

FORM A
Board of Regents, State of Iowa

**REQUEST TO IMPLEMENT A NEW BACCALAUREATE, MASTERS,
DOCTORAL, OR PROFESSIONAL DEGREE PROGRAM**

THE PURPOSE OF ACADEMIC PROGRAM PLANNING: Planning a new academic degree program provides an opportunity for a Regent university to demonstrate need and demand as well as the university's ability to offer a quality program that is not unnecessarily duplicative of other similar programs offered by colleges and universities in Iowa.

Institution: **Iowa State University**

CIP Discipline Specialty Title: _____

CIP Discipline Specialty Number (six digits): _____

Level: B M D P

Title of Proposed Program: **B.S. Agricultural Communication**

Degree Abbreviation (e.g., B.S., B.A., M.A., Ph.D.): **B.S.**

Mode(s) of Delivery (check all that apply): On-campus (face-to-face) Off-campus (face-to-face)
Online Hybrid Other

Approximate date to establish degree: Month August Year 2023

Contact person: (name, telephone, and e-mail): **Virginia Hanson, 294-6145, vmhanson@iastate.edu**

College that will administer new program: **CALS**

Form A – Request to Implement B.S. Agricultural Communication

October 12, 2022

Contact person - Ms. Virginia Hanson
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Other faculty: Drs. Shuyang Qu and Fallys Masambuka-Kanchewa
Department of Agricultural Education & Studies

1. Describe the proposed new degree program, including the following:

a. A brief description of the program. If this is currently being offered as a track, provide justification for a standalone program.

The profession of agricultural communication has transitioned from the dissemination of information to the agriculture sector to communicating science, policy, technology, and their impact on agricultural production and productivity to a variety of audiences.

An agricultural communication major at Iowa State University will provide students with critical agricultural and communication knowledge and skills to be effective agricultural communicators. Graduates will communicate about agricultural science with diverse audiences within and outside the agricultural sector locally, nationally, and globally using various communication channels and tools. Currently, the program is offered as only an option within the Agricultural Education major. Students who graduated from this program do not obtain a nationally recognized degree in agricultural communication, limiting their competitiveness and recognizability.

Agricultural & Life Sciences Education - Communication Option has been running successfully since it was established in 1996. Table 1 shows the current curriculum requirement for the agricultural communication option. Appendix 1 provides more details on the specific course requirements. Table 2 shows the proposed curriculum requirement of the agricultural communication major. Appendix 2 displays the proposed curriculum requirement and a sample four-year plan.

Table 1

Current curriculum requirement of Agricultural and Life Sciences Education- Communication Option

| Curriculum Requirement | Credits |
|---|----------------|
| Agricultural Communication Core courses | 18 |
| Communication electives | 21 |
| Agricultural Science and Economics | 33 |
| CALS Requirement | 29 |
| University Requirement | 13 |
| Free Electives | 14 |

Table 2

Proposed curriculum requirement of B.S. Agricultural Communication

| Curriculum Requirement | Credits |
|---|----------------|
| Agricultural Communication Core courses | 24 |
| Communication electives | 21 |
| Agricultural Science and Economics | 33 |
| CALS Requirement | 29 |
| University Requirement | 13 |
| Free Electives | 8 |

For over 25 years, the department has required several courses for the Agricultural Education - Communication Option students, including AGEDS 110: Orientation, AGEDS 215: Career Seminar, AGEDS 211C: Early Field Experience, AGEDS 315: Leadership in Agriculture, AGEDS 311: Presentation and Sales Strategies for Agricultural Audiences, AGEDS 327: Survey of Agricultural and Life Sciences Communication, and AGEDS 412: Internship.

Once established as a major, three more courses will be added to the agricultural communication core courses. These courses are AGEDS 227: *Fundamentals of Visual Communication for Agriculture and Life Sciences*, AGEDS 263: *Communicate with Impact in Agriculture, Natural Resources, and Life Sciences*, and AGEDS 463: *Communicating Contemporary Issues in Agriculture*. (See Appendix 3 for the descriptions of the proposed courses).

Changing the option to a major will not only fully formalize the work the faculty have already established to launch and maintain a successful agricultural communication program, but this transition will also keep Iowa State graduates competitive with those at peer institutions. An agricultural communication major is recognized nationwide, whereas an option is not. The U.S. Department of Education's National Center for Education Statistics (NCES) Classification of Instructional Programs (CIP) (Code 01.0802) identifies agricultural communication as a nationally recognized field of study.

Agricultural communication programs are offered at most Land Grant Universities, such as The Ohio State University, Purdue University, University of Georgia, Texas A&M University - College Station, University of Minnesota, and University of Wisconsin-Madison.

No major currently exists at Iowa State University that provides a complete set of coursework desired by the agricultural sector. The Department of Communication Studies, Ivy College of Business, the Greenlee School of Journalism and Communication, and the Department of English offer communication courses that partially meet the communication requirements. The College of Agriculture & Life Sciences offers courses that satisfy the agricultural sciences requirement. However, only with the proposed major will students complete a strategic combination of coursework from various colleges to prepare for work in the agricultural sector.

In 2021, the Department of Agricultural Education and Studies completed its academic review. The external review team, which included a professor of agricultural communication, recommended to the faculty as well as department and college leadership that the agricultural communication option be moved to an agricultural communication major. They note several

universities of similar size in terms of number of students and faculty who “have both an agricultural communication major in the respective college of agriculture and another school of journalism (or similar unit) demonstrating the ability for both units to be complementary and unique.”

b. A statement of academic objectives.

The academic objectives of the program are twofold. First, the establishment of the major will equip students with knowledge and skills to effectively communicate messages about agricultural issues to diverse audiences using various communication channels. The students will develop a deep understanding of agricultural sciences such as animal science, horticulture, agronomy, agricultural and rural policy studies, global resource systems, food science and human nutrition, and agricultural business. Second, students will develop proficiency in using various communication channels and tools as well as the application of communication strategies for communicating with audiences within and outside the agricultural sector. These include: identifying and building trust with target audiences; creating strategic written, oral, and digital messages; identifying agriculturally related issues and framing agricultural messaging strategically; marketing and promoting agricultural technology and innovation to diverse audiences; and embracing diversity and differences within agriculture.

c. What the need for the program is and how the need for the program was determined.

Agricultural communication, as a discipline, has gone through several changes. The changes include a shift in focus from print and broad news to science communication with an increased focus on advocacy and public relations instead of the transfer of technology (Irani & Doerfert, 2013). Understanding these changes requires that graduates from these programs are proficient in both technical and strategic communication as well as critical thinking (Morgan & Rucker, 2013)

According to Miller, Large, Rucker, Shoulders & Ruck (2015), there were 48 agricultural communications undergraduate programs offered by universities and community colleges across the U.S. with an average of 69 students per institution in 2014, up from an average of 36.63 students in 2000 (Weckman, Witham, & Telg, 2000). Academic program lifecycles commonly follow a bell curve, while some programs may follow an S-shaped curve (Acquah, 2010). Miller et al. (2015) argue that “if U.S. agricultural communications programs follow the more common bell curve, with a net increase of at least 11 new programs over 23 years, it is likely that disciplinary growth nationwide is still increasing and that the discipline remains on the left side of the bell curve.” This increase in agricultural communications academic programs over the last two decades is a logical result of increased demand for agricultural communications practitioners and an increase in popularity of the discipline among college students and college-bound high school students.

Furthermore, Miller et al. (2015) reported that a large majority of programs experienced growth over the last five years and also predicted growth in the next five years. None of the surveyed programs reported decreases in the last five years or predicted drops in enrollment in the near future. These data have indicated that the academic discipline of agricultural communication is growing, reflecting a growing industry demand for agricultural communicators.

A master student's creative component examined perceptions of students, alumni and industry of the agricultural communication program at Iowa State University (Banwart, 2017). Agricultural and Life Sciences Education – Communication Option students reported that the variety of coursework and focus areas offered by the program were beneficial in preparing for work in the agriculture sector. These alumni indicated the benefits of required agricultural sciences courses, diverse extracurricular activities, and promoting competitive internships and job opportunities derived from the program. The agriculture sector expressed satisfaction with the competitive intern and employee candidates (Banwart, 2017).

