

EP.06.13
(Rev. 1/31/06)

PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY
COLLEGE OF AGRICULTURAL, CONSUMER AND ENVIRONMENTAL SCIENCES
Department of Human and Community Development

Revision to the Bachelor of Science curriculum with a major in
Agricultural and Environmental Communications and Education

Sponsor: College of Agricultural, Consumer and Environmental Sciences
Department of Human and Community Development
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Brief Description:

1. Discontinue the environmental communications and education concentration in Agricultural and Environmental Communications and Education (AECE).
2. Revise the AECE agricultural communications concentration to permit students to focus their ACES elective course work in the areas of agriculture and agribusiness, family and consumer sciences, or environment and natural resources.
3. Rename the AECE agricultural communications concentration as agricultural, consumer, and environmental sciences communication.

Justification:

1. Since the AECE environmental communications and education concentration was created in 1997, the number of students enrolling in it has rarely exceeded five per year. Reductions in faculty numbers have made it unfeasible to regularly offer courses required solely in the environmental communications concentration to a small number of students. Integrating environmental communications within a single agricultural, consumer and environmental sciences communication concentration will more efficiently use faculty resources while enabling students interested in environmental communications to complete College of Communications professional skills courses.
2. The current agricultural communications concentration combines course work in applied communications (14 hours in AGCM), professional skills (20 hours in JOURN, ADV and COMM), and agricultural subjects (16-18 hours from ACES departments). The proposed revision retains this basic structure but makes minor changes in two of these elements to provide students more flexibility in choosing courses that match their interests in communication related to the various aspects of agricultural, consumer, and environmental sciences.
Where the current concentration requires five specific AGCM courses, the proposed concentration requires two core AGCM courses plus two more selected from a list of five. (The fifth required course in the current concentration, a 1-hour professional development seminar, will be discontinued and its subject matter incorporated into other courses.) This change will offer students more choice among applied communications topics; by more evenly distributing demand across several AGCM courses, it also will permit more effective allocation of faculty resources.
Where the current concentration requires introductory courses in two ACES subjects, plus 10 additional hours of more advanced elective courses from ACES departments, the proposed

concentration simply requires students to select 18 or more hours of ACES elective course work in one of three focus areas – agriculture and agribusiness, family and consumer sciences, and environment and natural resources. By requiring a greater number of hours in post-introductory courses, this change will require students to more deliberately focus their ACES elective course work and to better develop subject-matter knowledge in the farm, food system and other sectors in which they expect to work. Proposed guidelines for selecting these courses are included with this proposal.

The requirement of 20 hours of professional skills courses offered by the College of Communications will remain unchanged. These skills courses are a critical curriculum component that the proposed program will extend to students interested in environmental and consumer communications.

3. The revised concentration name will more accurately describe the fuller range of subject matter relevant to College of ACES students interested in communication.

Budgetary and Staff Implications:

The proposed revision would require no additional staff or financial resources within the Department of Human and Community Development. HCD-controlled courses included in the revised curriculum are part of current offerings. No departmental courses will be added; a one-hour course, AGCM 390 (Prof Dev in Ag and Env Com) will be dropped, its subject matter to be incorporated into other courses. Faculty teaching assignments will be altered but not increased, and the size and frequency of some courses may change with student demand.

The proposed concentration requires roughly the same number of courses offered by other College of ACES departments as is required in the current agricultural communications curriculum. However, the range of courses students may select to meet ACES elective requirements will be broadened, so that the proposed concentration may decrease demand for some introductory courses while increasing that for some higher-level courses. In no cases is it anticipated that these changes will pose material resource implications for other ACES departments.

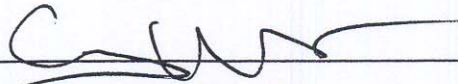
Total program enrollment limits for the proposed program will remain unchanged from those now specified by the cooperative agreement with the College of Communications, and requirements for College of Communications courses will remain unchanged from those in the current program.

