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Educational Policies Committee Program Proposal, College of Agriculture and Applied Sciences, June 9, 2006

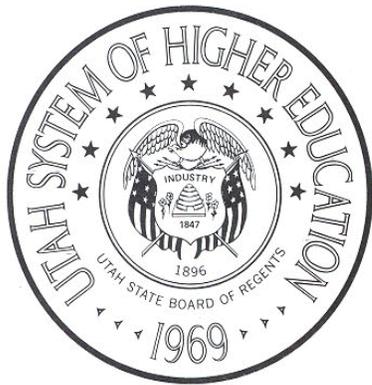
Utah State University

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AGENDA

MEETING OF THE
UTAH STATE BOARD OF REGENTS

June 9, 2006

**Utah State Board of Regents
Office of the Commissioner of Higher Education
Board of Regents Building, The Gateway
60 South 400 West
Salt Lake City, Utah 84101-1284**

May 31, 2006

MEMORANDUM

To: State Board of Regents

FROM: Richard E. Kendell

SUBJECT: Utah State University – Bachelor of Science in Agricultural Communication and Journalism, Beginning Fall Semester 2006 – Action Item

Issue

Utah State University requests approval to offer a Bachelor of Science Degree in Agricultural Communication and Journalism through the Department of Agricultural Systems Technology and Education effective Fall 2006. This program has been approved by the Board of Trustees on November 4, 2005.

Background

The Departments of Agricultural Systems Technology and Education (ASTE) and Journalism and Communication (JCOM) intend to offer the proposed program based on three premises. First, this program would provide a great opportunity for students in both agriculture and JCOM to pursue careers in Agricultural Communication. Second, the program would enhance the College of Agriculture offerings in social science and would create a valuable partnership with the College of Humanities, Arts and Social Sciences. And third, the program would build upon existing programs (Agricultural Education and JCOM) and collaboratively provide a competitive undergraduate program not currently offered in the state. The proposed program is expected to develop well-rounded professionals able to compete for journalism and communication positions in agribusinesses.

Students would have the option to enroll in a program not offered anywhere else in the state and be competitive with other students nationally in the field of Agricultural Communication and Journalism. It is expected that students from natural resources and environmental education may spill over to the Agricultural Communication and Journalism major as issues of production agriculture and the environmental movement become blended in the partnering of stewardship and sustainability

Policy Issues

No policy issues were raised by other USHE institutions.

Commissioner's Recommendation

The Commissioner recommends that the Regents approve the request to offer the Bachelor of Science Degree in Agricultural Communication and Journalism at Utah State University effective Fall 2006.

Richard E. Kendell, Commissioner

REK/PCS
Attachment

Academic, Applied Technology and Student Success Committee

Action Item

Request to Offer the Bachelor of Science Degree in Agricultural Communication and
Journalism effective Fall 2006

Utah State University

Prepared for
Richard E. Kendell
by
Phyllis C. Safman

May 31, 2006

SECTION I: The Request

Utah State University requests approval to offer a Bachelor of Science Degree in Agricultural Communication and Journalism through the Department of Agricultural Systems Technology and Education effective Fall 2006. This program was approved by the Board of Trustees on November 4, 2005.

SECTION II: Complete Program Description

Program Description

This program combines courses in journalism and agriculture to develop a well-rounded Agricultural Communication professional. Graduates of the proposed program will have taken coursework in a variety of technical agricultural disciplines including animal science, plant science, agricultural economics, textiles, and biotechnology. This training will provide students with foundational knowledge as they communicate the importance of the food and fiber industry. The courses are taught by leading agriculturists with national reputations from across the USU College of Agriculture. Graduates will have completed the comprehensive program offered by USU's Journalism and Communication Department. Instruction in technical areas of agriculture combined with communication skills and knowledge will produce effective agricultural communicators. Competency and general education breadth courses will introduce Agricultural Communication pre-professionals to different disciplines. These competency and breadth courses strengthen the program by further preparing agricultural communicators for roles in national and global agricultural cultures and socioeconomic systems.

Finally, the proposed program will require the students to complete specific Agricultural Communication courses designed to emphasize their responsibilities in the Agricultural Communication profession. This segment of the program includes an introductory class, which will provide an overview of the history, importance to society, and role of mass communication in agriculture. Students will also study agricultural literacy, sales, marketing, leadership, and the environmental impacts of the agricultural industry. The entire program will be completed with capstone experiences designed to move the graduates from the campus setting to their place in the profession.