Currently, the agricultural communication program is called “Agricultural and Life Sciences Education - Communications Option.” Students who complete this program earn a degree of Bachelor of Science in Agricultural and Life Sciences Education. Although the agricultural communication program curriculum shares few similarities with the agricultural and life sciences education curriculum, the students graduating from the agricultural communication option receive a degree of agricultural and life sciences education. For years during senior exit interviews, seniors expressed their desire to receive a degree explicitly naming agricultural communication as a full-fledged major.

The Agricultural and Life Sciences Education– Communication Option program at Iowa State University has proven to be high-performing. In fact, the current option's enrollment matches or exceeds program enrollments nationally as reported Weckman et al. We believe it will be a successful major and serve the students, the State of Iowa, and the country better than it is presently as an option.

Included in this proposal is a set of letters from a group of industry leaders who call for a formal major to better meet their needs for agricultural communicators (Appendix 4). Offering various support for the program since 2014, many of these leaders are graduates from the former agricultural journalism program and fully support a formal major in agricultural communication in the College of Agriculture & Life Sciences.

d. The relationship of the proposed new program to the institutional mission and how the program fits into the institution's and college's strategic plan.

Iowa State University aims to “create, share, and apply knowledge to make Iowa and the world a better place.” (ISU Office of the President, 2022, para. 1) This mission can be fulfilled with programs such as this proposed major because communication is central to that endeavor. The university's vision is to “lead the world in advancing the land-grant ideals of putting science, technology, and human creativity to work” (ISU Office of the President, 2022, para. 5). Advancing applied knowledge requires a strong scientific understanding and communication skill set. The agricultural communication program will play a critical role in producing students who can competently and strategically communicate agricultural science, related technology and innovation, and agricultural issues to the people in Iowa, in the United States, and the world. In the College of Agricultural and Life Sciences (CALS), the top priority (Priority 1) is to “support students as they seek to make a difference in the world.” (ISU College of Agricultural and Life Sciences, 2017, para 8). Specifically, CALS prepares “well-rounded, civic-minded

graduates ready to take on societal challenges.” (ISU College of Agricultural and Life Sciences, 2017, para 2). The proposed major follows exactly the top priority. Students coming to this major are typically passionate about agriculture and desire to share knowledge and engage in informed and meaningful conversations with others. These students come from diverse backgrounds and experiences, but they all seek to make a difference in the world and take on societal challenges. Their passion aligns with the University and the College’s mission, vision, and strategic plans and should be served with the best opportunities.

It should be noted that agricultural communication faculty have been actively involved in creating the new CALS Strategic Plan. Engagement with the new Iowa State University Strategic Plan also has the department carefully considering these new articulations concurrently while proposing this major.

e. The relationship of the proposed new program to other existing programs at the institution; describe how the proposed program will enhance other programs at the university. Will the proposed program duplicate existing programs at the university?

The proposed major does not duplicate any of the existing programs at the university. Currently, no program specifically focuses on training students in agricultural communication. *The proposed major should increase course enrollment in agricultural disciplines in CALS and in courses elsewhere on campus.* Students enrolling in the major will be expected to take courses in the College of Agriculture & Life Sciences, College of Liberal Arts & Sciences, and in many instances College of Human Sciences and Ivy College of Business to meet the curriculum requirements. Requiring a significant number of credits in both agricultural and life sciences as well as professional communication introduces our students to a wide range of curricula. This should increase demand for many classes in the College of Agriculture & Life Sciences and the aforementioned colleges.

Specifically, a record of much discussion and planning with the Greenlee School of Journalism reflects the spirit of collaboration and commitment to continued conversation to avoid any duplication over time.

The proposed major has a unique emphasis on the combination of agricultural science disciplines and strategic communication. This emphasis is critical for the success of Iowa’s agricultural prosperity, and none of the existing majors on campus offer it. Included in the appendices is a listing of other Iowa colleges and universities and their most congruent offerings: it can be concluded that these programs are significantly different in mission, size, and scope (Appendices 5-7).

f. Special features or conditions that make the institution a desirable, unique, or appropriate place to initiate such a degree program.

Iowa leads the nation in the percentage of land used for agriculture and the production of corn, soybeans, pork, and poultry. The growing disconnection from agriculture among most Americans necessitates strengthening promoting factually accurate agricultural information. Furthermore, misinformation and disinformation about agriculture worldwide have led to limited

trust between producers and the public regarding agriculture and innovation. Addressing these challenges requires the establishment of a robust agricultural communication program to equip students with skills for building trust with producers, the consumers, and the public, and crafting messages via various channels.

Within the context of Iowa's leading role in agriculture, the College of Agriculture & Life Sciences ranks among the top agricultural colleges in the nation and the world. The students have an opportunity to engage in a formal study of agricultural science and gain a valuable experiential education through internships and other industry involvement. Moving the option to a major will bring this academic program to the next level, attract more students interested in this important field, and eventually become alumni who serve Iowa and the nation's agricultural sector.

g. Describe the personnel, facilities, and equipment necessary to establish and maintain a high-quality program. Include any reallocations from other programs or areas of the university.

Many of the courses in agriculture and communication for the proposed major already exist at Iowa State University and are being taught by highly qualified faculty in the College of Agriculture & Life Sciences, the Department of Communication Studies, Ivy College of Business, the Greenlee School of Journalism and Communication, and the Department of English.

Currently, the agricultural communication team within the Department of Agricultural Education and Studies has three faculty members with diverse backgrounds, knowledge, and skills in agricultural communication. The faculty members are fully committed to teaching courses, conducting research, and providing service in agricultural communication.

In 2014, the Department of Agricultural Education and Studies hired associate teaching professor Virginia Hanson, a career teacher with degrees in English, expertise in teaching writing, and a background in agriculture and extension work. Ms. Hanson has taught AGEDS 327: Survey of Agriculture & Life Sciences Communication since 2015, a course she redesigned which has since filled every semester. She also serves as the advisor to the Iowa State Chapter of Agricultural Communicators of Tomorrow (ACT) and is developing a course, AGEDS 227 "Fundamentals of Visual Communication for Agriculture and Life Sciences" (Appendix 3).

In 2017, the department hired Dr. Shuyang Qu, who received a doctoral degree in agricultural communication from the University of Florida and has taught media and communication courses in an agricultural context before working at Iowa State. Dr. Qu is developing a course titled AGEDS 263 "Communicate with Impact in Agriculture and Life Sciences" (Appendix 3).

In 2020, the Department hired Dr. Fallys Masambuka-Kanchewa, who received her Ph.D. in agricultural communication from The Ohio State University. Dr. Masambuka-Kanchewa has taught courses on issues in agriculture at The Ohio State University for more than two years before joining University of Georgia where she taught courses in agricultural communication

theories. She is currently developing an undergraduate course titled AGEDS 463 “Communicating Contemporary Issues in Agriculture” (Appendix 3).

All three faculty serve as academic advisors to Agricultural Education – Communication Option majors as well.

The Department of Agricultural Education and Studies is located in the renovated Curtiss Hall historic building. Curtiss Hall is equipped with instructional technology, workspaces for students, and accessible career service and global programs offices.

The Department of Agricultural Education and Studies also houses the Harold Crawford Classroom in Curtiss Hall, a departmental teaching classroom that supports student collaboration and utilizes media technology. Additionally, the department has laptop carts with up-to-date Adobe Suite Software for media design and production use, video and digital cameras, wireless Lavalier microphone kits, and LED lighting kits; these resources support many learning objectives within agricultural communication. The agricultural communication faculty also work in an intentionally designed suite arrangement where they are able to facilitate student support easily and store and lend media equipment for student use.

Additionally, the major program will access the spaces and resources in the new Student Innovation Center. Faculty will embrace innovative thinking around agricultural communication using the SIC’s offerings.

h. How does student demand for the proposed program justify its development? What are the anticipated sources of students to enroll in this new program?

Student enrollment has grown from 63 in 2014 to 89 in 2017, 101 in 2018, 98 in 2019. The Covid pandemic slightly impacted the enrollment, but the agricultural communication program has endured with 89 students in 2020, and 82 in 2021. Students expressed a strong demand for a major in agricultural communication in advising meetings, senior internship reflections, and exit interviews. Additionally, agricultural communication courses attract students outside of the option and typically fill to capacity.

Some of the demand emanates from secondary education. Since it was first established, the Iowa FFA program has continuously provided high school and college-aged students with opportunities in a particular agricultural area of interest. The Agricultural Communications Career Development Event (CDE) asks FFA participants to work as a team to create and submit a multifaceted written media plan for judging at the state and national levels. Agricultural communication faculty now serve as judges for these projects, which affords an opportunity to share information about the program.

