

Office of the Provost and Vice Chancellor
for Academic Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



October 20, 2009

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

Dear Professor Aminmansour:

Enclosed is a copy of a proposal from the College of Media and the College of Agricultural, Consumer and Environmental Sciences to establish the BS in Agricultural Communications in the College of Media.

This proposal has been approved by the College of Media and the College of Agricultural, Consumer and Environmental Sciences. It now requires Senate review.

Sincerely,

A handwritten signature in black ink that reads 'Kristi A. Kuntz'.

Kristi A. Kuntz
Assistant Provost

KAK/dkk

Enclosures

c: W. Harrington
R. Hauser
C. Livingstone

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

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



RECEIVED
OCT 13 2009
OFFICE of the PROVOST

October 9, 2009

Kristi Kuntz, Assistant Provost
Office of the Provost, Second Floor
Swanlund Administration Building
Campus MC-304

Dear Kristi:

Please find enclosed a proposal to the Senate Committee on Educational Policy. The College of ACES and the College of Media have agreed to move the concentration in ACES Communications to the College of Media and convert it into a separate major entitled Agricultural Communications.

Supporting documentation for this proposal – including a Memorandum of Understanding approved by both Colleges – appears on the attached paperwork, which has been prepared and formatted for review by the Senate.

Also enclosed is a proposal to create a new Minor in Food and Environmental Systems within the College of ACES. This minor is mentioned in the proposal to transfer the Agricultural Communications curriculum from ACES to Media and is a vital component thereof.

All of these materials have been reviewed and endorsed at the highest administrative levels of both Colleges. Thank you for your consideration of these proposals. Please feel free to contact me should you have any questions.

Sincerely,



F. William Simmons
Assistant Dean, College of ACES

FWS/rhc

cc: R. Hughes, Jr.
G. L. Walter
HCD C&C File



Senate Educational Policy Committee Proposal Check Sheet

PROPOSAL TITLE (Same as on proposal): Transfer Agcm From Aces To Mdia

PROPOSAL TYPE (Please select all that apply below):

A. Program and degree proposals

1. This proposal is for a graduate program or degree

Yes No

2. Degree proposal (e.g. B.S.A.E., M.S.C.E.)

New degree - - please name new degree name:

Revision of an existing degree - - please name of the existing degree to be revised:

3. Major proposal (disciplinary focus e.g. Mathematics, Mechanical Engineering)

New major - - please name new major: Agricultural Communication

Revision of an existing major - - please indicate the name of the existing major to be revised:

4. Concentration proposal (e.g. Financial Planning)

New concentration - - please name new concentration:

Revision of an existing concentration - - please name the existing concentration to be revised: ACES Communication

5. Minor proposal (e.g. Cinema Studies)

 New minor - - please name new concentration: Revision of an existing minor - - please name the existing concentration to be revised:

6. Proposal for terminating an existing degree, major, concentration or minor.

Please name and nature of the existing degree, major, concentration or minor:

7. Proposal for a multi-institutional degree between U of I and a foreign institution.

 Please name the existing UIUC degree or program: Please name the partnering institution:B. Proposal for renaming existing academic units (college, school, department or program).

Please provide the unit's current name:

Please provide the unit's proposed new name:

C. Proposal for re-organizing existing units (colleges, schools, departments or programs). Change in status of an existing and approved unit (e.g. change from a program to department). Please indicate current unit name including status: Transfer an existing unit

Please provide the current unit's name and home:

Please provide the new home for the unit:

 Merge two or more existing units (e.g. merge department A with department B).

Name and college of unit one to be merged:

Name and college of unit two to be merged:

 Terminate an existing unit. Please provide the current unit's name and status:D. Other educational policy proposals (e.g. academic calendar, grading policies, etc.):

Please indicate the nature of the proposal:

PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

TITLE OF PROPOSAL

This proposal requests creation of an Agricultural Communications major in the College of Media. The major will be jointly sponsored by the College of Media and the College of Agricultural, Consumer and Environmental Sciences, but administratively housed in the College of Media.