In order to implement the program, one new course has been proposed (ASTE 1700). A course description for ASTE 1710 – Introduction to Agricultural Communication – is included in Appendix A. Some Utah State University students have already inquired about a professional campus organization. At the appropriate time, the proposed program will add this component by applying for a charter in Agricultural Communicators of Tomorrow, the professional development organization of Agricultural Communication majors.

Purpose of Degree

The Departments of Agricultural Systems Technology and Education (ASTE) and Journalism and Communication (JCOM) intend to offer this degree based on three premises. First, this degree would provide a great opportunity for students in both agriculture and JCOM to pursue careers in

agricultural communication. Second, the degree would enhance the College of Agriculture offerings in social science and would create a valuable partnership with the College of Humanities, Arts and Social Sciences. And third, the program would build upon existing strong programs (Agricultural Education and JCOM) and collaboratively provide a competitive undergraduate program not currently offered in the state. The program will develop well-rounded professionals able to compete for journalism and communication positions in agribusinesses.

Institutional Readiness

The proposed program should have no significant impact upon existing administrative structures due to its placement in established programs. Funding for the development of the program will be departmentally reallocated within the ASTE Department whose faculty members have expertise to deliver the program. Within JCOM, existing structures, curriculum and faculty resources are adequate to support the program. When the major enrolls 50 students, a new faculty line will be requested. This faculty member will be hired specifically for Agricultural Communication and Journalism (ACJ), would hold a joint appointment in the JCOM Department and be expected to contribute to the needs of JCOM as well. No significant additional library holdings are anticipated due to the existing resources associated with JCOM and Agriculture.

Faculty

New faculty will not be needed until the departmental majors associated with this program exceed 50. Reallocated role assignments will allow for the development of the program. Agricultural Communication and Journalism have long been associated with Agricultural Education, a logical outgrowth of the education process. The ASTE Department already hired a faculty member with experience in Agricultural Communication programs which will ultimately expand student opportunities in agriculture. The proposed program will be built with the existing four tenured/tenure-track faculty in the ASTE Department, drawing as well on the existing seven tenured/tenure-track faculty in JCOM.

High standards will be expected of faculty in the program. These standards will begin with quality teaching to be exhibited by all who enter the program's classrooms. Faculty members will be expected to produce scholarly work individually and with colleagues. Student involvement in research efforts will be encouraged. Moreover, there will be an expectation of service to the agricultural industry and related agricultural communication professions. These standards are expected to produce premier agricultural communicators to meet the needs of this important profession.

Staff

No additional staff will be needed. Existing clerical and advising staff is accessible in the ASTE/JCOM Departments. Role assignments will be internally shifted in support of the new program.

Library and Information Resources

The existing resources in agriculture and JCOM can support a successful undergraduate program. Agricultural Communications literature is published within the Agricultural Education disciplinary publications.

Admission Requirements

The ASTE Department will not impose any special restrictions upon students entering Agricultural Communication and Journalism. Students may apply for major status in the JCOM Department upon completion of a minimum of 60 credits, including the Premajor Core requirements, while maintaining a 2.5 cumulative GPA.

Student Advisement

Students will have three levels of advisement. Both departments use peer advisors to assist students with routine questions. The ASTE Department also has a professional advisor to assist with technical issues related to student success, and all students in both departments are assigned a faculty advisor to assist with professional development and to serve as a mentor in their academic career. ACJ majors will be required to meet with an advisor in both departments every semester to ensure their progress through the proposed ACJ program. Advisors in JCOM will publicize the opportunities in Agricultural Communication and Journalism.

Justification for Number of Credits

Required credits do not exceed 120 hours.

External Review

Site visits were conducted at six universities to assess the role of Agricultural Communication and Journalism majors within agricultural education programs. The level of emphasis on agricultural communications ranged from extensive to minimal; however, all comments supported incorporation of a program into the agricultural education discipline.