Iowa FFA Executive Director, Scott Johnson reported that “Ultimately, communication is critical for all our career development events as it’s embedded in everything we do with the events.” The collaboration between the Iowa FFA program and Iowa State University’s agricultural communication program has provided an array of success on both ends. Prospective college

students who participate in FFA learn that Iowa State provides the only agricultural communication program in the state.

To build on a recent departmental rebranding campaign, the agricultural communication program will engage in a multifaceted recruiting approach that engages prospective students and showcases our communication skills and use of emerging platforms. This approach will include presentations at high school and community college campuses, strategic social media, and updated promotional materials in both print and digital form. To showcase the major's commitment to communication innovation, marketing of the major will reflect the high standards of the program itself.

At present, the program as an option sees interest by students in a number of ways. Although high school students enroll at Iowa State with intentions of pursuing the option program, a significant cohort of students leaves other CALS major programs, such as animal science, to pursue agricultural communication. The agricultural communication faculty routinely meet with these students to inform them of the program and advise them of the transition, should they wish to pursue it.

The target audience for the proposed major are students who have an interest in making a serious commitment to learning and refining communication skills as well as furthering their study of agricultural science. They are equally interested in communication and agriculture and wish to pursue training to improve relationships and strategically exchange information.

Moreover, the agricultural communication faculty seeks to foster greater connections with other units on campus so that students selecting a major will be able to learn easily about the program. Agricultural communication may be an attractive major for students who have a more general interest in agriculture but not particularly in any of the specific agricultural science areas, for those who seek to pair the proposed major with their other CALS major, or for students who have determined their career goal is certainly to work in communication and most likely related to food, agriculture, and life sciences. Coursework for the major could be augmented with minors in agricultural science (animal science, agronomy) or communication-related study (public relations, event management).

2. Estimate the number of majors and non-majors students that are projected to be enrolled in the program during the first seven years of the program.

a. Undergraduate

The option's 100% placement rate reflects that demand from the agriculture sector for skilled agricultural communicators has not been met, and agricultural communication will continue to grow as a field.

The department foresees the following growth for the agricultural communication major:

| | | | | | | | |
|---------------|------|------|------|------|------|------|------|
| Undergraduate | Yr 1 | Yr 2 | Yr 3 | Yr 4 | Yr 5 | Yr 6 | Yr 7 |
| Total Major | 82 | 85 | 90 | 100 | 110 | 130 | 130 |

Despite the program only being offered as an option, we have seen a steady increase in enrollment prior to the COVID-19 pandemic. The department expects a consistent increase again once the program becomes a major, especially given the increased visibility of the appropriate naming of the major (from Agricultural and Life Sciences Education – Communication Option to Agricultural Communication). Additionally, the increase is supported by the demand for agricultural communicators from Extension, NGOs, and the industry, evidenced by the employability of our graduates and requests from various stakeholders for agricultural communication interns. Furthermore, Miller et al. (2015) predicted an increase in enrollment in agricultural communication programs in the next 23 years, which offers confidence in the likelihood of an increase in enrollment.

b. Graduate

At this time, there are no plans to establish a graduate degree in agricultural communication.

3. Describe the state and/or national workforce need and/or demand for graduates of the proposed program currently and in the foreseeable future (provide the sources of data used to estimate workforce need and demand).

Communicating agriculture to diverse audiences through strategic platforms is critical to improving the world’s food system and protecting resources. Agricultural communication students have a skill set that enables them to be versatile in their career choices, pursuing work in public policy, agricultural extension, agri-business, non-profit sectors, commodity groups, agricultural cooperatives, education, research, publishing, sales, media, and agency work. Since the 2016-2017 academic year, 100% of students graduating with Agricultural and Life Sciences Education – Communication Option degrees were placed in employment or graduate education programs within 6 months after graduation.

The College of Agriculture & Life Sciences Career Services program conducts several formal data collection projects regarding industry demand and job placement of CALS graduates. Director Michael Gaul maintains that there “is a high demand for graduates who possess the skills to effectively communicate about agricultural science using current communication platforms and be able to adapt to related changes.” (2019) This includes keeping abreast of scientific and technological changes in agriculture and using new communication tools as they develop.

Additionally, the student club Agricultural Communicators of Tomorrow (ACT) is directly connected to this program. The ACT club at Iowa State University is a chapter of the National Agricultural Communicators of Tomorrow (NACT), a nationwide organization that offers

pre-professional opportunities and events for university students interested in careers communicating agricultural issues. Members of the Iowa State Chapter are actively involved in this organization's events and activities. Students in the ISU chapter have won awards and scholarships from this national organization.

4. The dean's office in the academic college proposing the new program is required to contact the corresponding dean's offices at the other two Regents universities (if there is no corresponding college, consider related programs in other colleges or contact the Provost's Office for guidance). In some cases, such as for an interdisciplinary program, more than one college at the other universities may need to be contacted. Please summarize how this cross-institutional outreach was completed.

Associate Dean for Academic Innovation Dr. Carmen Bain corresponded with Associate Dean Dr. Jennifer Cooley at UNI and Associate Dean for Undergraduate Education Dr. Cornelia Lang at University of Iowa on June 28, 2022. Shortly thereafter, both deans provided letters of support, which are included in Appendix 4 here.

5. List of all and other public and private institutions of higher education in Iowa currently operating programs similar to the proposed new degree program.

There are no other agricultural communication programs at Iowa institutions of higher education. The absence of these programs further underscores the need to formalize our successful option program to a major. The agricultural communication major has a unique emphasis on the combination of agricultural disciplines and strategic communication. Appendices 5-7 include listings of related offerings in the Iowa Board of Regents system, Iowa community college systems, and Iowa private colleges and universities.

6. If there are plans to offer the program off campus, online, or a blended modality, briefly describe these plans, including potential sites and possible methods of delivery instruction. Will off-campus delivery require additional HLC or other accreditor approval?

There are no plans to offer this program off campus, online, or a blended modality.

7. Will the proposed program apply for programmatic accreditation? When?

There is no accreditation associated with this program.

8. For undergraduate programs: Will articulation agreements be developed for the proposed program? With whom?

Because this program is currently an option within the Agriculture & Life Sciences Education major, it already has articulation agreements. These agreements will be revised and updated upon approval. See <https://www.admissions.iastate.edu/transfers/plans.php>

9. Describe any opportunities for experiential learning (e.g., internships, clinical, research, community engagement/service learning).

The current Agricultural and Life Sciences Education - Communication Option requires students to complete an internship course (AGEDS 412 Internship) as an essential part of the program of study. Most of the students have multiple internships throughout their undergraduate studies. These internships are provided by local companies and organizations such as Iowa State Extension & Outreach, Iowa Corn Promotion Board, Iowa State Fair, Iowa 4-H Foundation, AgLeader Technology and other businesses in the ISU Research Park, and Deere & Company. Students obtain internships from similar companies and organizations outside of Iowa as well. Students also accept agricultural communication internships in Washington D.C. with legislative offices, communication outlets, and commodity groups. Through these internships, students work with diverse stakeholders and address various topics and issues impacting agriculture ranging from national policy to international development. All of these opportunities equip the students with practical knowledge and skills as well as preparing them to work with people from diverse backgrounds.

The position responsibilities include social media specialist, alumni relations, marketing intern, outreach specialist, digital media intern, customer-care intern, and sales specialist. The faculty of the proposed major plan to continue working with the current organizations and networking with others to continue to provide internship opportunities to the students.

10. From where will the financial resources to cover the costs for the proposed program come (list all that apply, e.g., department reallocation, college reallocation, grants, new to the university)?

There will be no additional new costs associated with this initiation. Because the program is currently an option within the department, faculty and staff have already been installed. Three faculty members focus solely on agricultural communication. Student services and academic advising are integrated into our current programming.

That said, there is a need to maintain a minimum of the three faculty members. If enrollment were to increase significantly over the initial seven years of the major program, there would be a need to add more teaching faculty. This could happen through additional college support resulting from increased student credit hours.

11. Include any additional information that justifies the development of this program.

Moving this successful option to a major is a timely decision. As the gap between agricultural producers and consumers grows, there is an ever-growing need to communicate between parties. This requires communicators to have a strong agricultural science education and to have experience using various communication platforms. Other factors, including rapid changes in digital culture, environment and climate, public health, and population changes underscore the importance of committing to an educational program that serves students dedicated to this global challenge.

