Code # AG17 (2015)

**New Emphasis, Concentration or Option Proposal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

|  |  |
| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**i. Proposed Program Title**

Agricultural Studies: Emphasis in Agriculture Communications

**ii. Contact Person** (Name, Email Address, Phone Number)

Dr. Timothy N. Burcham, Dean of the College of Agriculture & Technology   
 [tburcham@astate.edu](mailto:tburcham@astate.edu) (870) 972-2802, and

Dr. David Agnew, Professor of Agricultural Education

[dagnew@astate.edu](mailto:dagnew@astate.edu) (870) 972-2453

**iii. Proposed Starting Date**

8/15/2016

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

Major in Agricultural Studies

Bachelor of Science in Agriculture

Emphasis in Agricultural Communications

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| --- | --- |
| University Requirements: |  |
| See University General Requirements for Baccalaureate degrees (p. 41) |  |
| First Year Making Connections Course | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | 3 |
| General Education Requirements: | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 83)  Students with this major must take the following:  MATH 1023, College Algebra or MATH course that requires MATH 1023 as a prerequisite  CHEM 1013, AND CHEM 1011, General Chemistry I and Laboratory  OR CHEM 1043 AND CHEM 1041, Fundamental Concepts of Chemistry and Laboratory  BIOL 1003, AND BIOL 1001, Biological Science and Laboratory  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)  ECON 2313, Macroeconomics, or ECON 2333, Economic Issues and Concepts | 35 |
| College of Agriculture & Technology Core Courses: | **Sem. Hrs.** |
| (See Beginning of Agriculture Section) | 18 |
| Emphasis Area: | **Sem. Hrs.** |
| AD 3023, Principles of Advertising, *or* PR 3003, Principles of Public Relations | **3** |
| AGEC 3063, Agricultural Sales and Services | **3** |
| AGEC 4083, Agricultural Policy and Current Issues | **3** |
| AGED 1411, Introduction to Agricultural and Extension Education | **1** |
| AGED 3443, Leadership in Agriculture | **3** |
| AGED 445V, Practicum in Agricultural Communications (3 hours) | **3** |
| AGED 4462, Agricultural Youth Organizations | **2** |
| AGRI 420V, Internships in Agriculture (3 hours) | **3** |
| AGRI 4223, Agriculture and the Environment | **3** |
| AGST 1003, Modern Agricultural Systems | **3** |
| AGST 3543, Fundamentals of GIS/GPS | **3** |
| CMAC 1001, Media Grammar and Style | **1** |
| CMAC 2003, Media Writing | **3** |
| CMAC 2053, Introduction to Visual Communications | **3** |
| CMP 2313, Multimedia Production | **3** |
| CMP 3313, Audio and Video Production | **3** |
| ENG 3043, Technical Writing, or MMJ 4053, Advanced Reporting | **3** |
| MMJ 2010, Multimedia Reporting Laboratory | **0** |
| MMJ 2013, Multimedia Reporting | **3** |
| PRAD 4213, Social Media in Strategic Communications*,* orGCOM 3673, Desk-top Publishing | **3** |
| Sub-total | **55** |
| Electives: | Sem. Hrs. |
| AGEC, AGED, AGRI, AGST, ANSC, HORT, PSSC, VOED | 9 |
| Total Required Hours: 120 | 120 |

**This page would be inserted after Page 111 in the 2015-16 undergraduate catalog**

**EMPHASIS ASSESSMENT**

**University Goals**

1. Please indicate the university-level student learning outcomes for which this new emphasis will contribute. Check all that apply.

|  |  |  |
| --- | --- | --- |
| 1. Global Awareness | 1. Thinking Critically | 1. Information Literacy |

**Emphasis Goals**

2. Justification for the introduction of the new emphasis. Must include:

1. Academic rationale:  
   Our mission is to prepare leaders for all aspects of the agricultural industry. As society and technology becomes more complex the need for effective communications is becoming more relevant for the agricultural community. Nationally, most Colleges of Agriculture have a program in Agricultural Communications. Graduates from these programs are contributing to a myriad of agricultural businesses to help them better communicate their mission, values, and services. In the present information age, communication in all forms is critical to a company’s success. To address the multifaceted requirements of modern communication, the College of Agriculture and Technology has partnered with the College of Media and Communications to develop a curriculum that provides a thorough agricultural foundation combined with a robust academic preparation in modern communication methods. These graduates’ academic and experiential preparation will allow them to be primary contributors to the success of agricultural businesses, industry, and government organizations.
2. List emphasis goals (faculty or curricular goals, specific to the emphasis.)

The goal of the program is to prepare students for a productive career in agricultural communications by providing an academic and experiential preparation grounded in the agricultural sciences, replete with modern communications methods.

Specific the goals of the program:

1. Graduates will possess a strong foundational knowledge of agriculture.

2. Graduates will have academic and experiential skills for effective modern communication.

3. Graduates will have critical thinking skills that will allow them to effectively and accurately communicate social and scientific issues associated with agriculture.