Projected Enrollment

A conservative projection yields 50 agricultural communication majors within five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Cohort (All levels First Year – Senior)	10	8	5	2	0
First-Year		10	11	12	13
Sophomores			9	10	11
Juniors		3	4	13	14
Seniors			2	3	12
Total Students in Program	10	21	31	40	50

Based on the number of students who have already sought advisement, the proposed program will likely start with 10 majors. After considering attrition and graduation, the initial cohort will drop in subsequent years. By year 2, the program will have begun recruiting and expects to add 10 freshmen and 3 transfer students from the community colleges. The goal of the ASTE Department is to increase its numbers until 15 freshmen enter the program annually. The Department expects the number of transfer students to increase as well. Once the projected plan is fully implemented, the conservative estimate of 15 incoming freshmen and 5 transfers will yield over 60 students in the program (considering attrition and graduation.) This projection roughly approximates the number of students interested in the program per year as indicated by the ACT data outlined in the "Student Demand" section.

Expansion of Existing Program

The Agricultural Communication and Journalism program will extend the Agricultural Education program. Student interest has grown in recent years and the need to provide other academic avenues other than secondary education has become apparent. Interest in agricultural education is increasing as shown in the table below displaying the number of majors in agricultural education for the past 5 years.

Number of majors in Agricultural Education

Year	Number of Majors
Fall 2004	55
Fall 2003	47
Fall 2002	38
Fall 2001	27
Fall 2000	30

Section III: Need

Program Need

Students could enroll in a program not offered anywhere else in the state and be competitive with other students nationally in the field of Agricultural Communication and Journalism. It is expected that students from natural resources and environmental education may spill over to the Agricultural Communication and Journalism major as issues of production agriculture and the environmental movement become blended in the partnering of stewardship and sustainability. The Agricultural Communication and Journalism major will also provide a content area for JCOM students seeking a content focus.

Market and Student Demand

Agricultural Communication and Journalism is a field of study designed to transfer technological ideas and change people's behaviors. The agricultural production and processing industry is faced with issues of image, ethics and survival. Production systems have increased capacities that

enable farmers and ranchers to produce the commodities to feed this nation and much of the world's population. Processors, marketers and distributors have demonstrated a high level of efficiency. Yet, American agriculture comes under fire from consumers, government agencies, and environmental interest groups within this country and internationally. The greatest deficiency of agricultural production and processing is the lack of effective communication of ideals and standards to wide and varied audiences. A significant demand exists in agribusiness and related fields for skilled communicators.

The American Association for Agricultural Education has recognized that "Agricultural communications courses continue to be in popular demand both in secondary and postsecondary education" (AAAE Online, 2004). Further, the organization noted that agricultural communications courses are valuable in helping students develop important workplace skills. Some studies noted a logical link between agricultural education and agricultural communication programs (Barrick, 1993; National Project in Agricultural Communications, 1955). The authors noted that jobs in agricultural communications offer the opportunity to stay up-to-date in every field of agriculture (National Project in Agricultural Communications, 1955). As of 2002, there were approximately 30 programs in agricultural communications nationwide (Irani & Scherler, 2002). However, there was a large variation in course descriptions and course offerings (Irani & Scherler, 2002). Several studies concluded that there were many opportunities nationwide in the area of agricultural communications and that a shortage of qualified agricultural communications professionals existed (Barrick, 1993; Irani & Scherler, 2002; Reisner, 1990). Also, graduates were generally employed in agricultural communications positions and were satisfied with their work responsibilities.

There have been several requests for an Agricultural Communication program at Utah State University coming from some students and secondary agriculture teachers. There also have been inquiries from students currently majoring in USU JCOM programs. Further, requests for the proposed program have come from members of the agricultural education staff of the Utah State Office of Education (USOE). In fact, the USOE is preparing a set of standards and objectives for an Agricultural Communication class to be offered to Utah secondary students. The plan is to prepare students in high school to enter the degree program at USU and then go on to a profession in agricultural communication.

Utah students who took the 2002 ACT Assessment were asked to indicate their future major in college. Of the choices, 17 were agriculturally related and nine were related to fields in communications. After grouping the majors, the analysis indicated that 465 students intended to major in agriculture and 498 students intended to major in communications. Please note that "agricultural communication" was not a choice of major in the ACT registration booklet. However, the students were asked to indicate their first and second vocational choices. From this information, the number of agriculture and communications were cross-tabulated with their first and second vocational choices. The results are presented in Table 1.

