department. For information regarding federal and state financial aid, please refer to www.osfa.illinois.edu/.

Statement for Programs of Study Catalog (this is what appears online here: <http://catalog.illinois.edu/graduate/aces/agricultural-education-ms/#degreerequirementstext>)

Statement for Programs of Study Catalog

This degree program can be completed either on campus or online; with or without a thesis, the requirements are listed below:

Thesis Option

Code	Title	Hours
Required		21
ALEC 400	Foundations of Agricultural Leadership, Education and Communications (Foundations and Pathways of Agricultural Leadership, Education and Communication)	3
ALEC 410	Program Planning, Implementation and Evaluation (Program Planning, Implementation, and Evaluation)	3
ALEC 505	Science and Art of Teaching and Learning	3
HDFS 590	Advanced Research Methods (Advanced Research Methods)	4
HDFS 591	Qualitative Methods	4
or HDFS 594	Intermed Statistical Analysis	
ALEC 599	Thesis Research	4
Electives	Thesis requires 11 hours	11
AGCM 430	Comm in Env Social Movements ^{3 hours}	
AGED 430	Youth Development Programs ^{4 hours}	
AGED 496	Beginning Agriculture Teachers Seminar ^{2 hours}	
AGED 498	Second Year Agriculture Teacher Seminar ^{1 hour}	
ALEC 540	Volunteer Management (Volunteer Management) ^{3 hours}	
LEAD 440	Interpersonal Intelligence for Professional Success ^{2 hours}	
LEAD 460	Critical Approaches to Leadership Practice ^{3 hours}	
LEAD 470	Leading Professional Organizations and Communities ^{2 hours}	
LEAD 480	Collaborative Leadership ^{3 hours}	
Total Hours		32

Capstone Option

Code	Title	Hours
Required		15
ALEC 400	Foundations of Agricultural Leadership, Education and Communications (Foundations and Pathways of Agricultural Leadership, Education and Communication)	3
ALEC 410	Program Planning, Implementation and Evaluation (Program Planning, Implementation, and Evaluation)	3
ALEC 505	Science and Art of Teaching and Learning	3
ALEC 540	Volunteer Management (Volunteer Management)	3
ALEC 545	Research Methods and Design (Research Methods)	3
ALEC 595	Capstone Curriculum Project (Capstone Seminar) ^{Prereq ALEC 545}	3
Electives	Capstone requires 17 hours	17
AGCM 430	Comm in Env Social Movements ^{3 hours}	
AGED 430	Youth Development Programs ^{4 hours}	
AGED 496	Beginning Agriculture Teachers Seminar ^{2 hours}	
AGED 498	Second Year Agriculture Teacher Seminar ^{1 hour}	

LEAD 440	Interpersonal Intelligence for Professional Success ^{2 hours}	
LEAD 460	Critical Approaches to Leadership Practice ^{3 hours}	
LEAD 470	Leading Professional Organizations and Communities ^{2 hours}	
LEAD 480	Collaborative Leadership ^{3 hours}	
Total Hours		32

Other Requirements

Requirement

Other requirements and conditions may overlap

Minimum Hours Required Within the Unit: 5

Minimum 500-level Hours Required overall: 12

Minimum GPA: 3.0

EP Documentation

DMI Documentation

Program Reviewer Comments

Deb Forgacs (dforgacs) (Thu, 30 Jul 2020 19:45:06 GMT):Rollback: requested.

Allison McKinney (agrindly) (Fri, 09 Oct 2020 20:18:10 GMT):Rollback: Rolling back for requested clarifications by the Graduate College Executive Committee. Requested clarifications include: 1. The committee recommended that some clarification be made to the capstone option. Masters degrees require at least 12 hours at the 500 level and 8 of those 12 must be within the unit. The capstone option only has 9 required hours at the 500 level (then one 500 level elective). 2. The committee also would like more information about how the communications aspect of the training is being met. It was noted that there only seemed to be one communications course (AGCM 430). If the degree implies communication training, are there other courses that will provide that? 3. Along the same topic, it would be helpful to have some documentation from the Communication department in LAS to make them aware of this new major and coordinate if there is any noted impact or overlap with that unit.