References:

- Acquah, E. H. K. (2010). A growth model for academic program life cycle (APLC): A theoretical and empirical analysis. *The 50th Forum of the Association of Institutional Research*, Chicago, IL: 1-27.
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- Weckman, R., Witham, D., & Telg, R. (2000). Southern agricultural communications undergraduate programs: A survey. *Journal of Applied Communications*, 84(4), 41-50.

Appendix 1

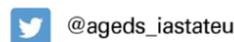
Current Curriculum Requirements of Agricultural and Life Sciences Education – Communication Option



**Agriculture and Life Sciences Education
Communication Option
Curriculum Requirements
2021-2022 Catalog Requirements
Bachelor of Science Degree**



| <u>Credit</u> | <u>Dept</u> | <u>Course No.</u> | <u>Course Title</u> |
|--|-------------------------------------|-------------------|--|
| University Requirements | | | |
| 3 | Engl | 150 | Critical Thinking and Communication |
| 3 | Engl | 250 | Written, Oral, Visual and Electronic Communication |
| 3 | International Perspectives | | Select from Approved List |
| 1 | Lib | 160 | Library Instruction |
| 3 | US Diversity | | Select from Approved List |
| College of Agriculture and Life Sciences Requirements | | | |
| 3 | AgEdS | 311 | Presentation & Sales Strategies for Agricultural Audiences |
| 3 | Biol | 211 | General Biology I |
| 3 | Biol | 212 | General Biology II |
| 5 | Chem | 163/L | General Chemistry I/Lab |
| 3 | Econ | 101 or 102 | Principles of Microeconomics/Macroeconomics |
| 3 | Ethics Elective | | Select from Approved List |
| 3 | Humanities Elective | | Select from Approved List |
| 3 | Math | 140 | College Algebra |
| 3 | Stat | 104 | Introduction to Statistics |
| Major Specific Requirements – Professional Communications | | | |
| 1 | AgEdS | 110A | Orientation for Agriculture and Life Sciences Education |
| 1 | AgEdS | 211C | Early Field Based Experience: Agricultural Industries & Agencies |
| 1 | AgEdS | 215 | Career Seminar |
| 3 | AgEdS | 315 | Personal, Professional & Entrepreneurial Leadership in Agriculture |
| 3 | AgEdS | 327 | Survey of Agriculture and Life Sciences Communication |
| 6 | AgEdS | 412 | Internship in Agricultural Education and Studies |
| 3 | Psych Elective | | Any level |
| 21 | Communications Electives | | Select 21 credits from approved list |
| Major Specific Requirements – Agricultural Sciences and Economics | | | |
| 12 | Select 1 agricultural area | | 12 credits, including 6 credits at 300-400 level |
| 6 | Select additional agricultural area | | 6 credits, any level |
| 6 | Select additional agricultural area | | 6 credits, any level |
| 9 | Select any agricultural area | | 9 credits, any level |
| 14 | Free Electives | | |
| 128 | Total Credits | | |



Appendix 2

Proposed Agricultural Communication Major Curriculum Requirements



Agricultural Communication
Bachelor of Science
Proposed Curriculum Requirements



| <u>Credit</u> | <u>Department</u> | <u>Course No.</u> | <u>Course Title</u> |
|--|-------------------------------------|-------------------|---|
| University Requirement | | | |
| 3 | Eng | 150 | Critical Thinking and Communication |
| 3 | Eng | 250 | Written, Oral Visual and Electronic Communication |
| 3 | International Perspectives | | Select from approved list |
| 1 | Lib | 160 | Library Instruction |
| 3 | U.S. Diversity | | Select from approved list |
| College of Agriculture and Life Sciences Requirements | | | |
| 3 | AgEdS | 311 | Presentation and Sales for Agricultural Audiences |
| 3 | Bio | 211 | General Biology I |
| 3 | Bio | 212 | General Biology II |
| 5 | Chem | 163/L | General Chemistry 1/Lab |
| 3 | Econ | 101 or 102 | Principles of Macroeconomics/Microeconomics |
| 3 | Ethics Elective | | Select from approved list |
| 3 | Humanities Elective | | Select from approved list |
| 3 | Math | 140 | College Algebra |
| 3 | Stat | 104 | Introduction to Statistics |
| Major Specific Requirements – Professional Communications | | | |
| 1 | AgEdS | 110 A | Orientation for Agriculture and Life Sciences Education |
| 1 | AgEdS | 211C | Early Field-Based Experience: Agricultural Industries & Agencies |
| 1 | AgEdS | 215 | Career Seminar |
| 3 | AgEdS | 227 | Fundamentals of Visual Communication for Agriculture and Life Sciences |
| 3 | AgEdS | 263 | Communicate with Impact in Agriculture, Natural Resources, and Life Science |
| 3 | AgEdS | 315 | Personal, Professional & Entrepreneurial Leadership in Agriculture |
| 3 | AgEdS | 327 | Survey of Agriculture and Life Sciences Communication |
| 3 | AgEdS | 412 | Internship in Agricultural Education and Studies |
| 3 | AgEdS | 463 | Communicating Contemporary Issues in Agriculture |
| 3 | Psych Elective | | Any level |
| 21 | Communication Electives | | Select 21 credits from approved list |
| Major Specific Requirements – Agricultural Sciences and Economics | | | |
| 12 | Select 1 agricultural area | | 12 credits, including 6 credits at 300-400 level |
| 6 | Select additional agricultural area | | 6 credits, any level |
| 6 | Select additional agricultural area | | 6 credits, any level |
| 9 | Select any agricultural area | | 9 credits, any level |
| 8 | Free Electives | | |
| 128 | Total Credits | | |

Proposed Agricultural Communication Major Four-Year Plan

Iowa State University
College of Agriculture and Life Sciences
Agricultural and Life Sciences Communication Graduation Plan

| | | | | | |
|-------------------------|---|----|---------------------------|--|-----|
| Semester 1 | | | Semester 2 | | |
| AgEds 110A | Prof Dev in AgEdS: New Student Seminar | 1 | Biol 211 | Principles of Biology I | 3 |
| Ag Elective | Agriculture&Life Science Elective | 3 | Engl 250 | Written, Oral, Visual, & Electronic Comp. | 3 |
| Communication Elective | Professional Communication Elective | 3 | Psych Elective | Psychology Elective | 3 |
| Engl 150 | Critical Thinking and Communication | 3 | Int Perspectives Elective | International Perspectives Elective | 3 |
| Econ 101 or 102 | Principles of MicroEconomics or Macro | 3 | Ag Elective | Agriculture&Life Science Elective | 3 |
| Math 140 | College Algebra | 3 | Lib 160 | Introduction to College Level Research | 1 |
| | | 16 | | | 16 |
| Semester 3 | | | Semester 4 | | |
| AgEdS 211C | Early Field Based Experience | 1 | Chem 163 & Lab | General Chemistry and Lab | 5 |
| Biol 212 | Principles of Biology II | 3 | Communication Elective | Professional Communication Elective | 3 |
| Ag Elective | Agriculture&Life Science Elective | 3 | Ag Elective | Agriculture&Life Science Elective | 6 |
| Ethics Elective | Ethics Elective | 3 | AgEdS 227 | Fund of Visual Comm for Ag & Life Sciences | 3 |
| AgEdS 263 | Comm with Impact in Ag, Ntrl Resrcs & Life Scienc | 3 | AgEdS 215 | Prof Dev in AgEdS: Career Seminar | 1 |
| Stat 104 | Introduction to Statistics | 3 | | | 18 |
| | | 16 | | | |
| Semester 5 | | | Semester 6 | | |
| AgEds 327 | Survey of Ag&Life Sci Communications | 3 | Communication Elective | Professional Communication Elective | 3 |
| Communication Elective | Professional Communication Elective | 3 | Ag Elective | Agriculture&Life Science Elective | 6 |
| U.S. Diversity Elective | U.S. Diversity Elective | 3 | AgEds 311 | Presentation & Sales Strategies | 3 |
| Ag Elective | Agriculture&Life Science Elective | 3 | Humanities Elective | Humanities Elective (from list) | 3 |
| Elective | General Elective | 5 | | | 15 |
| | | 17 | | | |
| Semester 7 | | | Semester 8 | | |
| AgEds 412 | Internship in AgEdS | 3 | Communication Elective | Professional Communication Elective | 6 |
| Ag Elective | Agriculture&Life Science Elective | 6 | Elective | General Elective | 3 |
| Communication Elective | Professional Communication Elective | 3 | Ag Elective | Agriculture&Life Science Elective | 3 |
| AgEdS 315 | Personal&Professional Leadership | 3 | AgEdS 463 | Communicating Contemp Issues in Ag | 3 |
| | | 15 | | | 15 |
| | | | | | 128 |