1. Student population served.

Students in the College of Agriculture and Technology with an interest in working in the area of agricultural communications.

**Emphasis Student Learning Outcomes**

3. Please fill out the following table to develop a continuous improvement assessment process for this emphasis.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

***Note: Best practices suggest an emphasis would have 1 to 3 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | Students will be able to demonstrate knowledge of fundamental concepts in agriculture, including agricultural business/economics, animal science, plant and soil science, and statistics. |
| Assessment Procedure Criterion | Assessment will be based upon the core assessment for agriculture. |
| Which courses are responsible for this outcome? | AGEC1003. Introduction to Agricultural Business  PSSC1303, Introduction to Plant Science  ANSC1613, Introduction to Animal Science  PSSC 2813, Soils  AGRI 3233. Applied Ag Stat OR ECON 2113, Bus Stat OR STAT 3233, Applied Stat |
| Assessment  Timetable | Assessment plan will follow the college’s master plan for assessing the core agriculture courses. |
| Who is responsible for assessing and reporting on the results? | The college assessment committee will be responsible for the assessment of the core courses in the College of Agriculture & Technology. |

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| **Outcome 2** | Students will analyze and communicate effectively major trends or issues in agriculture using a variety of media. |
| Assessment Procedure Criterion | Assessment measure will be the completion of the college newsletter (fall and spring semesters), feature articles for the college webpage, and assigned communications practicums. |
| Which courses are responsible for this outcome? | AGRI 3723, Agricultural Connections: Technical Interpretation and Professional Applications  AGEC 4083, Agricultural Policy and Current Issues  AGED 3443, Leadership in Agriculture AGED 4462, Agricultural Youth Organizations AGED 445V, Practicum in Ag Communications  CMAC 1001, Media Grammar and Style  CMAC 2003, Media Writing |
| Assessment  Timetable | Data will be collected at the end of each semester and analyzed by the college faculty responsible for teaching courses in the curriculum. An assessment report evaluating attainment of student learning outcomes will be compiled at the conclusion of the spring semester and used as feedback for future offerings of the various courses in the curriculum. Modifications to enhance student learning will be implemented prior to the fall of the following school year. |
| Who is responsible for assessing and reporting on the results? | Instructors associated with the Agricultural Studies major in the College of Agriculture and Technology (in concert with the Associate Dean) are responsible for assessing student learning outcomes, compiling necessary data, reporting results, and implementing recommendations. |

|  |  |
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| **Outcome 3** | Students will demonstrate and apply emerging communication technologies through excellence in written, verbal, visual media, and mass communication skills. |
| Assessment Procedure Criterion | Student will develop a video production (suitable for publication on all forms of visual mass communication) on an agriculture related topic. |
| Which courses are responsible for this outcome? | CMAC 1001, Media Grammar and Style  MMJ 2013, Multimedia Reporting  MMJ 2010, Multimedia Reporting Lab  CMAC 2003, Media Writing  CMAC 2053, Introduction to Visual Communications  CMP 2313, Multimedia Production  CMP 3313, Audio and Video Production |
| Assessment  Timetable | The video project will be completed during the final semester of the student’s senior year. Faculty associated with the Agricultural Communications option from the College of Agriculture and Technology and the College of Media and Communications will critique the video projects using a defined rubric. Results of the individual critiques will be cataloged and used to further refine the student learning outcomes associated with the video project. |
| Who is responsible for assessing and reporting on the results? | Instructors associated with the Agricultural Studies major in the College of Agriculture and Technology (in concert with the Associate Dean) are responsible for assessing student learning outcomes, compiling necessary data, reporting results, and implementing recommendations. |

**LETTER OF NOTIFICATION – 3  
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University

2. Contact person/title:

Dr. Timothy N. Burcham, Dean of the College of Agriculture and Technology

3. Phone number/e-mail address:

###### (870) 972-2802 [tburcham@astate.edu](mailto:tburcham@astate.edu)

4. Proposed effective date:

8/15/2016

5. Title of degree program:

Agricultural Studies

6. CIP Code:

010102

7. Degree Code:

3430

8. Proposed option/concentration/emphasis name:

Agricultural Communications

9. Reason for proposed action:

This emphasis is proposed for the purpose of meeting the needs of industry and students. In a report conducted in 2013 by Hart Research Associates for the Association of American Colleges and Universities, three out of four employers said they want colleges to place more emphasis on helping students develop five key learning outcome. These learning outcomes included written and oral communication skills. Eighty percent of employers said they wanted to see more emphasis on written and oral communication skills. The American Farm Bureau Federation has seen the need for improved communications skills and has invested their time and money in events for youth that encourage and promote the improvement of communications skills. The University of Georgia, Agricultural Communications degree program, lists over 30 job possibilities for their graduates. Many potential students have inquired about a degree program or options in agricultural communications. Many of our Agricultural Studies students would like to have an emphasis in Agricultural Communications.