SPONSORS:

Robert J. Hauser, Interim Dean, College of Agricultural,
Consumer and Environmental Sciences
University of Illinois
122 Mumford Hall
1301 W Gregory Dr, MC-710
Tel. 217.333.0460 Fax 217.244.2911
E-mail: r-hauser@illinois.edu

Walter Harrington, Interim Dean, College of Media
University of Illinois
810 S. Wright St.
119 Gregory Hall, MC-462
Tel. 217.333.2350 Fax 217.333.9882
E-mail: wharring@illinois.edu

BRIEF DESCRIPTION:

The purpose of this proposal is to request creation of an Agricultural Communications major in the College of Media based on the Agricultural, Consumer and Environmental Sciences Communications concentration in the College of Agricultural, Consumer and Environmental Sciences. The major will be jointly sponsored by the two colleges but administratively housed in the College of Media. The overall goals of this creation are to ensure that the University of Illinois continues to educate students in agricultural, consumer and environmental communications through the joint cooperation of the Colleges of ACES and Media. Agricultural Communications students will select a concentration in the College of Media: Advertising, Broadcast Journalism, or News-editorial Journalism. To round out their degree programs, Agricultural Communications students will complete a proposed minor in ACES that includes 18 hours of coursework (now presented as a proposed minor in Food and Environmental Systems) from College of ACES departments that will enhance their competence in the areas related to the systems related to food production, consumption and nutrition, and/or environmental and natural resources. Courses in the new Agricultural Communications major will retain the AGCM rubric. Students enrolled in the current concentration will be able to finish under the current College of ACES curriculum, if they choose to do so.

ACES students currently enrolled in the AGCM concentration who choose to transfer to the College of Media and AGCM students beginning with the Fall 2011 incoming freshmen class will graduate as College of Media graduates. The College of ACES and the College of Media have formed a collaboration to ensure AGCM students feel they belong to both colleges. The colleges will work together on all academic and student affairs matters.

JUSTIFICATION:

The Agricultural Communications program has been offered jointly and successfully for more than 45 years by the College of ACES and the College of Media.

The university is among the pioneers in efforts to improve the agriculture and food enterprise of societies through effective communications.

Thirty-four universities in the United States now offer undergraduate programs related to agricultural journalism and communications. Enrollments in them are growing nationally as programs attract the interest of urban as well as rural students. Demand for qualified graduates is consistently strong because skilled communicators well versed in these areas are rare.

Despite declining faculty resources for the University of Illinois program (particularly in the College of ACES, where tenure-system lines have declined from four to zero during the past 10 years), student enrollments in the agricultural communications degree program and courses (more than half of which are taught in the College of Media, which has never had faculty lines specifically devoted to the program) have remained strong. Alumni of the program have remained actively supportive. Students, alumni and other leaders are urging efforts to revitalize it and help it address the challenges and opportunities ahead. They know that the University of Illinois, with exceptionally strong Colleges of Media and Agricultural, Environmental and Consumer Sciences, should continue to be a pioneering center of excellence for teaching, research and service in this expanding, vital field.

BUDGETARY AND STAFF IMPLICATIONS:

a. Additional staff and dollars needed

Additional teaching resources will be required to manage the AGCM course requirements:

- One 100% 9-month tenure track Assistant Professor, with a tenure home in College of Media. Funding has been allocated from the Provost. The specific department in the College of Media that will provide the tenure home for the Assistant Professor will be determined based on this individual's area of specialization.
- One 100% 9-month Academic Professional Teaching Associate transferred from the College of ACES to the College of Media.
- An endowed chair, 50% in ACES, 50% in College of Media. A campaign to secure funds for this Endowed Chair position is underway.
- The College of Media Agricultural Communications students will be advised by current professional advisors in the College of Media effective Fall 2011. However, if the college grows its undergraduate population as outlined in the College of Media's Strategic Plan, an additional 100% time advisor will be needed in the next 2-3 years.

Because approval of this proposal is not expected until the 2009-10 academic year, the Fall 2009 and 2010 freshman class will be enrolled as majors in the College of ACES. These students along with off campus transfer students will be offered the option of transferring to the College of Media once approval for program creation is received. Tuition revenue that flows to the colleges from the enrollment of majors will be directed to the college of enrollment as stated in the MOU and Addendum between the Colleges of ACES and Media regarding the Agricultural Communications program. Revenue that flows to the colleges from earned instructional units will be directed to the course instructor's home unit.

b. Internal reallocations (e.g., change in class size, teaching loads, student-faculty ratio, etc.)

