

Utah State University

DigitalCommons@USU

Educational Policies Committee

Faculty Senate

1-11-2019

Educational Policies Committee Program Proposal, College of Agriculture and Applied Sciences, January 11, 2019 - Agricultural Communication

Utah State University

Follow this and additional works at: https://digitalcommons.usu.edu/fs_edpol

Recommended Citation

Utah State University, "Educational Policies Committee Program Proposal, College of Agriculture and Applied Sciences, January 11, 2019 - Agricultural Communication" (2019). *Educational Policies Committee*. Paper 400.

https://digitalcommons.usu.edu/fs_edpol/400

This Program Proposal is brought to you for free and open access by the Faculty Senate at DigitalCommons@USU. It has been accepted for inclusion in Educational Policies Committee by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.



11 January 2019

ITEM FOR ACTION

Utah State University's School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the manner described below.

EXECUTIVE SUMMARY

The School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication.

RECOMMENDATION

The President and Provost recommend that the Board of Trustees approve the proposal to change the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the College of Agriculture and Applied Sciences.

RESOLUTION
UTAH STATE UNIVERSITY
BOARD OF TRUSTEES

WHEREAS, Utah State University's School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication, and

WHEREAS, The proposed name change from Agricultural Communication and Journalism to Agricultural Communication more accurately reflects what students are studying in the department, and

WHEREAS, The proposal has been approved by the academic dean, the Educational Policies Committee, and the USU Faculty Senate, and

WHEREAS, The proposal has been approved by the President and Provost of Utah State University;

NOW THEREFORE BE IT RESOLVED, That the Utah State University Board of Trustees hereby approve the proposal to change the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the College of Agriculture and Applied Sciences' School of Applied Sciences, Technology, and Education and that notification of this proposal be forwarded to the Utah State Board of Regents of the Utah System of Higher Education.

RESOLUTION APPROVED BY THE BOARD OF TRUSTEES

DATE:

**Utah System of Higher Education
Changes to Existing Academic Program Proposal
Cover/Signature Page - Abbreviated Template**

Institution Submitting Request: Utah State University

Program Title: *Current* Agricultural Communication and Journalism *Proposed (if applicable)* Agricultural Communication

Sponsoring School, College, or Division: College of Agriculture and Applied Sciences

Sponsoring Academic Department(s) or Unit(s): School of Applied Sciences, Technology, and Education

Classification of Instruction Program Code¹: 01.0802

Min/Max Credit Hours for Full Program Required: 120 / 120 Min Cr Hr / Max Cr Hr

Proposed Effective Term for Program Change²: Fall 2019

Institutional Board of Trustees' Approval Date:

Award Type: BS

Program Change Type (check all that apply):

<input checked="" type="checkbox"/>	Name Change of Existing Program
<input type="checkbox"/>	Program Restructure with or without Consolidation
<input type="checkbox"/>	Program Transfer to a new academic department or unit
<input type="checkbox"/>	Program Suspension
<input type="checkbox"/>	Program Discontinuation
<input type="checkbox"/>	Reinstatement of Previously Suspended Program
<input type="checkbox"/>	Out of Service Area Delivery Program

Chief Academic Officer (or Designee) Signature:

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name _____ Date:

I understand that checking this box constitutes my legal signature.

¹ For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

² "Proposed Effective Term" refers to term when change to program is published. **For Suspensions and Discontinuations**, "effective term" refers to the term the program will suspend admissions.

Program Change Description - Abbreviated Template

Section I: The Request

Utah State University requests approval to change name from Agricultural Communication and Journalism to Agricultural Communication effective Fall 2019. This action was approved by the institutional Board of Trustees on .

Section II: Program Proposal

Program Change Description/Rationale

Present a brief program change description. Describe the institutional procedures used to arrive at a decision for the change. Briefly indicate why such a change should be initiated. State how the institution and the USHE benefit by the change.

The School of Applied Sciences, Technology, and Education requests to change the name of the the Agricultural Communication and Journalism major to Agricultural Communication. This program is designed as a dual major degree program with the Journalism and Communication Department, and students' programs are designed to earn a B.S. in Journalism too. The inclusion of journalism in both degree names has lead to some confused students. Faculty recognize the diversity of communication techniques are evolving with demand for agricultural communication specialists with broad expertise in marketing communication and digital communication skills. The faculty have worked to integrate stackable degree approaches focused on digital media and marketing communication skills which also lends support to this request to change the name of the degree. This request removes the redundancy of journalism from the major's name and will appeal to students less interested in print and broadcast journalism careers.

Consistency with Institutional Mission/Institutional Impact

Explain how the action is consistent with the institution's Regent-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/ . Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/ . Will faculty or staff structures be impacted by the proposed change?

Utah State University is a student-centered land-grant and space grant university, so this name change would appeal to more students who are interested in studying agricultural communications and entering into careers related to print, broadcast, public relations, electronic communication, science communication, and marketing.

Finances

What costs or savings are anticipated from this change? If new funds are required to implement the change, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

No costs or savings are anticipated from changing the degree program name. However, the new degree would appeal to more students, which would increase enrollment in the agricultural communication program at Utah State University.