10. New option/concentration/emphasis objective

Emphasis -- Agricultural Communications. The goal of this emphasis is to attract more students to A-State. We will meet this goal by providing a degree option needed by the students in our region and state. The objective is to prepare students who have the career goal of serving in the capacity of a communications officer or public information officer within the agricultural industry.

11. Provide the following:

a. Curriculum outline - List of required courses

See Appendix A

b. New course descriptions

There are no new courses

c. Program goals and objectives

1. Graduates will possess a strong foundational knowledge of agriculture.

2. Graduates will have academic and experiential skills for effective modern communication.

3. Graduates will have critical thinking skills that will allow them to effectively and accurately communicate social and scientific issues associated with agriculture.

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d. Expected student learning outcomes

1. Students will be able to demonstrate knowledge of fundamental concepts in agriculture, including agricultural business/economics, animal science, plant and soil science, and statistics.  
2. Students will analyze and communicate effectively major trends or issues in applied agricultural science fields using a variety of media.  
3. Students will demonstrate and apply emerging communication technologies through excellence in written, verbal, visual media, and mass communication skills.

12. Will the new option be offered via distance delivery?

No

13. Mode of delivery to be used: Face to face

14. Explain in detail the distance delivery procedures to be used: NA

15. Is the degree approved for distance delivery? No

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

See Appendix A

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used.

No additional cost will be required

President/Chancellor Approval Date: Click here to enter a date.

Board of Trustees Notification Date: Click here to enter a date.

Chief Academic officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: Enter date.

Name (printed): Click here to enter text.

Appendix A  
Major in Agricultural Studies

Bachelor of Science in Agriculture

Emphasis in Agricultural Communications

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| University Requirements: | **Sem. Hrs**. |
| BIOL 1003, Biological Sciences & BIOL 1001, Laboratory CHEM 1043, Fundamental Concepts of Chemistry and CHEM 1041, Laboratory or CHEM 1013, and CHEM 1011, General Chemistry I and Laboratory  CMAC 1003, Mass Communications in Modern Society  COMS 1203, Oral Communications  ECON 2313, Macroeconomics, or ECON 2333, Economic Issues and Concepts  ENG 1003, Composition I  ENG 1013, Composition II  ENG 2003, World Literature to 1660, or ENG 2013, World Literature Since 1660, or PHIL 1103,Introduction to Philosophy  HIST 2763, The United States to 1876, or HIST 2773, The United States Since 1876, *or* POSC 2103, Introduction to United States Government  MATH 1023, College Algebra  MUS 2503, Fine Arts – Musical, or THEA 2503, Fine Arts – Theater, or ART 2503, Fine Arts – Visual | 35 |
| First Year Making Connections Course | **Sem. Hrs.** |
| AGRI 1213, Making Connections in Agriculture | 3 |
| College of Agriculture & Technology Core Courses: | **Sem. Hrs.** |
| AGEC1003, Introduction to Agricultural Business | 3 |
| AGRI 3233, Applied Agricultural Statistics, or ECON 2113, Business Statistics, or STAT 3233, Applied Statistics I | 3 |
| AGRI 3723, Agricultural Connections: Technical Interpretation and Professional Applications | 3 |
| ANSC1613, Introduction to Animal Science | 3 |
| PSSC1303, Introduction to Plant Science | 3 |
| PSSC 2813, Soils | 3 |
| **Sub-total** | **18** |
| Emphasis Area: | **Sem. Hrs.** |
| AD 3023, Principles of Advertising, orPR 3003, Principles of Public Relations | 3 |
| AGEC 3063, Agricultural Sales and Services | 3 |
| AGEC 4083, Agricultural Policy and Current Issues | 3 |
| AGED 1411, Introduction to Agricultural and Extension Education | 1 |
| AGED 3443, Leadership in Agriculture | 3 |
| AGED 445V, Practicum in Agricultural Communications (3 hours) | 3 |
| AGED 4462, Agricultural Youth Organizations | 2 |
| AGRI 420V, Internships in Agriculture (3 hours) | 3 |
| AGRI 4223, Agriculture and the Environment | 3 |
| AGST 1003, Modern Agricultural Systems | 3 |
| AGST 3543, Fundamentals of GIS/GPS | 3 |
| CMAC 1001, Media Grammar and Style | 3 |
| CMAC 2003, Media Writing | 1 |
| CMAC 2053, Introduction to Visual Communications | 3 |
| CMP 2313, Multimedia Production | 3 |
| CMP 3313, Audio and Video Production | 3 |
| ENG 3043, Technical Writing, or MMJ 4053, Advanced Reporting | 3 |
| MMJ 2010, Multimedia Reporting Laboratory | 0 |
| MMJ 2013, Multimedia Reporting | 3 |
| PRAD 4213, Social Media in Strategic Communications*,* orGCOM 3673, Desk-top Publishing | 3 |
| Sub-total | **55** |
| Electives: | Sem. Hrs. |
| AGEC, AGED, AGRI, AGST, ANSC, HORT, PSSC, VOED | 9 |
| Total Required Hours: 120 | 120 |