No new classes are proposed as part of this revision and enrollment is not anticipated to increase. Therefore, internal allocations will remain the same.

c. Effect on course enrollment in other departments and explanations of discussions with representatives of those departments.

Because the College of ACES and Media have a long history of collaboration there is no effect on course enrollment. The College of Media has historically taught twenty hours of the Agricultural, Consumer and Environmental Sciences Communications concentration.


d. Impact on the library, computer use, laboratory use, equipment, etc.

There is no impact on the library, computer use, laboratory use, and equipment.

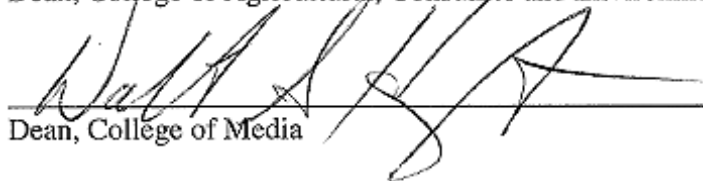
GUIDELINES FOR UNDERGRADUATE EDUCATION:

The proposed modification of the undergraduate major adheres to the 1972 "Academic Plan for the Urbana-Champaign Campus," current General Education requirements, and other College of Agricultural, Consumer and Environmental Sciences and College of Media academic policies for undergraduates.

CLEARANCES:



Dean, College of Agricultural, Consumer and Environmental Sciences Date 10/9/09



Dean, College of Media Date 10/9/09

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Major in Agricultural Communications

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

This curriculum prepares students for positions requiring expertise in communications and media. Examples include professional writing, editing and publishing; public relations, radio and television broadcasting, photography, and communication-related positions in agricultural and environmental agencies and businesses.

A minimum of 124 hours is required for graduation. Students pursuing this major select from three concentrations: advertising, broadcast journalism, or news-editorial journalism. The College of ACES and the College of Media offer this curriculum cooperatively.

Hours	Required Courses
3	AGCM 110 - Intro to Ag and Env Comm
3	RSOC 110 - Intro to Rural Society
3	AGCM 210 - Writing for Ag and Env Media
6-7	Two courses selected from: AGCM 220, 240, 330, 370, and 430
4	AGCM 320 - Educational Campaign Planning

Hours	Required Minor
18	Eighteen hours in the Food and Environmental Systems minor offered by the College of ACES.

Hours	Agricultural Communications Concentration
20-22	Twenty to twenty-two hours in one of three concentrations: advertising, broadcast journalism, or news-editorial.

Advertising Concentration

The advertising concentration offers students the opportunity to learn and think about advertising as a way of modeling the mind, as a material reflection of social structure, as a fundamentally modern phenomenon, as an art form and even as a basis for community, by drawing on insights from psychology, sociology, history, literature, and anthropology. This program will thoroughly infuse the understanding of consumer behavior and message knowledge base and, therefore, provide a better and longer-lasting education for students.

Hours	Advertising Concentration Courses Required
3	ADV 300 – Introduction to Advertising
3	ADV 481 - Advertising Research Methods
15	Five of the following:
3	ADV 410 - Consumer Communications and the Public
3	ADV 411 - Classic Campaigns

3	ADV 412 - Advertising History
3	ADV 450 - Creative Strategy and Tactics
3	ADV 483 - Audience Analysis
3	ADV 491 - Advertising Management
3	ADV 493 - Social and Cult Context of Advertising
3	ADV 494 - Persuasion Consumer Response

Broadcast Journalism Concentration

The broadcast journalism concentration prepares students for varied and long-term careers as journalists for radio, television, and online media. The primary professional aim is to train students as public affairs journalists. The Journalism Department seeks to prepare broadly educated professionals who will assume decision-making and leadership roles.

Hours	Broadcast Journalism Concentration Courses Required
4	JOUR 400 - Reporting 1
3	JOUR 410 - Multimedia Reporting
4	JOUR 435 - Radio Journalism
4	JOUR 440 - Television Journalism 1
4	JOUR 445 - Television Journalism 2
3-4	JOUR elective

News-Editorial Journalism Concentration

The news-editorial journalism concentration prepares students for varied and long-term careers as journalists for newspapers, magazines, and online media. The primary professional aim is to train students as public affairs journalists. The Journalism Department seeks to prepare broadly educated professionals who will assume decision-making and leadership roles.