Table 1

Vocational Choice by Major Choice – 2002 Utah ACT Assessment

<u>1st Vocational Choice</u>	<u>Choice of Major</u>	
	<u>Agriculture Majors</u>	<u>Communications Majors</u>
Agriculture	357	0
Communications	4	391
<hr/>		
<u>2nd Vocational Choice</u>		
Agriculture	130	9
Communications	4	183
<hr/>		
Totals	8 Agriculture Majors with Communications Vocation	9 Communications Majors with Agriculture Vocation

As expected, students who planned to major in agriculture chose agricultural vocations, and communications majors chose communications vocations. However, some of the students had interests in agriculture and communications. The cross-tabulation indicated that a total of 8 Utah students who took the ACT Assessment chose agriculture as a major and communications as a 1st or 2nd vocational choice. Additionally, nine students chose communications as a major and agriculture as a 1st or 2nd vocational choice. This results in a total of 17 students potentially interested in an agricultural communications program. Extrapolated over 4 years (4 X 17), a program of 68 students majoring in Agricultural Communications can be envisioned with Utah students alone. This does not include the possibility of students from surrounding states who would be interested in the program. Table 2 indicates the presence of undergraduate agricultural communications programs in the land-grant institutions of all states bordering Utah. Based on the information presented in Table 2, there exists the potential to recruit students from surrounding states to the proposed program.

There is a market for graduates of Agricultural Communication programs nationwide. There is also an interest in such a program at Utah State University based on inquiries from students, state department staff, and secondary agriculture teachers. Finally, there is only one agricultural communication program found at a Land-Grant-agriculture institution in states bordering Utah.

Table 2

Undergraduate Agricultural Communications Programs at Land-Grant Institutions in States Bordering Utah

<u>Land-Grant Institution</u>	<u>Agricultural Communications Available?</u>	
	<u>YES</u>	<u>NO</u>
• Colorado State University		X
• New Mexico State University		X

- University of Arizona X
 - University of Idaho X
 - University of Nevada X
 - University of Wyoming X
-

Similar Programs

This is a unique program within the USHE. Expert faculty from within the institutions assisted in the development of this program.

Impact on Other USHE Institutions

This program is not offered at other institutions within the USHE and, therefore, should have no impact. However, it may offer an option for community college students who want to transfer to receive training in the proposed program.

Benefits

Utah State University and USHE will be offering a unique program to Utah students. The program will leverage existing resources in the Agricultural Education and Journalism Departments to offer training which meets existing student and industry demand.

Consistency with Institutional Mission

The mission of Utah State University is to be one of the nation's premier student-centered land-grant and space-grant universities by fostering the principle that academics come first, by cultivating diversity of thought and culture and by serving the public through learning, discovery, and engagement.

The proposed program meets the long-standing mission of a land grant university and will incorporate learning, discovery, and service. The program is vital in its role in helping the general population understand fundamental issues related to agriculture. In an era where fewer and fewer members of the population actually come from an agricultural background, there will be an ever increasing need for those with communication skills to connect the general population with agriculture in its wide variety of forms and functions.

SECTION IV: Program and Student Assessment

Program Assessment

The Agricultural Communication and Journalism program at Utah State University shares the mission statement of the Department of Journalism and Communication, which is dedicated to fostering mutual understanding among individuals, peoples, and ethnic groups within communities and across societies. Communication skills and an understanding of the roles and responsibilities of both the mass media and individuals, whether as producers or consumers of information, are equally essential. Therefore, USU seeks to foster the development of agriculturally literate communication professionals.

To meet the mission of the program, the Agricultural Communication and Journalism degree will offer a varied program of study with the following goals:

1. Develop in students a high degree of agricultural literacy with a wide variety of agricultural experiences which will provide an adequate reservoir of skills and knowledge in agricultural subjects to meet the need of the agricultural communication profession;
2. Provide students with theoretical and practical understanding of the workings of mass communication principles and practice;
3. Provide students with abilities and practical skills required to work in communications professions;
4. Provide students with a grounding in the philosophical, ethical, and legal frameworks of mass communication, as well as an understanding of the roles and responsibilities of mass communication in a democratic society; and
5. Develop student's critical thinking and analytical abilities, facility in social science research methods, and strong written and oral communication skills within the context of the agricultural industry.

Measures of program assessment will include the completion of a rigorous plan of study with a varied list of required and elective courses, entrance and graduation requirements, student academic career portfolios, capstone course requirements with the option of an internship, and exit interviews with an emphasis on program development. In addition, other measurements will be developed as the program grows. Specific measurements and assessments follow.

Expected Standards of Performance

The Utah State University Agricultural Communication and Journalism program will adopt the performance standards listed on the JCOM Department's web site, with an additional standard concerning agricultural literacy. To further the program goals, graduates should demonstrate the following abilities:

1. **Agricultural literacy:** Background and competency in the food, fiber, and natural resource industries.

