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Memorandum to explain the Senate Council's recommendation to approve proposed changes in the Bachelor of Science in Agricultural Education, Communications, and Leadership

1) Some time ago (1995), the Senate approved a Bachelor of Science program in Agricultural Education, Communications and Leadership. One option in this program, the Communications option, utilizes a number of courses in the College of Communications. According to the current catalog, those courses are COM/SOC 249, COM/SOC/EDC 449, JAT 101, JOU 204, JOU 301 and TEL 510.

2) Over the past few years Communications majors have significantly increased in numbers and bottlenecks have resulted in certain Communications courses. The problem has been exacerbated by Ag Communications majors seeking those courses. The courses most heavily impacted are JOU 204, ISC 261, and JOU 301.

3) In 1998, representatives of Agriculture and Communications began talking about the problem but it hasn't been satisfactorily resolved.

4) In March 2000, Agriculture proposed changes in the Bachelor of Science program in Agricultural Education, Communications, and Leadership. All three options were to be affected by the proposed changes; the changes in the Communications option were to be:

From: JOU 101, JOU 204, JOU 301, JOU 301. JOU 520, COM/SOC 249, COM/SOC/EDC 449, AGC 400, AGC 490

To: JOUR 101 OR ISC 161, JOU 204, JOU 301, JOU 485, COM/SOC 249, COM/SOC/EDC 449, AGC 400, ACE 490

5) The College of Communications objected to the change because the problems associated with JOU 204, ISC 261 and JOU 301 had not been resolved. This objection had the effect of holding up approval of the entire program and necessitating a Senate vote.

6) On November 20, 2000 representatives of the College of Agriculture and College of Communications met with the Senate Council to explain their positions.

Agriculture's position is that the hold creates uncertainty for all students in the program (not just those in the Communications option), that the proposed changes are sound and should be approved, and that the changes do not affect the courses singled out by Communications as bottlenecked, that is JOU 204 and JOU 301.

Communications' position is that, because of increased demand from Communications majors, it does not have the resources to teach Agriculture Communications majors, and that Agriculture should fund the education of those students.

After hearing from both sides the Senate Council voted unanimously to recommend approval of the proposed changes. The rationale for our recommendation is as follows:

The Council feels that The College of Communications has legitimate concerns arising from increased student demand for courses which are required for the Agricultural Communications major. However, passage of the proposal will not exacerbate the problem and delaying or defeating the proposal will not cure the problem. Hence, the Council voted to recommend approval.

Action Item:

COLLEGE OF AGRICULTURE

Proposal for Program Change: Bachelor of Science in Agricultural Education, Communications, and Leadership

Particular USP Requirements:

Area II: Social Science

From: 6 hours from an approved sequence (GEN 101 and GEN 102 are recommended)

To: AEC 101 and RSO 102 requirement

Area III: Humanities

From: Six hours from an approved sequence (HIS 106/107 are recommended)

To: Six hours from an approved sequence

Area IV: Cross-Disciplinary

From: Six hours from an approved sequence (NFS 101 and ANT 235 are recommended)

To: Six hours from an approved sequence

Credit Hours: Electives should be selected to complete the 128 semester hours required for

Core Program:

From: AEC 101, GEN 102, AGC 320, AGC/SOC/AED 362, NFS 101, FAM 250

To: AEC 101, RSO 102, ACE 320, ACE 362, GEN 100, GEN 200, ACE 302, ACE 501

Areas of Emphasis

Public Service and Leadership:

From: SOC/PSY 344, PS 101, PS 487G, PS 489G, SOC 542, SOC 490, CEX 501, SOC XXX (Choice)

To: SOC/PSY 344, PS 101, PS 487G, PS 489G, SOC 342, SOC 542, ACE 490, AEC 305, AEC 532

Agricultural Communications:

From: JOU 101, JOU 204, JOU 301, JOU 520, COM/SOC 249, COM/SOC/EDC 449, AGC 400, AGC 490

To: JOU 101 or ISC 161, JOU 204, JOU 301, JOU 485, COM/SOC 249, COM/SOC/EDC 449, AGC 400, ACE 490

Agricultural Education:

From: AED 210, AED 580, AED 586, AED 501

To: AED 210, AED 580, AED 586, AED 501, EDP 203

Specialty Support -During the sophomore year each student will develop a Plan of Study with his or her advisor's approval that details the coursework the student will take during his or her third and fourth years, including that coursework in support of a specialty area (24-35 hours). It is recommended that:

Public Service and Leadership - this specialty area be drawn from (1) community and natural resources development, (2) legal and administrative studies or, (3) youth and family studies. Students are to take at least twelve hours in the College of Agriculture. The student's advisor will make recommendations, but the specific courses the student takes will depend on his or her

interests and academic goals.

Agricultural Communications - this specialty area be drawn from (1) news/editorial, (2) advertising/public relations or, (3) electronic media. Students are to take at least twelve hours in the College of Agriculture. The student's advisor will make recommendations, but the specific courses the student takes will depend on his or her interests and academic goals.

Agricultural Education - students complete at least two courses from five different agricultural areas. The student's advisor will make recommendations, but the specific courses the student takes will depend on his or her interests and academic goals.

Rationale:

With the separation of Home Economics Education from this program as originally approved, this new form of the program is now exclusively within the College of Agriculture. Thus, the proposed changes in the major or professional course requirements now represent a more focused immersion in courses specific to this major within the College of Agriculture. The changes in the requirements for the degree options reflect the accumulated experience of the first three years of offering this degree and refine requirements as well as match requirements to current course offerings.

New Course

ACE 302

Leadership Studies (3)

From an overview of theories of leadership, leadership styles, and leader-follower relationships, the course moves to a consideration of other factors influencing contemporary leadership and management (e.g., conflict resolution, ethical decision-making, group processes). Readings, case study analyses, interviews with community and business leaders, and self-diagnostic inventories help students develop both conceptual and reality-based understandings of contemporary leadership.

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