Hours	News-Editorial Journalism Concentration Courses Required
4	JOUR 400 - Reporting 1
3	JOUR 410 - Multimedia Reporting
4	JOUR 415 - Reporting 2
4	JOUR 420 - News Editing
4	JOUR 425 - Graphics and Design
3-4	JOUR elective

Memorandum of Understanding between the College of Agricultural, Consumer and Environmental Sciences and the College of Media Regarding the Agricultural Communications Program

This memorandum of understanding provides an overall plan for how the Colleges of Agricultural, Consumer and Environmental Sciences (ACES) and the College of Media will manage the Agricultural Communication program.

Background and History of Agricultural Communications

The Agricultural Communications program has been offered jointly and successfully for more than 45 years by the College of ACES and the College of Media.

The university is among the pioneers in efforts to improve the agriculture and food enterprise of societies through effective communications:

- It taught its first course in agricultural journalism in 1907 and for more than 50 years has offered regularly scheduled courses in the subject. Through them, tens of thousands of University students in agriculture and other majors have strengthened their communications skills.
- An undergraduate degree program in agricultural communications, established in 1961, has nearly 1,000 graduates. They now serve throughout the world as agriculture-related reporters, editors, publishers, broadcasters, educational communicators, marketing communicators, leaders of organizations and industries, policy makers, lawyers, teachers and professionals in other settings.
- It helped establish and provided advisory leadership for the first national student organization in this field, Agricultural Communicators of Tomorrow.
- It helped develop and strengthen other agricultural communications programs nationwide through 20 articles of research and analysis by U of I faculty members about courses and curricula, through individual consultation with more than two dozen universities, and through reference materials provided to all such programs in the nation.
- Through the international U of I Program for Agricultural Communications Education, it helped establish and strengthen such programs at universities in India, Indonesia, the Philippines, Australia, West Indies and Pakistan.
- It organized the first international exchange program for agricultural communications students.
- Development of the Agricultural Communications Documentation Center here during the past 25 years has helped the University of Illinois become the prime international resource center for this field. The Center's electronically searchable collection, largest of

its kind, now includes more than 30,000 documents involving agriculture-related communicating in 170 countries.

As a field of teaching, research and practice, agricultural communications seeks to improve human interaction and decision-making related to agriculture, broadly defined. It is a vital lubricant for the global food engine. With special traditions and strengths in journalism and mass communications, it originally focused largely on helping farm families improve their work and lives by providing information through farm papers and other print media. Over the decades these media have been joined by radio, television, film, video, computers, Internet and other technologies for mediated communication. All these media are used to convey agricultural news, information, views and insights. At the same time, emergence of advertising, extension and other public information services, special-interest communicating, organizational communicating and other non-journalistic aspects of the field has led to a broader communications dimension, partnering with journalism. Today, the interests of agricultural communicators range across all levels, settings and means of communicating — intrapersonal, interpersonal, group and mass.

Agricultural dimensions have broadened similarly. They now encompass all subject areas related to the complex global enterprises of food, feed, fiber, bio-based energy, genomics, natural resource management, environmental quality and rural development. They also span all participants in, and stages of, the food enterprise of societies — from agricultural research, policies, finance, production, processing and marketing to food safety and security, consumption, nutrition, health and human well-being.

These broadening forces help explain why a crucial need exists for effective agricultural communicators. The enterprise needs vigorous public affairs journalists equipped to provide independent forums and accurate, relevant information for public decision making related to this complex, rapidly changing, global subject area. It needs skilled professional communicators and advertising professionals working in other sectors to help consumers make informed decisions about sustainability of food production to meet demands of rapidly growing population; alternative energy sources; water, global warming and other environmental aspects; healthful diets; and dozens of other public issues. They may work in public and educational agencies, associations, service groups, commercial firms and other settings.

In response to such needs, demand for teaching and research in this field is growing nationally and internationally. Thirty-four universities in the United States now offer undergraduate programs related to agricultural journalism and communications. Enrollments in them are growing nationally as programs attract the interest of urban as well as rural students. Demand for qualified graduates is consistently strong because skilled communicators well versed in these areas are rare.