*To meet Ag Elective Requirements, students meet requirements in the following areas:

Select one technical agricultural area in which you will complete at least 12 credits (6 of these must be 300-400 level courses)

Select two other technical agricultural areas in which you will complete at least 6 credits (2 courses) in each area

Select 9 additional credits from CALS coursework

Appendix 3

Course Proposals

Course Proposal: AGEDS 227

Virginia Hanson, Assistant Teaching Professor
Department of Agricultural Education and Studies

| | |
|-------------------|--|
| Proposed Course | <i>AGEDS 227: Fundamentals of Visual Communication for Agriculture and Life Sciences</i> |
| Format | Hybrid – Fall, Spring |
| Online coursework | 1.5 hours per week |
| Classroom meeting | 1.5 hours class time per week, to meet once weekly |
| Proposed Start | Spring 2024 |
| Class Size | 25 |
| Class Seats | 15 for department majors, 10 non-majors |
| Credits | 3 |

Course description

Introduction to the fundamentals of visual communication as used in agricultural and life sciences contexts. Overviews of photography and videography and how they are both used to communicate agricultural and life sciences topics to strategic audiences.

Course learning outcomes

Students will be able to:

1. Identify various modes of visual communication in the professional agricultural and life sciences community.
2. Describe the features of photography and videography as communication platforms.
3. Describe effectively how to use visual communication is used to engage audiences about agricultural and life sciences topics.

Course materials

Selections from the following books and films may be used, in addition to articles and guest speakers:

- *An Introduction to Visual Communication*, Susan Barnes (2017)
- *Agricultural Communication in Action: A Hands-On Approach*, Ricky Telg and Traci Irani (2009); second edition in process

- *Farmland* by James Moll (2014)
 - *Harvest of Change* film series, Christopher Gannon (2008)
-

Course Proposal: AGEDS 263

Shuyang Qu, Assistant Professor

Department of Agricultural Education & Studies

Proposed Course *AGEDS 263: Communicate with Impact in Agriculture, Natural Resources, and Life Sciences*

Format Face-to-Face Classroom meeting

Proposed Start Fall 2024

Class Size 40

Class Seats 25 department majors, 15 non-majors

Prerequisite: None

Credits: 3

Course description

This course covers communication concepts and practices in the context of agriculture, natural resources, and life sciences. Topics examined in this course include the foundation of communication, persuasion, message strategies on different communication channels with diverse audiences for various purposes, and ethical implications of persuasion in a number of agricultural communication contexts.

Course learning outcomes

Students will be able to:

1. Recognize various contexts in which agricultural communication takes place
2. Demonstrate communication and persuasion skills in given agricultural contexts
3. Apply communication and persuasion concepts in interpersonal, group communication, organizational, and mass communication channels
4. Critically evaluate the ethics of persuasion tied to agricultural communication.

Course materials

Dainton, M., & Zelle, E. D. (2015). *Applying Communication Theory for Professional Life: A Practical Introduction*.

Course Proposal: AGEDS 463

Dr. Fallys Masambuka-Kanchewa, Assistant Professor
Department of Agricultural Education and Studies

| | |
|-----------------|--|
| Proposed Course | <i>AGEDS 360: Communicating Contemporary Issues in Agriculture</i> |
| Format | Face-to-face classroom meeting |
| Proposed Start | Spring 2023 |
| Class Size | 40 |
| Class Seats | 20 for department majors, 20 non-majors |
| Prerequisite | None |
| Credits | 3 |

Course Description:

This course focuses on improving students' comprehension, awareness, and communication of current and emerging issues facing agriculture and natural resources management in Iowa, the United States, and worldwide. The students will be exposed to these issues by reading various articles and engaging in dialogue with various players regarding the impact of these issues, and identifying ways to address them. This course is designed to enhance students' writing, oral presentation, and overall communication skills on contemporary agriculture and natural resources management issues. This course is student-centered, meaning students are expected to actively participate in in-class activities and discussions while discovering knowledge independently.

Learning Outcomes

Through critical analysis, discussion, and writing, students will:

1. Develop an awareness of the current and emerging issues facing agriculture and natural resources management
2. Demonstrate knowledge and skills in facilitating difficult conversations related to agriculture and natural resources management
3. Demonstrate basic expository and other forms of writing and oral expression.
4. Synthesize the impact of race, gender, class, ethnicity, and religion on agriculture and natural resources management in Iowa, the United States, and worldwide.
5. Appreciate the differences in the impact of current and emerging issues on people based on their race, gender, class, ethnicity.

Course materials

Purdue University Writing Lab: <https://owl.english.purdue.edu/owl/section/1/>

Various current articles will be posted on Canvas.

Appendix 4

Support from Iowa State programs, Board of Regents institutions, Iowa State alumni, and industry leaders for the proposed major

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Communication Studies Program

357 Carver Hall
411 Morrill Road
Ames, IA 50011-2104
515 294-0360
FAX 515 294-3741
<https://comst.las.iastate.edu>

Dear CALS Curriculum Committee:

On behalf of the Curriculum Committee for the Communication Studies Program (LAS), we are excited about the opportunity for Agricultural Communication to become a major and fully support its proposal. We are aware of the major's success and growth in the last 20 years, with a particular steady growth noted within the previous 10 years.

Communication Studies (COMST) has been an instrumental program that provides courses that meets the students' 21 communication competency credits. The advent of this proposal has led to some positive and engaging conversations for even more collaboration and ways in which COMST might be able to ensure that Agricultural Communication students receive a comprehensive social science understanding of communication. We are also excited about the future collaboration between the two different student organizations this Fall and look forward to other ways in which Agricultural Communication and Communication Studies majors can collaborate.

Please don't hesitate to contact us with further questions or comments.

Sincerely,

David Vogel, PhD
Program Director

Katherine Rafferty, PhD
Curriculum Committee Chair

Kevin Blankenship, PhD
Curriculum Committee

Kelly Odenweller, PhD
Curriculum Committee

Patrick Johnson, MA
Academic Advisor II



Department of Marketing
Steve and Becky Smith Management
and Marketing
Suite 2350 Gerdin Business Building
2167 Union Drive
Ames, Iowa 50011-2027

May 6, 2022

Dear Ms. Hanson,

The Marketing Department at the Ivy College of Business supports your department's effort in offering the new undergraduate major in Agriculture Communication.

I wish you good luck and good results with the new major.

Thank you,

Regards,

A handwritten signature in blue ink that reads "Sekar Raju".

Sekar Raju
Chair - Department of Marketing
Associate Professor and Gerald and Margaret Pint Faculty Fellowship

IOWA STATE UNIVERSITY

OF SCIENCE AND TECHNOLOGY

Undergraduate Studies · English Department · 203 Ross Hall · Ames, IA 50011-1201

To: Virginia Hanson
From: Geoffrey Sauer, Director of Undergraduate Studies, Department of English
Re: Program Proposal for an Undergraduate Major in Agricultural Communication
Date: May 23, 2022
Cc:

Dear Ms. Hanson,

My committee read with great interest your proposal to create an undergraduate major in Agricultural Communication. Though the committee's initial response was interest at the similarities and differences between your proposed curriculum and those of our long-existing B.S. in Technical Communication, after your meeting with Abram Anders and Jenny Aune we believe that your proposed major would complement TComm, and write to support your proposed major.

From our perspective, the proposed Agricultural Communication major offers unique value to students and has a distinctive disciplinary mission that focuses on situated communication in agricultural contexts. We believe that communication courses offered in the English Department including Advanced Communication, Speech Communication, and Technical Communication courses will be valuable options for students in the proposed major to satisfy their "communication electives" component, and that our more advanced courses in web design, web development, and user experience testing will offer expertise not currently in your curricular plans. We particularly recommend these courses to help your students develop skills in professional communication, science and technical communication, and digital content creation. Our TComm major also requires that our students take six credits in a specific field, and believe that some of our majors may choose courses in your new program. Hence, we see the new proposed major and the current English Department offerings as *complementary* and look forward to collaborating with this new program, if approved.

Please contact us if we can offer any additional support for your proposal, or if your committee would care to meet to discuss other ways our programs might be able to interact productively.