Effective Date: August 2006

Guidelines for Undergraduate Education:

The revised concentration will continue to strengthen students' abilities in areas outlined as important for undergraduate education. Its general education component provides students with varied opportunities to advance their written and oral communication skills, critical thinking, and cultural awareness. Applied communication courses provide further opportunity for critical thinking and problem solving. The enhanced opportunity to focus course work in an area encompassed by the agricultural, consumer, and environmental sciences will encourage deeper understanding of the subject matter and its applications as well as a greater understanding of science and scientific practice.

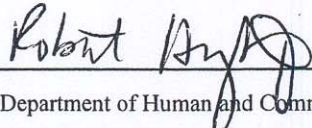
Clearances:



Chair, Courses and Curricula Committee
Department of Human and Community Development

10.12.05

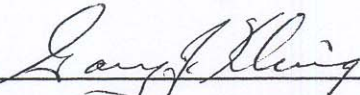
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Head, Department of Human and Community Development

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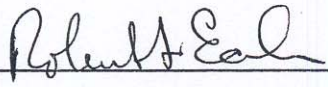
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Chair, Courses and Curricula Committee, College of ACES

10-12-05

Date



Dean, College of Agricultural, Consumer and Environmental Sciences

10/14/05

Date

Chair, Senate Educational Policy Committee

Date

Statement for the Bulletin:

Department of Human and Community Development

MAJOR IN AGRICULTURAL AND ENVIRONMENTAL COMMUNICATIONS AND EDUCATION

For the Degree of Bachelor of Science with a Major in Agricultural and Environmental Communications and Education

This curriculum prepares students for positions requiring expertise in communications and education about agricultural, consumer, and environmental topics and issues. Examples include professional writing, editing, and publishing; public relations; advertising; radio and television broadcasting and video production; teaching agriculture in the public schools, cooperative extension work, training and program development; and other education- and communication-related positions in agricultural, environmental, food-system, and consumer-oriented agencies and businesses. Students completing the agricultural education concentration of this curriculum are eligible for teacher certification in agricultural science and business, agricultural mechanics, and horticulture. For these students, a minimum of 2,000 hours of employment experience in agriculture is required for teacher certification. A minimum of 126 hours is required for graduation. For teacher certification requirements applicable to all curricula, see the Council on Teacher Education Section. Students pursuing this major select from three concentrations: agricultural, consumer and environmental sciences communication; agricultural leadership education; and agricultural education.

Required Courses Including Campus General Education

Hours Composition I and Speech

- 4 RHET 105 – Principles of Composition or equivalent (see college Composition I requirement)
- 3 SPCM 101 – Public Speaking (see college Composition I requirement)

Hours Advanced Composition

- 3-4 Select from campus approved list

Hours Quantitative Reasoning

- 3-5 Select one from:
 - MATH 124 – Finite Mathematics
 - MATH 220 – Calculus I
 - MATH 234 – Calculus for Business I
- 3-5 Statistics course. Consult College of ACES Student Handbook.

Hours Natural Sciences

- 4 CHEM 102 – General Chemistry I and CHEM 103 – General Chemistry Lab II for all concentrations except agricultural, consumer and environmental communications
- 3-5 Physical Science – select from campus approved list¹
- 3-5 Life science – select from campus approved list¹

Hours Humanities

6 Humanities electives – select from campus approved list

Hours Social Sciences

4 PSYC 100 – Intro Psych

3 PS 101 – Intro to US Gov & Pol

3-4 Social/Behavioral Science elective – select from campus approved list²

Hours Cultural Studies

6 Select one course from Western culture and one from non-Western/U.S. minority culture from campus approved list

Hours ACES Required

2 ACES 100 – Contemporary Issues in ACES

Hours AECE Required

3 AGCM 110 – Intro to Ag and Env Comm

3 AGED 220 – Principles of Ag Education

3 RSOC 110 – Intro to Rural Society

1. Agricultural, consumer and environmental sciences communication students must select one course from department-approved list. Consult College of ACES Student Handbook.