Despite declining faculty resources for the University of Illinois program (particularly in the College of ACES, where tenure-system lines have declined from four to zero during the past 10 years), student enrollments in the agricultural communications degree program and courses (more than half of which are taught in the College of Media, which has never had faculty lines specifically devoted to the program) have remained strong. Alumni of the program have remained actively supportive. Students, alumni and other leaders are urging efforts to revitalize

it and help it address the challenges and opportunities ahead. They know that the University of Illinois, with exceptionally strong Colleges of Media and Agricultural, Environmental and Consumer Sciences, should continue to be a pioneering center of excellence for teaching, research and service in this expanding, vital field.

Overall Program Goals

The overall goals of the program are to ensure that the University of Illinois continues to educate students in agricultural, consumer and environmental communications through the joint cooperation of the Colleges of ACES and Media.

Undergraduate Program

The joint Agricultural Communications program prepares students for positions in agricultural, consumer and environmental sciences that require communication expertise. Agricultural Communication will be considered its own major, to be administratively based in the Department of College of Media Programs within the College of Media.

Coursework in Agricultural Communications provide students with experience in applying journalism and advertising practice and/or scholarship to issues that relate to agricultural, consumer and environmental sciences. In addition, Agricultural Communications students will select a concentration that corresponds to one of three College of Media B.S. degree programs: **Advertising, Broadcast Journalism, or News-editorial Journalism**. To round out their degree programs, Agricultural Communications students complete a minor in ACES that includes 18 hours of coursework (including ACES 101) from College of ACES departments that will enhance their competence in the areas of **agricultural production and management, consumer sciences, or environmental and natural resources**. The combination of coursework in communication and in agricultural, consumer and environmental sciences help students develop a fund of substantive knowledge in agriculturally relevant topics as they build communication planning skills and learn how to present science-based information to varied audiences via multiple communication channels. The Agricultural Communications major will include opportunities for students to engage in projects, internships, and extra-curricular activities relevant to the communication of agricultural, consumer, and environmental issues.

In summary, the Agricultural Communications major consists of:

- a. 18 hour core of AG COM courses (historically, the core has included AGCOM 110, 190, 210, 220, 240, 293, 320, 330, 430).
- b. 20 hour concentration of College of Media courses. Students may select from established curricula in Advertising, Broadcast Journalism, or News-editorial Journalism.
- c. 18 hour minor in ACES (including ACES 101)

Note: The Program Committee will evaluate which of the above AG CM core courses should continue to be offered in the joint program as well as whether additional courses should be developed. It is likely that the professional skills courses in the current core will be taught by

the College of Media. The two theory-based classes, AGCM 330 and 430, will likely remain in ACES. However, the final design of the curriculum will, as with other curricular matters, be proposed by the Program Committee.

Agricultural Communications graduates typically find employment in writing, editing, and publishing; public relations; advertising; broadcasting; cooperative extension work; training and program development; and other communication-related positions in agricultural and environmental agencies and businesses throughout the public and private sectors.

As part of the College of Media, the Agricultural Communications major will be eligible for accreditation through the Accrediting Council on Education of Journalism and Mass Communications (ACEJMC). Accreditation standards will be considered in future revisions of the Agricultural Communications curriculum.

Program pattern. Agricultural communications students are admitted to both the College of ACES and the College of Media through a joint review of applications. Students may take courses in either College during the entire four years. As stated above, students will complete a minor in ACES science-based courses as a part of their degree program.

Admissions. Standards for admission will be developed by the Agricultural Communications Program Committee, and reviewed by the Associate Deans of both Colleges, to ensure high quality students with appropriate career interests. Both Colleges will be fully committed to a joint effort to recruit students.

Target freshman admissions will be set at 20 students per year. Consistent with its proud history, we aim to enhance the quality and the attractiveness of the Agricultural Communications major to students. As such, any admissions standards suggested would be viewed as a starting point only. As the program advances, the number of students served should increase if both capacity allows and student quality merits program growth.

Applications to enter the joint Agricultural Communications program will be reviewed by both Colleges. Representatives from each College will arrive at consensus on rating each applicant cognizant of the need to avoid establishing evaluation standards significantly higher or lower than those employed for other, similar majors. Similarly, applications for inter-College transfers and off-campus transfers will be reviewed by both Colleges.

Although considered members of both Colleges, students will be officially enrolled in the Agricultural Communications major that is administratively based in the College of Media. However, letters of admission, promotional materials, and other correspondence will contain the names of both Colleges.