Deb Forgacs (dforgacs) (Thu, 22 Oct 2020 16:16:44 GMT):Rollback: Requested rollback.

Deb Forgacs (dforgacs) (Thu, 29 Oct 2020 16:25:24 GMT):Rollback: requested

Key: 985

From: [Chambers, Jason Paul](#)
To: [Rosch, David Michael](#); [Yao, Mike](#)
Subject: Re: Revision of ALEC MS Degree in ACES?
Date: Wednesday, October 28, 2020 11:19:48 AM
Attachments: [image001.png](#)
[image002.png](#)

Hi Dave,

You have our approval to move forward. The Department of Advertising supports the described changes to the MS degree program in the ALEC program in ACES.

Best,

JASON P. CHAMBERS

*Associate Professor | Associate Department Head
College of Media Dean's Fellow: Diversity and Inclusion*

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College of Media
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Under the Illinois Freedom of Information Act any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.

From: "Rosch, David Michael" <dmrosch@illinois.edu>
Date: Tuesday, October 27, 2020 at 2:25 PM
To: "Yao, Mike" <mzyao@illinois.edu>
Cc: Jason Chambers <jpchambe@illinois.edu>, "Bradley Wright, Janette" <wjbradle@illinois.edu>
Subject: RE: Revision of ALEC MS Degree in ACES?

Hello Mike and Jason.

I just reaching back to see if it would be possible to receive an email response today signaling support for the new MS degree program in the ALEC program here in ACES. I would be glad to discuss with either or both of you if there are concerns, but if there are not, I am sincerely hoping to not have to delay my conversation with the Grad College Exec Committee another month (since they only meet monthly).

Thank you for considering this,

Dave

From: Rosch, David Michael
Sent: Friday, October 23, 2020 9:30 AM
To: Yao, Mike <mzyao@illinois.edu>
Cc: Chambers, Jason Paul <jpchambe@illinois.edu>; Bradley Wright, Janette <wjbradle@illinois.edu>
Subject: RE: Revision of ALEC MS Degree in ACES?

Hi all.

I think that would be great, Mike. I have finally been able to hire two faculty in ALEC that have a communications background, and will be undergoing a revision of the AGCM concentration this Spring. A Nov meeting would be great!

Regarding our grad program, I am meeting with the Grad College on Wed morning in their Exec Committee meeting. Would it be possible to hear back from you regarding the acceptability of our proposal by Tuesday, Mike and Jason?

Thank you!
Dave

From: Yao, Mike <mzyao@illinois.edu>
Sent: Friday, October 23, 2020 9:18 AM
To: Rosch, David Michael <dmrosch@illinois.edu>
Cc: Chambers, Jason Paul <jpchambe@illinois.edu>; Bradley Wright, Janette <wjbradle@illinois.edu>
Subject: Re: Revision of ALEC MS Degree in ACES?

Hi David,

Thank you for the update and sorry about the delay in my response.

Prof. Jason Chambers have been appointed the Associate Head of Advertising Department this year. He will be overseeing curriculum and student affairs. As such, I would like to loop Jason into the conversation and hear his thoughts.

Perhaps the three of us can set up a meeting in early November to discuss ALEC and how ADV can continue support the major moving forward.

Best,

Mike

From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Tuesday, October 20, 2020 2:59 PM
To: Yao, Mike <mzyao@illinois.edu>
Subject: Revision of ALEC MS Degree in ACES?

Hello Dr. Yao.

I hope you are doing well amidst a crazy semester. I am reaching out to you regarding a revision of the MS Degree that I coordinate. I know you are aware that Agricultural Education (AGED) and Agricultural Communications (AGCM) Program became the Agricultural Leadership, Education, and Communications (ALEC) Program in the College of ACES - you provided me with a letter of support from Advertising as we revised our undergraduate curriculum 18 months ago. We are now renaming our MS Degree from "AGED" to "ALEC" and updating our curriculum to be more reflective of coursework in agricultural leadership and agricultural communications. The Graduate College asked if I could get a signal of your support in the Advertising Department, given the strong role the College of Media plays in the undergrad ag communications Advertising concentration. I am attaching the summary of our updated program if you would like to take a look. I believe it has no overlap with your program, but would be happy to discuss our curriculum and proposal with you and your faculty if you believe it is warranted. If you are comfortable with our revision, could you simply signal that by replying so in an email to me?