2. For the agricultural education and agricultural leadership education options, ACE 100 – Agr Cons and Resource Econ is required.

Agricultural, Consumer and Environmental Sciences Communication Concentration

The concentration in agricultural, consumer and environmental sciences communication for students with interests in those fields who wish to pursue careers as professionals in writing, editing, and publishing; public relations; radio and television broadcasting and video production; photography; and related activities. Within this concentration, three specializations allow the planning of study programs closely related to the student's interests in news-editorial, advertising, or broadcast journalism. Students in all specializations complete advanced College of ACES course work in one of three areas: agriculture and agribusiness, family and consumer sciences, and environment and natural resources. The College of ACES and the College of Communications offer this curriculum cooperatively. Completion of the concentration requires a minimum of 126 hours of credit.

Hours Agricultural, Consumer and Environmental Sciences Communications Concentration Required

4 ACE 100 – Agr Cons and Resource Econ

3 AGCM 210 – Writing for Ag and Env Media

4 AGCM 320 – Educational Campaign Planning

Two courses selected from:

3 AGCM 220 – Presenting Information

4 AGCM 240 – Photography in Agriculture

3 AGCM 330 – Environmental Communications

3 AGCM 370 – Ag Sales Communications

3 AGCM 430 – Comm in Env Social Movements

Hours ACES Electives

- 18 Eighteen hours other than agricultural communications courses, to include at least 10 hours in courses at the 200-level or higher, chosen from one of three focus areas: agriculture and agribusiness, family and consumer sciences, or environment and natural resources.

Hours Communications Courses

- 20 Twenty hours from the College of Communications in one of three specializations: advertising, broadcast journalism, or news-editorial. During the semester the student expects to graduate, he or she must submit a statement to the ACES Office of Academic Programs office, signed by the advisor, which indicates that the courses taken in the area of specialization are appropriate. Courses fulfilling this requirement cannot be used to fill other graduation requirements.

Communication Specializations

Choose one of the following specializations:

Hours Advertising Specialization

- 20 ADV 300 – Introduction to Advertising
ADV 481 – Advertising Research Methods
Five additional 400-level ADV courses

Hours News-Editorial Specialization

- 20 JOUR 400 – Reporting, I
JOUR 420 – News Editing
JOUR 425 – Graphics and Design
And at least one course from each of the following two groups:

Group 1

- JOUR 317 – History of Communications
- JOUR 320 – Popular Culture
- JOUR 331 – Media and Democracy
- JOUR 351—Social Aspects of Media
- JOUR 411 – Law and Communications
- JOUR 450 – Media and Public Opinion

Group 2

- JOUR 405 – History of American Journalism
 - JOUR 411 – Law and Communications
 - JOUR 415 – Reporting, II
 - JOUR 435 – Radio Journalism
 - JOUR 440 – Television Journalism I
 - JOUR 460 – Special Topics
 - JOUR 475 – Magazine Writing
 - JOUR 485 – Magazine Editing
- Electives to make up 20 hours

Hours Broadcast Journalism Specialization

- 20 JOUR 400—Reporting, I
- JOUR 411—Law and Communications
- JOUR 435—Radio Journalism
- JOUR 440—Television Journalism I
- JOUR 445—Television Journalism II
- Electives to make up 20 hours

9-28 Open electives

126 Total – Of this total, ACES prescribed and elective courses must equal at least 35 hours.

Agricultural Leadership Education Concentration

The Agricultural Leadership Education concentration prepares students for educational leadership, training and outreach positions in agricultural, extension, community and governmental agencies. Coursework in the major focuses on designing educational/training programs, making professional presentations, leadership development, teaching/training methods and interpersonal communications. A four-week business/agency summer internship is required. The curriculum provides the flexibility for students to specialize in a chosen area of agriculture.