2. **Communication skills:** Writing and verbal skills, information-gathering, fact-checking, the synthesis of ideas, deductive logic.
3. **Technological skills:** Both the ability to use effectively as well as the knowledge of current delivery systems for information and their impacts.
4. **Philosophical grounding:** Understanding of the philosophical, historical, ethical antecedents of modern mass communication practice in the context of the First Amendment and a free and open society, and how those lessons apply in day-to-day mass media practice for media producers and consumers.
5. **Critical thinking and analysis:** The ability to evaluate mass media messages and campaigns, to understand how media and society interact and implications of that interaction.
6. **Professional and personal responsibility:** Affirmation of the individual's responsibilities as either a producer or consumer of information in a democratic mass media age.
7. **Market savvy:** Exposure to real-world situations that instruct and demonstrate application of classroom learning.

How or why the standards and competencies were chosen -

Competencies were adopted from those already developed and utilized by the Utah State University Department of Journalism & Communication. To meet the needs of the agricultural industry, the first competency "agricultural literacy" was added.

Formative and Summative Assessment Measures –

Coursework – The Agricultural Communication and Journalism major is designed to develop the needed background knowledge of the agricultural industry as students matriculate through the coursework in the Department of Journalism and Communication. Coursework covers topics in the following fields: animal science, biotechnology, plant science, agricultural business, textiles agricultural sales, agricultural leadership, communication and journalism, and public relations with an emphasis in corporate communication.

Entrance/graduation requirements – All graduates from the department must satisfy requirements for the basic core curriculum and meet the following minimum requirements: (1) Grade point average must be a cumulative 2.50 gpa. (2) Courses required for the major may be repeated only once to improve a grade. (3) Courses required for the major may not be taken for *pass-fail* credit.

Portfolios – Student portfolios are to be developed by all Agricultural Communication and Journalism majors. Portfolios will be introduced in the introductory courses (ASTE 1710 and JCOM 1000) and assignments will be made to be appended to the portfolio during the career of the student within the context of ASTE Agricultural Communication and Journalism courses. Portfolios will be completed and presented in the capstone course – ASTE 4900. Faculty members in Agricultural Communication and Journalism will be expected to work closely with JCOM 4000 faculty members to coordinate capstone activities required of ACJ students.

Exit interviews – All graduates in Agricultural Communication and Journalism will complete an exit interview in connection with ASTE 4900 – Senior Project/Agricultural Publications. This strategy will be useful for program and student assessment.

- Agricultural Communication and Journalism faculty should meet before the seminar and prepare specific items of inquiry for all students as they complete their capstone projects/internships.
- University-wide questions should be gathered from the appropriate USU assessment program(s).
- Agricultural Communication and Journalism faculty members should meet soon after the conclusion of the seminar to plan and update the Agricultural Communication and Journalism program accordingly.

Further program and student assessment – Agricultural Communication and Journalism faculty members should develop additional measurement methods for determining the satisfaction of employers, placement success, and student satisfaction of the program post-graduate. These instruments are to be developed as part of the ASTE and JCOM assessment plans, which are currently in place.

Section V: Finance

Budget

The budget projections show departmental contribution with the University providing additional support for enrollment growth when 50 majors are enrolled. The new faculty position will be assigned as a joint appointment in JCOM.

Financial Plan	2005-06	2006-07	2007-08	2008-09	2009-10
Salary	\$ 30,000	\$ 45,000	\$ 60,000	\$ 75,000	\$ 90,000
Benefits	\$ 12,650	\$ 18,900	\$ 25,200	\$ 31,500	\$ 37,800
Current Expenses	\$ 10,000	\$ 8,000	\$ 6,000	\$ 6,000	\$ 6,000
Library	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment	\$ 2,500	\$ 1,500	\$ 1,000	\$ 1,000	\$ 1,000
Travel	\$ 1,000	\$ 750	\$ 750	\$ 1,000	\$ 1,000
Total	\$ 56,150	\$ 74,150	\$ 92,950	\$ 114,500	\$ 135,800