Sincerely,



Geoffrey Sauer
Director of Undergraduate Studies,
Department of English

10-17-22

Dear Mike Retallick,

The Greenlee School of Journalism and Communication has long history of partnership with Agricultural Education and Studies. The need for equipping agriculture students with the skills to be professional communicators continues to grow. We also appreciate the continued discussion of how to support one another and avoid course duplication as the Agricultural Communication program moves forward. The Greenlee faculty voted in favor of supporting the creation of the agricultural communication major under our arrangement. We look forward to continuing our partnership and look forward to what an Agricultural Communication can bring to Iowa State.

Sincerely,



Dr. Michael Dahlstrom
Director
LAS Dean's Professor
Greenlee School of Journalism and Communication



College of Liberal Arts and Sciences

Undergraduate Programs (CLAS-UP)

University of Iowa
120 Schaeffer Hall
Iowa City, Iowa 52242-1409
Phone: 319-335-2633 clas-undergrad@uiowa.edu

12 September 2022

Dr. Carmen Bain
Associate Dean for Academic Innovation
Professor of Sociology
College of Agriculture and Life Sciences

Dear Associate Dean Bain,

Thank you for sharing the proposal for the new major BS in Agricultural Communication to be offered by the Department of Agricultural Education & Studies in the College of Agriculture and Life Sciences at Iowa State University.

I shared the proposal with interested stakeholders on our campus, which include faculty in the College of Liberal Arts and Sciences' Department of Communication Studies as well as the School of Journalism and Mass Communication for their feedback.

The proposal for this new major, based on an existing and successful curricular option, lays out a thoughtful pathway for students to learn the fundamental skills in agricultural science as well as the practical communication techniques and training they will need for a wide variety of careers. The proposed major appears to build on existing strengths from within your college and will be important and relevant for undergraduate students.

We wish you the best as you begin a pathway to this new program of study for your students.

Sincerely,

Cornelia C. Lang (she/her/hers)
Associate Dean for Undergraduate Education
Professor of Physics & Astronomy
College of Liberal Arts and Sciences

Iowa State University
College of Agriculture and Life Sciences
Ames, Iowa 50011-1050

Aug. 30, 2022

Dear Dean Bain

I am writing in support of the new major in Agricultural Communication proposed by the Department of Agricultural & Life Sciences Education at Iowa State University.

In the College of Humanities, Arts and Sciences at the University of Northern Iowa, we offer a minor Professional Writing, housed in the Department of Languages & Literatures and we also offer a degree in Communications. However, the proposed ISU degree is unique in its breadth, depth and its specificity to the disciplines of agriculture and life sciences. In short, we support the creation of this new program and recognize its value .

Best regards,



Jennifer Cooley
Professor of Spanish and Associate Dean

The Agricultural and Life Sciences Education – Communications Option has afforded me with a comprehensive and valuable experience in public relations, marketing and journalism. With the privilege of claiming myself an “agricultural communication” student in the College of Agriculture & Life Sciences over the past four years, I have gained access to a tremendous network of ag communicators across the United States. This credential has supported my ability to pursue a variety of internships in the Midwest and Washington, D.C. With the variety of career avenues ag communications students can pursue, I am confident that naming it a major will only serve to strengthen its reputation and appeal to prospective students and employers.

*-Madeline McGarry, 2020 Agricultural and Life Sciences Education Degree –
Communication Option
Community Engagement Specialist, Trust in Food
United State Senate intern*

Beginning at Iowa State, I was interested in all facets of agriculture and decided that choosing a major that allowed me to work with all of them was the best fit. As I decided to pursue another career path by attending graduate school in animal science, I continue to use skills I gained in courses of my undergraduate degree daily. While I am not directly working in the traditional agriculture communications field, the faculty and staff at Iowa State, along with the curriculum, was diverse and flexible, which allowed me to explore all avenues of agriculture, which led me to finding my true passion.

*-Laura Yoder, 2018 Agricultural and Life Sciences Education Degree – Communication Option
Graduate Student in Meat Science
Oklahoma State University*

A 2018 graduate from the AGLSE-Communication program, I have experienced firsthand the value of this rigorous program. As a Policy Associate at the Center for Rural Affairs, I regularly bring together coalitions of scientists, rural constituents, industry professionals, and policymakers to formulate resources to inform sensible public policy. This program has empowered me to ask the right questions about scientific research findings and distill them into a format which is useful for lawmakers and the public. Tailored agricultural- and rural-focused curriculum prepared me to inform policies addressing Iowa’s most pressing legislative challenges including natural resources conservation and renewable energy development.

*-Cody Smith 2018 Agricultural and Life Sciences Education Degree – Communication Option
Policy Associate
Center for Rural Affairs*

I am extremely supportive of this. As I believe it will greatly benefit students interested in Agricultural Communication at Iowa State and potentially attract even more students to the program.

Students who are interested in pursuing a major in Agricultural Communication serve as the binding ingredient the agricultural industry must have to continue bridging the gap between pasture and plate. I fully believe if ISU did not move forward in naming Agricultural Communication as an official major, they would be doing themselves, future students, and the agricultural industry a disservice. It is important that students have access to classes specifically tailored to their interests, like...marketing, journalism, photography, public relations, and mass media--to only name a few.

-Kylie Peterson, 2017 Agricultural and Life Sciences Education Degree – Communication Option

Director of Marketing and Communications

Iowa Beef Council

I fully support Iowa State University and the work to make Agricultural Communication its own major in the College of Agriculture & Life Sciences. As our world continues to change, so should the opportunities and offerings at the University. Accurate communication on behalf of the agriculture industry is needed now more than ever. Communication is no longer solely print. It now encompasses digital, visual & graphic arts, social media platforms, etc. It is important that students can learn and develop these critical skills through a variety of course offerings. They are the future voice of the industry in not only Iowa, but across the country.

-Amanda Zuercher, 2017 Agricultural and Life Sciences Education Degree – Communication Option

Marketing Specialist

Illinois Farm Bureau

March 1, 2022

Dear Virginia –

Please add my support of the Agricultural Communication major moving forward at Iowa State University.

I am a 1984 graduate of the ISU College of Ag in agricultural journalism. By combining a full slate of journalism classes and a solid core of agriculture classes, I was well prepared for my job as the Assistant Swine Editor at *Successful Farming* magazine, a part of Meredith Corporation in Des Moines, in June 1984.

I was an editor at Meredith for 37 years before retiring in 2021. My main job before retirement was as an Executive Editor managing the digital content for agriculture.com. In the past, I hosted a television program and a radio program as Editor in Chief of *Living the Country Life* magazine.

Two of my direct reports the past few years were Iowa State journalism graduates and another was an ISU ag business graduate. I welcome a new ag comm major that can successfully combine the journalism and the agriculture degrees into one, without the need for a double major. I am very proud to be a graduate of the College of Agriculture.

Thank you for considering an Agricultural Communication major.

Sincerely,
Betsy Freese

Betsy Freese
betsyfreese@gmail.com
515-229-8050

Agri Marketing[®]

P.O. Box 396 • Adel, IA 50003
515/344-7673 • www.AgriMarketing.com

March 7, 2022

Dear CALS Curriculum Committee,

Thank you for considering renaming CAL's Communication option to a standalone major named "Agricultural Communications." I am writing you in hearty support of that change.

I graduated from a similar program at Iowa State—then it was called Ag Journalism & Mass Communications (AJMC)--and have been in the profession my entire career, starting in 1974. I now own and publish *Agri Marketing* magazine and its related digital media whose audience are the managers of corporate agribusinesses (John Deere, Corteva, Zoetis, Sukup, etc.) their ad/PR agencies, agricultural trade associations/checkoffs, the farm media and others.

Currently the top management of many of the farm media, ad/PR agencies, communications managers and other related firms are Iowa State alums. Most have been providing financial support to the university with many of their legacies attending Iowa State. Attached, please find the types of firms employing Agricultural Communicators.

A few years ago, a group of us Iowa State AJMC alums met with (then) Dean Wintersteen and made her aware of the opportunities Ag Communications offers its graduates and encouraged her to make it a CALS major once again. We provide financial support, guidance on the skills wanted by employers, introductions of students and faculty at ag communication-oriented conferences and other support activities.

An Ag Communications major at Iowa State is especially needed now as whole new career opportunities are developing—principally in making the general public aware of a strong and modern agricultural industry and its value it brings to the nation (and world's) health and security.