Hours Agricultural Leadership Education Concentration Required

- 3 ACE 161—Microcomputer Applications
- 3 ACE 231—Food and Agribusiness Mgt
- 6-8 Two courses from the following:
 - ANSC 100—Intro to Animal Sciences
 - CPSC 112—Introduction to Crop Sciences
 - FSHN 101—Intro Food Science & Nutrition
 - FSHN 120—Contemporary Nutrition
 - HORT 100—Introduction to Horticulture
 - NRES 102—Introduction to NRES
 - NRES 201—Introductory Soils
 - TSM 100—Technical Systems in Agr
- 4-8 AGED 293—Ag Leadership Internship
- 3 AGED 260 —Intro to Leadership Studies
- 3 AGED 360 —Integrating Leadership
- 3 AGED 420 —Ag Education Teaching Methods
- 6-7 Two courses from the following:
 - AGCM 320—Educational Campaign Planning
 - AGCM 370—Ag Sales Communications
 - AGCM 380—Leadership Development
- 3-4 Educational psychology elective. See academic adviser.
- 12 ACES electives
- 9-23 Open electives
- 126 Total --Of this total, ACES prescribed and elective courses must equal at least 35 hours.

Agricultural Education Concentration

The Agricultural Education concentration prepares students to teach agricultural science, agribusiness, agricultural mechanics and horticulture in Illinois high schools. State of Illinois certification requirements include a minimum of 2,000 hours of employment experience in agriculture. Teacher certification students must maintain a 2.5 GPA or above to remain in good standing. Review procedures are provided by the Council on Teacher Education. Applications for student teaching should be submitted early in the spring semester of the year preceding the student teacher practicum.

Hours Agricultural Education Concentration Required

2	AGED 250—Observation and Program Analysis
1	AGED 350—Early Field Experience
3	AGED 420—Ag Education Teaching Methods
3	AGED 450—Program Delivery and Eval
1	AGED 451—Professional Dev in Ag Ed
1	CI 473--Literacy in Content Areas
3-4	EPS 201—Foundations of Education or EPS 202—Foundations of Education-ACP or two course from EPS 400, 401 or 411
8	EDPR 442—Edu Prac in Secondary Edu
3	EPSY 201—Educational Psychology
1	SPED 205—Introduction to Special Needs
2	SPED 405—Gen Educator's Role in SPED

Hours Technical Subject Matter Required

3	ACE 161--Microcomputer Applications
4	ANSC 100—Intro to Animal Sciences
4	CPSC 112—Introduction to Crop Sciences
3	HORT 100--Introduction to Horticulture
3	HORT 246--Floral Design I
4	HORT 341--Greenhouse Mgmt and Production
4	NRES 201—Introductory Soils
3	TSM 100--Technical Systems in Agr
3	TSM 232--Materials and Construction Sys or TSM 233—Metallurgy & Welding Process
3	TSM 234--Wiring, Motors and Control Sys

9-23 Open electives

126 Total --Of this total, ACES prescribed and elective courses must equal at least 35 hours.

MAJOR IN AGRICULTURAL AND ENVIRONMENTAL COMMUNICATIONS AND EDUCATION
 For the Degree of Bachelor of Science with a major in
 Agricultural and Environmental Communications and Education
 Agricultural, Consumer and Environmental Sciences Communication Concentration (10KL0044BS)