Thanks for your time with this, Dr. Yao. I would be happy to discuss this in more depth if you would like!

Best,
Dave

DAVID M. ROSCH (he, him, his)
Director & Associate Professor

University of Illinois at Urbana-Champaign
College of Agricultural, Consumer and Environmental Sciences
Agricultural Leadership Education and Communication Program
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alec.illinois.edu



Under the Illinois Freedom of Information Act any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.

From: [Craft, Stephanie](#)
To: [Rosch, David Michael](#)
Subject: Re: Revision of ALEC MS Degree program in ACES
Date: Tuesday, October 27, 2020 9:47:18 AM
Attachments: [image001.png](#)

Dear Dave,

Thanks for reaching out regarding the MS degree in Agricultural Leadership, Education, and Communications.

I have looked over your proposal and do not see any significant overlaps with Journalism's MS program, either in curriculum or intended audience.

Wishing you all the best with the program launch. Please let me know if you need any additional information.

Stephanie

Stephanie Craft
Professor and Head
Department of Journalism
Faculty, Institute of Communications Research
Faculty affiliate, Cline Center for Advanced Social Research
University of Illinois at Urbana-Champaign

Under the Illinois Freedom of Information Act, any written communication to or from University employees regarding University business is a public record and may be subject to public disclosure.

From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Monday, October 26, 2020 11:27 AM
To: Craft, Stephanie <scraft@illinois.edu>
Subject: RE: Revision of ALEC MS Degree program in ACES

Hello Dr. Craft.

I am just checking back with you regarding the ALEC Program's proposal for revising our MS Degree curriculum. I am hoping to speak to the Grad College Executive committee this Wednesday morning at 9am, and I am hoping that I might have a sense of the support from the Dept of Journalism prior to that meeting, if possible. As I mention below, I believe there is no overlap with your own graduate programs, but I am trying to be prudent, given that our undergraduate concentration in Agricultural Communications interfaces with your own BS degree. Would you be able to get back to me when you get a chance?

Thank you, Dr. Craft!
Dave

DAVID M. ROSCH (he, him, his)
Director & Associate Professor

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From: Rosch, David Michael
Sent: Tuesday, October 20, 2020 2:58 PM
To: Craft, Stephanie <scraft@illinois.edu>
Subject: Revision of ALEC MS Degree program in ACES

Hello Dr. Craft.

I hope you are doing well amidst a crazy semester. I am reaching out to you regarding a revision of the MS Degree that I coordinate. I know you are aware that Agricultural Education (AGED) and Agricultural Communications (AGCM) Program became the Agricultural Leadership, Education, and Communications (ALEC) Program in the College of ACES - you provided me with a letter of support from Journalism as we revised our undergraduate curriculum 18 months ago. We are now renaming our MS Degree from "AGED" to "ALEC" and updating our curriculum to be more reflective of coursework in agricultural leadership and agricultural communications. The Graduate College asked if I could get a signal of your support in the Journalism Department, given the strong role the College of Media plays in the undergrad ag communications Journalism concentration. I am attaching the summary of our updated program if you would like to take a look. I believe it has no overlap with your program, but would be happy to discuss our curriculum and proposal with you and your faculty if you believe it is warranted. If you are comfortable with our revision, could you simply signal that by replying so in an email to me?

Thanks for your time with this, Dr. Craft. I would be happy to discuss this in more depth if you would like!

Best,
Dave

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From: [Oswald, Ramona Faith](#)
To: [Ogolsky, Brian Gabriel](#); [Rosch, David Michael](#)
Cc: [Ray, Andrea Lynne](#)
Subject: Re: HDFS letter of support?
Date: Friday, July 24, 2020 12:07:55 PM
Attachments: [image001.png](#)

Sorry! Im trying to move and am sort of on vacation. Yes I absolutely support this.

Ramona Oswald

Sent from my Verizon, Samsung Galaxy smartphone
Get [Outlook for Android](#)

From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Friday, July 24, 2020 12:00:30 PM
To: Ogolsky, Brian Gabriel <bogolsky@illinois.edu>; Oswald, Ramona Faith <roswald@illinois.edu>
Cc: Ray, Andrea Lynne <aray@illinois.edu>
Subject: Re: HDFS letter of support?