Funding Sources

The initial formulation of this program will be done through reallocation in the ASTE Department and using existing courses in the JCOM major. As presented in the justification, the alignment of the program is consistent with the existing Agricultural Education program, and expertise exists within the faculty to initiate this program. The degree program has been developed to retool existing underutilized courses for use in the ASTE Department. Only one new course will be developed (Introduction to Ag. Communication) and the balance will be retooled to fit the demands of the ACJ major. The ACJ program effectively permits ASTE and JCOM majors to complete a dual major. ACJ students will complete the existing required JCOM core curriculum (15 cr.) and declare a JCOM concentration in broadcasting /electronic media, print journalism, public

relations/corporate communications, or some combination (selected in close consultation with a JCOM faculty advisor). (Note: The Agricultural Communication and Journalism major requirement template in the Appendix uses the Public Relations/Corporate Communications emphasis as an example of one of the ACJ major program options. Other options in the other JCOM concentrations, as noted, also would be available.) The proposal is endorsed by Mike Sweeney, Department Head in JCOM and Ted Pease (former Department Head of Journalism and Communication) as a 'good fit' in that it formalizes an agricultural tie for the JCOM students. Also, JCOM students are already required to earn a minor, at minimum, and some earn dual majors as well.

Specific reallocation: Role responsibilities in agricultural education will be shifted among three other teacher educators in the Department. The Department supports streamlining teacher education support courses to enable departmental growth and service to students. One-time start-up funds will be requested from the Dean of Agriculture.

Impact on Existing Budgets

Operating budgets at the departmental level are fairly static. The two departments will support the new program and will allocate resources prudently.

Appendix A: Program Curriculum

New Courses to be Added in the Next Five Years:

One new course associated with this program will be developed in the next five years.

Course Number	Title	Credit Hours
*ASTE 1710	Introduction to Agr'l Communication	3

*Description: An overview of the history, importance to society, and role of mass communication in agriculture. The course will introduce students to the use of mass media in the agricultural industry.

All Program Courses:

Agricultural Communication and Journalism Major

University Studies - Competency

English 1010 Introduction to Writing	3 cr	
English 2010 Intermediate Writing	3 cr	
Math 1050 College Algebra	4 cr	subtotal credits: 10

University Studies – Breadth (Two must be USU courses)

BPS – Chem 1010 – Intro to Chemistry	3 cr	
BHU Elective	3 cr	
BSS – JCom 1000 – Intro to Mass Comm	3 cr	
BCA Elective	3 cr	
BAI – Econ 1500 – Intro to Economic Inst	3 cr	
BLS – USU 1350 – Integrated Life Science	3 cr	subtotal credits: 18

University Studies – Depth (3000+)

DHA Elective	3 cr	
DSS met by ECON 3030 requirement below		
QI Elective	3 cr	subtotal credits: 6

Technical Agriculture

ADVS 1110 – Intro to Animal Science	4 cr	
NFS 2040 – Introduction to Biotechnology	3 cr	
PLSC 4300 – World Food Crops	3 cr	
ECON 3030 – Intro to Ag Business Marketing (DSS)	3 cr	
FCSE 3030 – Textile Science (DSC)	3 cr	
Upper Div College of Agriculture Elective	3 cr	subtotal credits: 19

Agricultural Communication

ASTE 2xxx – Intro to Ag Communication	3 cr	(new course)
ASTE 2830 – Ag Sales and Marketing	3 cr	(revised course)
ASTE 2900 – Agricultural Literacy & the Public	3 cr	(revised course/change of title)
ASTE 3050 – Comm Principles in Ag (CI)	3 cr	
ASTE 3100 – Leadership Applications in Ag	2 cr	
ASTE 4900 – Senior Project/Agricultural Publications	3 cr	
ASTE 5260 – Environmental Impacts in Ag Sys (CI)	3 cr	subtotal credits: 20

Journalism & Communication

JCom 1000 – Intro to Mass Comm (taken as BSS)	3 cr	
JCom 1110 – Beg News writing	3 cr	
JCom 2000 – Media Smarts	3 cr	
JCom 2110 – Intro to On-Line Journalism	2 cr	

Total Credits Required: 120
Total Agriculture Credits: 39
Total JCOM Credits: 30-36
General Education Credits: 30
Electives: 14-20

JCom 4000 – Senior Seminar	1 cr	
JCom 4030 – Mass Media Law.....	3 cr	subtotal credits: 15
<i>Public Relations/Corporate Communication Emphasis (example¹)</i>		
JCom 2300 – Intro to Public Relations.....	3 cr	
JCom 2310 – Writing for Public Relations.....	3 cr	
JCom 3300 – Corporate Communications	3 cr	
JCom 5300 (CI) – Case Studies in PR.....	3 cr	
Electives (3 credits in skills course)	3 cr	subtotal credits: 15
<i>Electives</i>		
Non Agriculture/Communication Electives		subtotal credits: 17
		TOTAL NUMBER OF CREDITS 120

¹ ACJ students may elect any one of the three concentrations within JCOM (broadcasting/electronic media, print journalism, public relations/corporate communications), or may construct an individually designed concentration with the approval of the JCOM faculty.