Courses	Hours	Courses	Hours	
GENERAL EDUCATION REQUIRED		ACES COMMUNICATION CONCENTRATION REQUIRED		Minimum of 15 hours of major and option courses must be completed on the UIUC campus.
Composition and Speech				
RHET 105 ¹	4			
SPCM 101 ¹	3	AGCM 210	3	
Advanced Composition ²	3-4	AGCM 320	4	
Cultural Studies ²	6	<i>Two courses selected from:</i>		
One Western culture and One non-Western/U.S. minority culture		AGCM 220, 240, 330, 370, and 430	6-7	
Foreign Language ³		ACES ELECTIVES		
Quantitative Reasoning I	3-5	Eighteen hours other than agricultural communications courses, to include at least 10 hours in courses 200-level or higher. ⁶	18	
MATH 124, 220, or 234		COMMUNICATIONS SPECIALIZATION		
Quantitative Reasoning I	3-4	Twenty hours from the College of Communications in one of three specializations: advertising, broadcast journalism, or news-editorial. During the semester the student expects to graduate, he or she must submit a statement to the ACES Office of Academic Programs office, signed by the advisor, which indicates that the courses taken in the area of specialization are appropriate.	20	
Statistics ⁴		Courses fulfilling this requirement cannot be used to fill other graduation requirements.		
Natural Sciences ⁵	3-5			
Life Sciences course ^{2,5}	3-5			
Physical Sciences course ^{2,5}	6			
Humanities and the Arts ²				
Social and Behavioral Sciences				
ACE 100	4			
PS 101	3			
PSYC 100	4			
Social Sciences course ²	3-4			
ACES REQUIRED		OPEN ELECTIVES		
ACES 100	2			
AECE REQUIRED				TOTAL HOURS REQUIRED:
AGCM 110	3			126
AGED 220	3			
RSOC 110	3			

¹ See handbook page __ for equivalent courses.

² To select approved General Education courses, consult with your academic advisor and refer to the current GENED list at <http://courses.uiuc.edu/cis/gened/urbana/2004/Fall>.

³ Proficiency or completion of a course at or beyond the third level is required for graduation.

⁴ Select from ACE 261, CPSC 241, ECON 202, MATH 161, PSYC 235, SOC 280, or STAT 100.

⁵ Two courses are required; one course must be selected from this list: ANSC 331; CHEM 102 and 103; GEOL 101 or 107; IB 101 or 103; MCB 100 and 101, or 103 and 104; or PHYS 101. The other course must be selected from the current GENED approved Natural Sciences list – see footnote 2.

⁶ Work with your advisor to choose courses in one of the following focus areas: agriculture and agribusiness, family and consumer sciences, and environment and natural resources.

Eight-semester plan for revised AECE Agricultural, Consumer and Environmental Sciences Communication concentration

<p>Fall first year</p> <p>ACES 100 AGCM 110 MATH 124/220/234 RHET 105/SPCM 101/SPCM 111 ACES Elective</p>	<p>2 3 3-5 3-4 3-4</p>	<p>Spring first year</p> <p>ACE 100 PSYC 100 RSOC 110 RHET 105/SPCM 101/SPCM 112 Physical Science</p>	<p>4 4 3 3-4 3-4</p>
<p>Fall sophomore year</p> <p>AGCM 210 AGED 220 PS 101 Life Science ACES elective</p>	<p>3 3 3 3-4 3-4</p>	<p>Spring sophomore year</p> <p>ADV 300 or AGCM elective Humanities Social/Behavioral science Statistics ACES Elective</p>	<p>3-4 3 3 3-4 3-4</p>
<p>Fall junior year</p> <p>AGCM 320 ADV 481 or JOUR 400 Humanities ACES elective ADV/COMM/JOUR elective</p>	<p>4 3-4 3 3 3-4</p>	<p>Spring junior year</p> <p>ADV elective or JOUR 420 or JOUR 435 JOUR 411 or JOUR elective AGCM elective ACES elective Open elective</p>	<p>3-4 3 3 3 3</p>
<p>Fall senior year</p> <p>ADV elective or JOUR 425 or JOUR 440 ADV or JOUR or AGCM elective ACES elective Open electives</p>	<p>3-4 3-4 3 6</p>	<p>Spring senior year</p> <p>ADV elective or JOUR 445 Open electives</p>	<p>3-4 12</p>

Course lists for ACES electives in the AECE Agricultural, Consumer and Environmental Sciences Communication concentration

Students must complete 18 hours of course work from one of the following lists, to include at least 10 hours in courses at the 200-level or higher.