Curriculum. The curriculum will be developed and managed by the Agricultural Communications Program Committee. The College of Media will maintain a sequence of courses that focus on the unique issues associated with the agricultural, consumer and environmental sectors of industries and society. These courses will be designated with the rubric, "AG CM." All communication courses in the Agricultural Communications program will

be taught in the College of Media. The science-based courses that are part of the 18-hour ACES minor will be taught by ACES faculty. Both colleges will be committed to providing sufficient course capacity to enable all students in the program to graduate in a timely manner. Access to high demand courses in both colleges will be increased wherever possible by setting appropriate course controls.

Degree. Agricultural Communications students will be awarded a B.S. degree. Although the program will be jointly sponsored by both Colleges, and students will be considered to belong to both Colleges, due to current administrative limitations, the transcript and diploma will indicate that the B.S. degree was awarded by the College of Media. Should it become possible to include both Colleges' names on official transcripts and diplomas, the Program Committee should request such an alteration, as this will better reflect the true partnership that is envisioned in this joint program.

Students will be able to participate in both Commencement events.

Advising. As the home unit, the College of Media will assume primary responsibility for academic advising, career counseling, and assistance with registration, reviews of petitions, degree auditing, and clearance for graduation, and other student requests. Student records will be maintained by the College of Media. The College of Media provides students with both professional advising for course selection and faculty advising for career planning. Students will also have access to career and placement services offered by the College of ACES.

Internships/Career Fairs. Agricultural Communications students will be eligible for internships in both Colleges and be able to participate in career fairs sponsored by both Colleges. Students will have access to internship and career placement services in both Colleges.

Scholarships. Agricultural Communications students will be eligible for scholarships in both Colleges.

Student Awards. Agricultural Communications students will be eligible for awards in both Colleges.

Student Organizations. The existing Association of Communicators of Tomorrow (ACT) and other Agricultural Communications student groups that may be formed will be jointly sponsored by both Colleges and students will be eligible to participate in student organizations in both Colleges.

Student Representation. One student will be invited to serve as a non-voting member of the Planning Committee. An additional student will be invited to serve as a student representative on the Dean's Advisory Council in the College of Media. In addition, Agricultural Communications students will be invited to meet with applicants for the faculty positions and provide feedback.

Alumni. Agricultural Communications students will be considered graduates by both Colleges and both Colleges can maintain contact and provide information. An appropriate

mechanism will need to be established by the Agricultural Communications Program Committee by which Alumni can provide input and support to the program as it evolves. The Program Committee will establish a mentorship network in which current students are linked with interested alumni. Procedures by which interested alumni assist with student recruitment and placement will also be established.

Governance

Deans. The Agricultural Communications program is to be jointly led by the Deans of the two Colleges; however, the home unit of the program will be the College of Media for administrative purposes. All resources and program issues that are typically made by the Dean will be made by the College of Media Dean after both Deans have consulted. The Associate Deans for Academic Affairs in each College (or comparable administrator) will have responsibilities for joint oversight of the program and make recommendations to the Deans. In addition, the proposed Endowed Chair in Agricultural Communications (see below), or other appropriate faculty member, will both serve as "Director" of the program and a liaison to the administrators. Prior to the appointment of an Endowed Chair, the Dean of the College of Media will appoint an Interim Director of the Agricultural Communications program. As the administrative home, the Dean of the College of Media will have final authority over programmatic and staffing decisions; however, the expectation is that the Colleges will work together to gain consensus on critical issues.

Agricultural Communications Program Committee. The Deans from both Colleges will appoint a coordinating committee to provide recommendations on educational and programmatic issues on at least a semi-annual basis. The membership of this committee will include all three faculty members who routinely teach required courses in Agricultural Communications, the Heads of the Department of Journalism and Advertising (or their designees), one faculty representative from the College of ACES, and one administrator from each of the two Colleges. The Endowed Chair is expected to play a leadership role on this steering committee, initially serving as chair. One or more students will also be appointed to a special student advisory committee that will be consulted by the Program Committee whenever it considers curricular matters and general directions for the program. A similar mechanism will be created so that alumni have input into such decisions.