It is very encouraging to see development of the program, the quality of faculty and the number of students enrolled in it. We take special pride in seeing CALS students earning prestigious nation scholarships. And the program is only beginning!

Again, thank you for your consideration in re-launching the Ag Communications major. Many people will benefit from it including graduates, faculty, employers and parents.

Best wishes,

Lynn Henderson
President Henderson Communications, Publisher *Agri Marketing* magazine.



March 28, 2022

Dear CALS Curriculum Committee,

I am writing a note of support to establish a degree path for Agricultural Communications offered thru the College of Agriculture and Life Sciences.

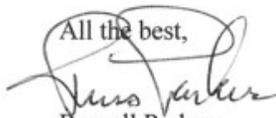
As a 1977 ISU graduate, I'm very proud to hold a degree in Ag Journalism and Mass Communications as well as a degree in Animal Science. It has led me down a career path that has required writing and communications skills and kept me close to the agricultural industry for which I've tried to be an advocate without exception.

Over ten years ago, I had an opportunity to build a new business which put me front and center with the hiring process. I discovered finding students with a passion for agriculture who possessed writing and communications abilities, was a difficult task. That process prompted me to join the growing group of ISU alums who share this goal of establishing an Ag Communications major as a CALS offering.

In today's environment, agriculture needs well trained ag journalists to tell its story to a consuming public that often times becomes the target of those who have an agenda that is not based on sound science and production agriculture. The topic of fuel and fiber is going to have a growing role in our world and Ag Communications needs to have a seat at this table. Iowa State has established itself as a legacy Land Grant University and its partnerships with ag-based companies and the investments in science and its people is not by accident. Offering a career path through CALS represents a natural way to continue these investments.

It seems things are off to a very good start and there is excitement in next steps. It is very encouraging to see development of the course offerings, the quality of faculty and a growing number of students participating.

I'm very appreciative for the education I was offered as a young student studying Ag Journalism would look forward to seeing students graduate with a degree from the College of Agriculture and Life Sciences, majoring in Ag Communications!

All the best,

Russell Parker
Owner and Manager, Operations
Iowa Agribusiness Radio Network



6800 Lake Drive, Suite 150
West Des Moines, IA 50266
t 515.225.1200 f 515.225.6400
meyocks.com

April 3, 2022

Virginia Morgan Hanson
Iowa State University
Department of Agricultural Education & Studies
206C Curtiss Hall
Ames, Iowa 50011

Dear Professor Hanson:

I am writing in support of an Agricultural Communications major at Iowa State University.

As a 1989 graduate of Iowa State University in Agricultural Journalism (and Public Service and Administration in Agriculture), I appreciate how much the Ag Journalism major created a foundation for my career in agricultural communications. The coursework in Curtiss Hall and Hamilton Hall prepared me well for graduate study, a corporate communications role in suburban Chicago and, ultimately, my time with Meyocks, a branding and marketing agency in West Des Moines.

I have sought to encourage a renewed emphasis on Agricultural Communications at Iowa State during my time on the Greenlee Advisory Council. An Agricultural Communications major would create opportunities for students and serve firms like mine and many others in Iowa and beyond.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Doug Jeske".

Doug Jeske
President and Owner

May 3, 2022

Virginia Hanson
Iowa State University

Dear Virginia:

I wholeheartedly support the proposed new major of “Agricultural Communication”.

The last ISU Agricultural Journalism degree was awarded in 1995.

I thought it was ludicrous then for a land grant university to cut this major at a great institution founded and steeped in agricultural research and Extension.

And not offer the “link” for ISU students to communicate the research successes to America’s farmers.

Meanwhile, an Ag Communications major program is offered at seven out of Iowa State’s peer 11 land-grant institutions including:

- University of Illinois (Ag Leadership, Education, and Communications)
- University of Minnesota (Agricultural Communication and Marketing)
- University of Wisconsin-Madison (Life Sciences Communication)
- The Ohio State University
- Penn State University (minor)
- Purdue University
- Texas A&M University - College Station
- Other players in Ag communications are Kansas State University, Mississippi State University, South Dakota State University, Texas Tech University, University of Arkansas, University of Florida, University of Georgia, University of Missouri, University of Nebraska- Lincoln and Oklahoma State University.
- This isn’t inclusive but does represent the core programs.

It’s time for ISU to reestablish the “link” and offer an Agricultural Communications major.

Sincerely,
Dave Drennan, Ag Journalism ‘75



Dear CALS Curriculum Committee,

I am writing this letter to express my support for your consideration of renaming CAL's Communication option to a standalone major named "Agricultural Communications."

I am a 1995 graduate of the Iowa State College of Agriculture with a BS degree in Agriculture Education. I have spent my entire career working in the agriculture industry in various sales, marketing and communication roles. The past 14 years I have spent at Pioneer/Corteva Agriscience and am currently the US Leader for Marketing & Digital Communications. I could not be more thankful and appreciative for the career preparation and opportunities that my education and degree from Iowa State has provided me throughout my career in agriculture.

While my current role includes many day-to-day responsibilities, one of my most important tasks is hiring new talent for the various roles across my team. While there are various experiences and leadership skills we look for in our talent pool – I can assure you that a degree in agriculture communications is greatly appealing in our talent evaluation.

I'm encouraged to hear about the development of the program, the quality of faculty and the number of students enrolled in it. As a major US ag company, with a business center located in Johnston, IA – I am excited about the future opportunities that students with a degree from Iowa State in Agricultural Communications would have awaiting them now and in the future for our industry.

And for me, things are about to come full circle as my high school senior daughter, Macy, is enrolled to begin classed in the fall of 2022 at Iowa State. As a parent, I'm excited for the wonderful education, experiences and opportunities that await her when she arrives on campus in Ames.

Thank you for your time.

A handwritten signature in black ink, appearing to read "Douglas Reynolds".

Douglas Reynolds
Marketing & Digital Communications Leader, US Region
Corteva Agriscience



March 4, 2022

Iowa State University
College of Agriculture & Life Science
Curriculum Committee

c/o: Professor Virginia Hanson

RE: CALS Agriculture Communication Major Degree Consideration

As a founding partner of a Midwest advertising and marketing communications agency working with many national and regional agribusiness companies, I see firsthand the value a science-based, well-rounded ag communications education brings to our agency and to our clients. This is why nearly nine years ago, a core group of ISU ag journalism alumni and I started down this road to re-establishing an ag journalism or communications major at our university.

I want to impress upon you that, after numerous meetings with then-CALS Dean Wintersteen, CALS administrators and professors, and a multitude of other ISU alumni, there is a groundswell of support for re-establishing the once popular and prestigious ag communications major at this highly respected agricultural land-grant institution. I find it hard to believe that the nation's top ag college doesn't offer a major in ag communications!

As a 1982 ISU ag JIMC graduate, my education in this program was exceptionally thorough and graduates then were highly sought after in the ag publishing, public relations, and corporate communications disciplines. Numerous ag journalism grads in the 1970s, '80s and early '90s - before the major was eliminated - achieved the highest levels of distinction in their respective fields. Many are now presidents/CEOs of major advertising agencies, ag associations, and ag media companies, as well as highly respected journalists and professionals.

As many of us in this profession begin to retire, there will be even greater demand for well-educated, trained and dedicated ag communications graduates to fill our shoes. You are seeing that currently in the high interest and enrollment in ag communications at ISU, as well as their active participation in Ag Communicators of Tomorrow and similar student organizations.

Let me assure you that the need is great. The opportunity is great. And there is no institution in the country better suited and equipped to provide the next generation of agriculture communications graduates and career professionals than Iowa State University. Re-establishing agriculture communications as a major degree program in the College of Agriculture and Life Science, with collaborating resources from the Greenlee School of Journalism and other departments, provides even more students with the deep, well-rounded educational background and career opportunities that so many of us had years ago.

On behalf of hundreds of ISU ag journalism graduates and thousands of CALS alumni over the past five decades, thank you for moving this proposal forward and re-establishing an ag communications major at our beloved alma mater.