Agriculture and Agribusiness

ACE 222	Agricultural Marketing
ACE 231	Food and Agribusiness Mgt
ACE 232	Management of Farm Enterprises
ACE 251	The World Food Economy
ACE 255	Econ of Rural Poverty and Dev
ACE 320	Commodity Marketing
ACE 328	Commodity Futures and Options
ACE 332	Farm Management
ACE 340	Agricultural Finance
ACE 403	Agricultural Law
ACE 430	Food Marketing
ACE 433	Agribusiness Planning
ACE 451	Agriculture in Intl Dev
ACE 455	Intl Trade in Food and Agr
ACE 456	Agr and Food Policies

Any ANSC

Any CPSC

FSHN 101	Intro Food Science & Nutrition
FSHN 260	Raw Materials for Processing

Any HORT

NRES 102	Introduction to NRES
NRES 201	Introductory Soils
NRES 219	Principles of Ecosystem Mgmt
NRES 270	Applied Entomology
NRES 276	Introduction to Field Pedology
NRES 280	Forest and Landscape Insects
NRES 302	Dendrology
NRES 312	Biology of Soils
NRES 471	Pedology
NRES 473	Soil Testing Practicum
NRES 474	Soil and Water Conservation
NRES 475	Soil Microbiology

Any PLPA

Any TSM

Other courses as approved by the academic advisor

Environment and Natural Resources

ACE 210	Environmental Economics
ACE 310	Natural Resource Economics
ACE 406	Environmental Law
ACE 411	Environment and Development

ANSC 467 Applied Animal Ecology

CPSC 116	The Global Food Production Web
CPSC 261	Biotechnology in Agriculture
CPSC 336	Tomorrow's Environment
CPSC 431	Plants and Global Change
CPSC 436	Conservation Biology
CPSC 437	Principles of Agroecology
CPSC 439	Env and Sustainable Dev
CPSC 465	Ethics in Biotechnology

Any NRES

TSM 311	Humanity in the Food Web
TSM 352	Land and Water Mgt Systems

Other courses as approved by the academic advisor

Course lists for ACES electives (cont.)

Family and Consumer Sciences

ACE 182	Issues in Textile Marketing
ACE 222	Agricultural Marketing
ACE 245	Personal Finance
ACE 251	The World Food Economy
ACE 270	Consumer Economics
ACE 286	Cultural Analysis of Textiles
ACE 334	Retail Market Analysis
ACE 371	Consumer Economics Policy
ACE 387	Textiles in the Global Economy
ACE 430	Food Marketing
ACE 445	Financial Plan and Counseling
ACE 456	Agr and Food Policies
ACE 471	Consumer Economic Policy
ACE 474	Econ of Consumption
ACE 476	Family Economics
ACE 487	Consumers in the Marketplace
ANSC 110	Life with Animals and Biotech
ANSC 305	Human Animal Interactions
FSHN 101	Intro Food Science & Nutrition
FHSN 120	Contemporary Nutrition
FSHN 131	Introductory Food Laboratory
FSHN 140	Introduction to Hospitality
FSHN 204	NonMajors Food Microbiology
FSHN 302	Sensory Evaluation of Foods
FSHN 425	Food Marketing
HORT 105	Vegetable Gardening
HORT 106	Home Horticulture
HORT 107	Introduction to Floral Design
HORT 130	Medicinal Plants and Herbology
HORT 465	Ethics in Biotechnology
HDFS 105	Intro to Human Development
HDFS 120	Intro to Family Studies
HDFS 220	Comparative Family Org
HDFS 225	Close Relationships
HDFS 420	Family Diversity in the US
HDFS 421	History of American Families
HDFS 422	US Latina and Latino Families
HDFS 424	Racial and Ethnic Families
HDFS 425	Critical Family Transitions
HDFS 426	Family Conflict Management
TSM 311	Humanity in the Food Web
TSM 371	Residential Housing Design

Other courses as approved by the academic advisor