The Program Committee will be responsible for reviewing and revising the Agricultural Communications curriculum and program of study, for making recommendations for program improvements, and to address other issues that will strengthen the program including admissions, advising, career placement, internships, and so forth. The Program Committee will oversee all review processes entailed in seeking approval of curricular changes from all requisite units. The Program Committee will also initiate meetings with the faculty in both Colleges to present and seek feedback on the joint program.

Members of the Program Committee may be asked by the Deans to serve on Search Committees to provide recommendations on hiring new faculty. In addition, the Committee will meet at least once each semester to discuss staffing of courses and other issues that require coordination and planning to ensure program quality.

Department Heads. The Department Heads of Journalism and Advertising will have the usual responsibilities for hiring and providing supervision for faculty, academic professionals and staff who have responsibilities related to the Agricultural Communications program that are assigned to their units.

Budget Model. Students are enrolled in both the College of ACES and the College of Media beginning as freshman. Students will be assessed the tuition rate (including any tuition differential fees) set by the College of Media, as this is the responsible unit.

Students will be counted as both College of Media and College of ACES students for the purpose of tuition distribution. That portion of tuition allocated based on College of enrollment will be dispersed to the two Colleges in proportion to their administrative costs. At present, we anticipate that the College of Media will bear 70% of the administrative costs and so 70% of the tuition that returns to the Colleges will be allocated to the College of Media with the remaining 30% to the College of ACES. These percentages will be re-evaluated at the 5-year review

Instructional units (IU's) will be awarded on the basis of which unit the instructor is located. IUs associated with College of Media courses in Advertising and Journalism will be earned by the College of Media whereas IUs associated with ACES science courses will be earned by the College of ACES.

Faculty

In order to create a robust sustainable program of Agricultural Communications there should be a minimum of three positions designated for this program: (1) a proposed Endowed Chair; (2) a tenure-track Assistant Professor; and (3) an Academic Professional or Teaching Associate. These faculty lines will be fundamentally devoted to the Agricultural Communications program. At least two of these positions will be tenure-track faculty. It is also desirable to have other resources available in order to maintain a visiting practicing communications professionals program to enrich the undergraduate program.

Search Committees. Where new positions need to be filled, both Colleges will be involved in the selection of appropriate faculty. As the College of Media will be the responsible unit, the Chair of the Search Committees will come from Media. At least 1 position on the search committee should be designated for a faculty member or administrator from the College of ACES. Remaining positions on the search committee will give greater representation to the department that will serve as tenure home (i.e., positions to be based in Advertising will include 2-3 faculty members from Advertising and 1 from Journalism, whereas positions based in Journalism will include 2 -3 faculty members from Journalism and 1 from Advertising). Recommendations made by the Search Committee for hiring will be first reviewed by the relevant Department Head who will then make a recommendation to the Dean of the College of Media. Final decisions on hiring will be made by the Dean of the College of Media after consulting with the Dean of the College of ACES.

Proposed Endowed Chair in Agricultural Communications. Both Colleges are jointly committed to seeking private gifts to fund an endowed chair position in agricultural communications that will provide leadership to the program. The position will be assigned 50% to the College of ACES and 50% in the College of Media which will also be the home unit. This faculty member will teach courses in Agricultural Communication. The 50% appointment in ACES will be devoted to scholarship/research/creative endeavor in an area that concerns journalism, advertising, or media studies related to agricultural, consumer and environmental sciences. At the time at which this position is funded and a search process is begun, the Deans of the two Colleges will develop a joint appointment document based on the Provost Communication #23, Appointment and Review of Faculty Members with Budgeted Joint Appointments. For Advancement purposes, the recording of each gift for the Endowed Chair (or to the program as a whole) will be made to the unit that secured the gift.

The Endowed Chair in Agricultural Communications will be expected to guide the revitalization of the agricultural communications program and to lead planning for program growth, particularly with respect to assessing the potential for partner initiatives in environmental communications and consumer communications.

Faculty. The Provost has agreed to provide one 100% 9-month tenure-track Assistant Professor position which will be based in the College of Media for the purposes of supporting the Agricultural Communications program. The tenure path for this position will be through the College of Media in either the Department of Journalism or Advertising.

The Deans of each College may appoint additional faculty (either current or new) to the Agricultural Communications program. These may be 100% appointments in either College or joint appointments as determined by the Deans based on recommendations by the faculty in each College.