Hello Brian and Ramona.

Ramona, I was just wondering if you had any questions or concerns about HDFS's minor role in the new ALEC M.S. degree program, and if not, if you wouldn't mind replying to this email stating your support. Is that possible?

Thank you!

Dave

From: "Rosch, David Michael" <dmrosch@illinois.edu>
Date: Tuesday, July 21, 2020 at 3:05 PM
To: Brian Ogolsky <bogolsky@illinois.edu>, "Oswald, Ramona Faith" <roswald@illinois.edu>
Subject: Re: HDFS letter of support?

Ooops - thanks, Brian, I will make the rubric correction. And to reiterate, Ramona, yes, we're talking zero students more often than not in most years, and never more than a couple. In the ten years I've been in the AGED grad program, I think we've had 9 students defend a thesis with a much lower bar for doing so than we are setting up here.

Thanks,
Dave

From: Brian Ogolsky <bogolsky@illinois.edu>
Date: Tuesday, July 21, 2020 at 12:56 PM
To: "Rosch, David Michael" <dmrosch@illinois.edu>, "Oswald, Ramona Faith" <roswald@illinois.edu>
Subject: RE: HDFS letter of support?

Hi Dave,

Quick clarification....research methods is numbered 590.

Ramona, when Dave and I spoke it sounds like the number of ALEC students who would opt into the track would be incredibly small and, in some semesters, none at all. I see no problem allowing them in.

Take care,
Brian

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Follow me on Twitter @bogolsky

From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Tuesday, July 21, 2020 11:00 AM
To: Oswald, Ramona Faith <roswald@illinois.edu>; Ogolsky, Brian Gabriel <bogolsky@illinois.edu>
Subject: HDFS letter of support?

Hello Ramona and Brian.

I hope you are both doing well! Ramona, I have already spoken to Brian about the fact that ALEC is creating a new MS degree program (in "ALEC") to replace the current "AGED" degree program that is the last remaining holdover from the merge of AGED and AGCM. We're using the opportunity to do a deep spring cleaning of our curriculum, and one of those things we would like to "clean" is to strengthen the pathway and support for the tiny minority of ALEC grad students who want to complete a thesis. Brian and I have talked about having 1-2 ALEC students per year (tops) take a short quant or qual series of classes: starting with HDFS 494, then either 591 or 594. I've attached a doc that lists each course in our new program if you want a birds-eye view.

Because these courses are in HDFS, it will probably be required that HDFS signal support for the new degree program. Ramona, would you be able to reply to this email signaling that support? Alternatively, if either of you have questions, please just let me know and we can continue talking.

Thank you!
Dave

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From: [Caughlin, John Patrick](#)
To: [Rosch, David Michael](#)
Subject: Re: Revision of a College of ACES MS degree
Date: Thursday, October 22, 2020 6:24:30 AM
Attachments: [image001.png](#)

Dear Professor Rosch,
We have no objection to your proposal.
John

JOHN P. CAUGHLIN (he, him, his)

Professor and Head

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From: Rosch, David Michael <dmrosch@illinois.edu>
Sent: Tuesday, October 20, 2020 2:53 PM
To: Caughlin, John Patrick <caughlin@illinois.edu>
Subject: Revision of a College of ACES MS degree

Hello Dr. Caughlin.

I hope you are doing well amidst a crazy semester. I am reaching out to you regarding a revision of the MS Degree that I coordinate. Since the Agricultural Education (AGED) Program became the Agricultural Leadership, Education, and Communications (ALEC) Program in the College of ACES, we are renaming our MS Degree from “AGED” to “ALEC” and updating our curriculum to be more reflective of coursework in agricultural leadership and agricultural communications. The Graduate College asked if I could get a signal of your support in the Communications Department. I am attaching the summary of our updated program if you would like to take a look. I believe it has no overlap with your program, but would be happy to discuss our curriculum and proposal with you and your faculty if you believe it is warranted. If you are comfortable with our revision, could you simply signal that by replying so in an email to me?

Thanks for your time with this, Dr. Caughlin - I would be happy to talk more if you would like!

Best,
Dave

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