**Appendix B: Suggested Course Schedule by Semester
Agricultural Communication and Journalism Major – Program Schedule**

Fall Semester – Year 1

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	1710	Introduction to Ag Communication	3
ADVS	1110	Introduction to Animal Science	4
ENGL	1010	Introduction to Writing	3
MATH	1050	College Algebra	4
Non Agriculture/Communication Elective			3
Semester Total			17

Spring Semester – Year 1

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
CHEM	1010	Introduction to Chemistry	3
JCOM	1000	Introduction to Mass Communication	3
JCOM	1110	Beginning Newswriting	3
Breadth Creative Arts (2 USU prefix courses required)			3
Non Agriculture/Communication Elective			3
Semester Total			15

Fall Semester – Year 2

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	2830	Agribusiness Sales / Marketing	3
ENGL	2010	Intermediate Writing	3
JCOM	2000	Media Smarts	3
USU	1350	Integrated Life Science	3
Breadth Humanities (2 USU prefix courses required)			3
Semester Total			15

Spring Semester – Year 2

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	3100	Leadership Applications in Agriculture	2
ECON	1500	Economic Institutions	3
JCOM	2110	Introduction to On-Line Journalism	2
NFS	2040	Introduction to Biotechnology	3
QI Elective			3
Semester Total			13

Fall Semester – Year 3

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	2900	Humanity in the Food Web	3
ECON	3030	Introduction to Agricultural Marketing	3
JCOM	2300	Introduction to Public Relations	3
Upper-Division Agriculture Elective			3
Depth Humanities			3
Semester Total			15

Spring Semester – Year 3

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	3050	Tech and Prof Communications in Agriculture	3
FCSE	3030	Textile Science	4
JCOM	4030	Mass Media Law	3
PLSC	4300	World Food Crops	3
Non Agriculture/Communication Elective			3
Semester Total			16

Fall Semester – Year 4

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	5260	Environmental Impacts of Agricultural Systems	3
JCOM	2310	Writing for Public Relations	3
JCOM	3300	Corporate Communications	3
JCOM Elective			3
Non Agriculture/Communication Elective			3
Semester Total			15

Spring Semester – Year 4

<u>Prefix</u>	<u>Number</u>	<u>Title</u>	<u>Semester Hours</u>
ASTE	4900	Senior Project / Agricultural Publications	3-6
JCOM	4000	Senior Seminar in Mass Communication	1
JCOM	5300	Public Relations Agency I	3
Non Agriculture/Communication Elective			3
Semester Total			13

Appendix C: List of Current Faculty

Four ASTE faculty members with roles in agricultural education include:

- Bruce Miller, Professor. Ph.D. in Agricultural Education from Iowa State University
- Gary Straquadine, Professor. Ph.D. in Agricultural Education from The Ohio State University
- Rudy Tarpley, Associate Professor. Ph.D. in Agricultural Education from Mississippi State University
- Brian Warnick, Assistant Professor. Ph.D. in Education/Agricultural Education from Oregon State University

Ten JCOM faculty members with professional backgrounds in journalism/mass communication include:

- Dean Byrne, Lecturer.
- Cathy Ferrand Bullock, Assistant Professor. Ph.D. from University of Washington.
- Penny Byrne, Associate Professor. M.A. in English from University of Texas-EI Paso.
- Brenda Cooper, Associate Professor. Ph.D. in Communication from Ohio University.
- R. Troy Oldham, Lecturer. M.S. in International Management from Thunderbird.
- Edward C. Pease, Professor. Ph.D. in Journalism & Communication from Ohio University.
- Les Roka, Assistant Professor. Ph.D. in Journalism from Ohio University.
- Michael S. Sweeney, Associate Professor and Head. Ph.D. in Mass Communication from Ohio University.
- Nancy M. Williams, Assistant Professor. M.S. in Communication from Utah State University

Appendix D: References

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