Agricultural Communications Academic Professionals. The College of ACES will provide one 100% 9-month Academic Professional Teaching Associate position which will be based in the College of Media and located in either Journalism or Advertising. This line is currently held by Robert Siebrecht.

The Deans of each College may appoint additional academic professionals (either current or new) to the ACES Communication program. These may be 100% appointments in either College or joint appointments as determined by the Deans based on recommendations by the faculty in each College.

Implementation

Following approval of this MOU from the University of Illinois Board of Trustees and, if necessary, IBHE, we expect a one-year transition phase during which faculty lines are moved across colleges and the new Assistant Professor line is filled. We aim to admit the first class of freshmen to the joint program in 2008-09, with students beginning coursework Fall 2009.

During this transition phase, one or more Adjunct faculty will be needed to teach essential courses. Funding for this instruction should be sought from funds allocated by the Provost for the new Assistant Professor position.

Review

The program will be reviewed in 5 years to evaluate the success of the program in recruiting and educating students in Agricultural Communications. Metrics for success of the program will be finalized by the Program Committee and should include progress in:

- Student enrollment, retention, and graduation rates
- Internship and career placement
- Hiring and maintaining a full complement of faculty
- Development of recruitment materials and communication plan to advertise program
- Establishment of clear learning objectives that align with core professional competencies of the profession and ACEJMC certification
- Development of a plan for measuring and sustaining program quality
- Preliminary reports of student satisfaction with course offerings and advising
- Achievement of fundraising goal to establish endowed chair

A report summarizing progress on these essential dimensions will be submitted at the end of the initial 5-year period by the Program Committee to the Deans of both Colleges and the Provost.

If a decision is made to terminate the joint program, faculty lines will revert to the College of origin or the Provost; the College of ACES will resume sole responsibility for the Agricultural Communications major.

Date:

7-23-08

*Linda Katehi for 2 Katehi **

Linda Katehi, Provost
and Vice-Chancellor of
Academic Affairs

Date:

7-17-08

Ronald Yates

Ronald Yates, Dean
College of Media

Date:

7-21-08

Robert A. Easter

Robert A. Easter, Dean
College of Agricultural, Consumer
and Environmental Sciences

6-19-08

* NOTE - Please consult with
Senate Ed Policy Comm
about appropriate approval processes
to move forward

UNIVERSITY OF ILLINOIS
AT URBANA - CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Office of the Dean
122 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801-3605



C: R. Uoies
(P. Amozeg)
R. Easter
(J. U. Harbeck)

April 23, 2009

Renewal
APPROVED
5/7/09

APPROVED

MAY -7 2009

OFFICE OF THE PROVOST

Buy for L. Katehi
Please submit hiring form

Linda P.B. Katehi, Provost
217 Swanlund Administration Building
MC-304

Dear Linda:


You may recall that there has been a degree program in Agricultural Communications within the College of ACES for many years. For several reasons the Colleges of Media and ACES came to an agreement last year to continue this as a joint program and signed with you the enclosed Memorandum of Understanding.

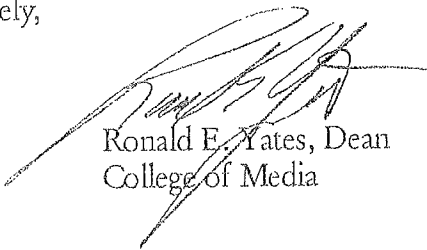
We are proceeding with implementation of the programmatic changes as outlined in the agreement, including the transfer of an academic professional position from ACES to Media. An element of the Memorandum was a commitment on your part for the campus to provide funding for one assistant professor. Related to this is an ongoing effort by Agricultural Communication alumni to establish an endowment to support a chair for a person to be recruited for a second position. That fund-raising effort was initiated last fall and more than \$500K has been raised thus far.

It is our intent that the chair holder would be the program leader. With that in mind it seems appropriate to delay recruiting an assistant professor until the more senior person is in place. However, there are classes to be taught and we are writing to request access to the funds for the purpose of hiring a visiting faculty member. The appointment would be made through Media.

We would be pleased to respond to any questions. Thank you for your consideration.

Sincerely,


Robert A. Easter, Dean
College of ACES


Ronald E. Yates, Dean
College of Media

RAE:ch
enc

C - Dennis R. Champion Laurie Kramer
 Robert Hughes, Jr. Alison B. Schmulbach
 Jozef L. Kokini