Sincerely,

R. Kelly Schwalbe
Founding Partner (semi-retired)

SAGE, A CREATIVE MARKETING AGENCY
1525 LOCUST STREET • KANSAS CITY, MO 64108 • 816-474-3166

Appendix 5

Programs of Communication and Agriculture offered within the Iowa BOR System

| Iowa public universities | Communication offering | Agricultural offering | Both communication and agriculture offerings |
|-----------------------------|--|---|--|
| Iowa State University | Several communication-related degree programs | Several agricultural degree programs via CALS | Yes. Also, currently offers agricultural communication as an option of Ag and Life Sciences Education. The proposal would replace this option. |
| University of Iowa | Communications Studies, Journalism and Mass Communication majors | Not offered | Not offered |
| University of Northern Iowa | Communication major | Not offered | Not offered |

Appendix 6

Programs of Communication and Agriculture offered within the Iowa Community College System

| Iowa two-year colleges | Communication offering | Agricultural offering | Both communication and agriculture offerings |
|-----------------------------------|---|---|--|
| Clinton Community College | Journalism/Communications major | Several agricultural programs | Not offered |
| Des Moines Area Community College | Not offered | Several agricultural programs | Not offered |
| Eastern Iowa Community Colleges | Journalism major | Several agricultural programs | Not offered |
| Ellsworth Community College | Communications major | Several agricultural programs | Not offered |
| Hawkeye Community College | Digital Mass Media and Graphic Communications majors | Several agricultural programs | Not offered |
| Indian Hills Community College | Public Relations/Organizational Communications major | Several agricultural programs | Not offered |
| Iowa Central Community College | Digital Mass Communications (AAA) | Agriculture (A.A.) and Agriculture Technology (AAS) | Not offered |
| Iowa Lakes Community College | Graphic Design (AAS) and Sales & Marketing Management (AAS) | Agribusiness Technology (AAS) and Agriculture Production Technology (AAS) | Not offered |
| Iowa Western Community College | Communications studies major | Several agricultural programs | Not offered |
| Kirkwood Community College | Communication studies (A.A.) | Agriculture (AS) | Not offered |
| Marshalltown Community College | Communications/Public Relations/ Journalism (AA) | Agriculture (A.A.) Transfer Degree, Veterinary Medicine (A.A.), Horticulture (A.A.), and Wildlife/Fisheries/Forestry (A.A.) | Not offered |

| | | | |
|-----------------------------------|--|--|-------------|
| Muscatine Community College | Journalism/Communications, Transfer (A.A.) | Agribusiness Equipment Technician (AAS), Agribusiness Management (AAS), Agribusiness - Precision Ag (AAS), Agriculture Systems Technology (AAS), Agriculture, Transfer (A.A.), Conservation, Transfer (AS), Environmental, Health and Safety (EHS) (AAS), Farm Management (AAS), Turf and Landscape (AAS), and Veterinary Technician (AAS) | Not offered |
| North Iowa Area Community College | Graphic Communication (AAS) | Agricultural Marketing and Finance (AAS), Agricultural Operations Management (AAS), Agricultural Sales and Service (AAS) | Not offered |
| Northeast Iowa Community College | Marketing Management (AAS) | Agriculture Business (AAS), Agriculture Finance (AAS), Agronomy and Crop Science (AAS), Beef Science Technology (AAS), Dairy Science Technology (AAS), and Large Animal Veterinary Technician (AAS) | Not offered |
| Northwest Iowa Community College | Web & Graphic Design (AAS) | Not offered | Not offered |
| Scott Community College | Journalism/Communications, Transfer (A.A.) | Environmental, Health and Safety (EHS) (AAS), Renewable Energy Systems Specialist (AAS) | Not offered |
| Southeastern Community College | Not offered | Modern Food Production, Agriculture and the Environment (AAS), Agriculture Business Pathway (AAS), Agronomy and Row Crop Operations Pathway (AAS), Animal Science Pathway (AAS), | Not offered |

| | | | |
|---|----------------------|---|-------------|
| | | and <u>Conservation Pathway</u> (AAS) | |
| Southwestern Community College | Graphic Design (AAS) | Agricultural Business (AAS), Crop Production (AAS), and Livestock Production (AAS) | Not offered |
| Western Iowa Tech Community College | Journalism (AAS) | Agriculture Technology (AAS) and Agriculture Transfer Emphasis (A.A.) | Not offered |
| | | | |

Appendix 7

Programs of Communication and Agriculture offered within Iowa Private Colleges/Universities

| Iowa private non-profit colleges/universities | Communication offering | Agricultural offering | Both communication and agriculture offerings |
|--|--|---|--|
| Allen College | Not offered | Not offered | Not offered |
| Briar Cliff University | Digital communication major | Veterinary studies major | Not offered |
| Buena Vista University | Communication studies major | Agricultural studies and agricultural business majors | Not offered |
| Central College | Communication studies major | Not offered | Not offered |
| Clarke University | Communication major | Not offered | Not offered |
| Coe College | Communication Studies Major | Not offered | Not offered |
| Cornell College | Offer an array of English majors | Not offered | Not offered |
| Des Moines University | Not offered | Not offered | Not offered |
| Divine Word College | Not offered | Not offered | Not offered |
| Dordt University | Communication major | Agriculture major | Not offered |
| Drake University | Advertising, Digital Media Production, Magazine Media, News, Public Relations majors | Not offered | Not offered |
| Emmaus Bible College | Not offered | Not offered | Not offered |
| Faith Baptist Bible College and Theological Seminary | Not offered | Not offered | Not offered |
| Graceland University | Communication major | Agricultural Business major | Not offered |
| Grand View University | Communication and Media major | Not offered | Not offered |
| Grinnell College | English major | Not offered | Not offered |
| Iowa Wesleyan University | Digital Media Design major | Not offered | Not offered |

| | | | |
|------------------------------------|--|---|-------------|
| Loras College | Marketing and Public Relations majors | Not offered | Not offered |
| Luther College | Communication Studies major | Not offered | Not offered |
| Maharishi University of Management | Creative and Professional Writing (B.A.) major | Not offered | Not offered |
| Mercy College of Health Sciences | Not offered | Not offered | Not offered |
| Morningside College | Mass Communication major | Agricultural and Food Studies major (B.A.), Applied Agricultural and Food Studies (B.S.), and Agricultural Teaching Education major | Not offered |
| Mount Mercy University | Communication major | Not offered | Not offered |
| Northwestern College | Public Relations major | Not offered | Not offered |
| Palmer College of Chiropractic | Not offered | Not offered | Not offered |
| Simpson College | Marketing Communication major | Not offered | Not offered |
| St. Ambrose University | Multimedia Journalism, Digital Media Production, Digital Filmmaking, Public Relations and Strategic Communication majors | Not offered | Not offered |
| St. Luke's College | Not offered | Not offered | Not offered |
| University of Dubuque | Communication major | Not offered | Not offered |
| Upper Iowa University | Communication Studies major | Agricultural Business major | Not offered |
| Wartburg College | Communication Studies major | Not offered | Not offered |
| Wartburg Theological Seminary | Not offered | Not offered | Not offered |

| | | | |
|-------------------------|-----------------------------|-------------|-------------|
| William Penn University | Digital Communication major | Not offered | Not offered |
|-------------------------|-----------------------------|-------------|-------------|

| Iowa private for-profit colleges/universities | Communication offering | Agricultural offering | Both communication and agriculture offerings |
|---|------------------------|-----------------------|--|
| Hamilton Technical College | Not offered | Not offered | Not offered |
| Waldorf University | Communications major | Not offered | Not offered |

Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. New Program Name Change Discontinuation Concurrent Degree for:
2. Undergraduate Major Graduate Major Undergraduate Minor Graduate Minor
 Undergraduate Certificate Graduate Certificate Other: _____
3. Name of Proposed Change: **B.S. Agricultural Communication**
4. Name of Contact Person: **Ms. Virginia Hanson** e-mail address: **vmhanson@iastate.edu**
5. Primary College: **CALS** Secondary College: _____
6. Involved Department(s): **Greenlee School of Journalism, Communication Studies
Program, Department of English, Department of Marketing**

Voting record for this curricular action:

| Voting Body | Votes | | | Date of Vote |
|---|-------|---------|---------|--------------|
| | For | Against | Abstain | |
| Dept. or Program Committee | 12 | 0 | 0 | 2/4/2022 |
| | | | | |
| | | | | |
| | | | | |
| College Curriculum Committee | 14 | 0 | 0 | 10/17/2022 |
| | | | | |
| | | | | |
| College Approval Vote | 84 | 7 | 5 | 10/24/2022 |
| | | | | |
| | | | | |
| Graduate Council | | | | |
| Faculty Senate Curriculum Committee | 6 | 0 | 0 | 11/7/2022 |
| Faculty Senate Academic Affairs Council | 10 | 0 | 0 | 11/16/2022 |
| Faculty Senate | | | | |