



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Transfer the Agricultural Communications Program and the Bachelors of Science Degree with a Major in Agricultural Communications from the College of Media to the College of Agricultural, Consumer and Environmental Sciences

SPONSOR: Lulu Rodriguez, Associate Professor and Director, Agricultural Communications Program, 333-0709, lulurod@illinois.edu

COLLEGE CONTACT: Laurie Kramer, ACES Associate Dean for Academic Programs, 333-3380, lfkrmer@illinois.edu

BRIEF DESCRIPTION: In July 2008, the Agricultural Communications (AGCM) Program and its major were reconfigured to become a joint program supported through a partnership between the Colleges of Media and ACES. The administrative home of the program was at that time detemlined to be the College of Media. The current proposal seeks to continue the program and the joint sponsorship of the program, but seeks to move the administrative home of the program and its Bachelor's degree program to the College of ACES. An MOU detailing changes to the original 2008 MOU has been developed and approved by both colleges (Appendix A), as well as by the Interim Provost. Although the new MOU outlines minor logistical changes to the administration of the program, no changes are being proposed as to the number of FTE allocated to the program, the physical location of the program, or the curriculum of the major.

JUSTIFICATION: The College of ACES has long-standing experience in administering programs that are interdisciplinary in nature and that serve students and faculty from different colleges. For example, ACES is the administrative home of the highly successful Division of Nutritional Sciences, the campus-wide Minor in Leadership Studies, and the interdisciplinary Agricultural Education Program. Given this experience and capacity for coordinating cross-college academic programs, the Colleges of Media and ACES have agreed that students in the Agricultural Communications Program would be well served with a change in the administrative home of the program to ACES. Although the program is shared between the two colleges, students may only be counted once for campus reporting purposes and may only represent one college for the purpose of Senate representation. Change to the administrative home of the program will mean that enrolled students will be counted in and vote as representatives of the College of ACES and not Media. Attached to this proposal, as Append ix A, is the MOU regarding the Agricultural Communications Program

approved by both colleges that explains how the administration of the Program would be conducted with the College of ACES as its base, with specifics related to faculty lines, program governance, personnel, faculty participation in college governance, budget, mentoring of new faculty, faculty review, promotion and tenure, measures of success, etc.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources for programs housed outside of a unit

- a. Include an organizational chart, which outlines the organizational structure of the proposed program, reporting lines, position titles, and anticipated personnel at program launch (denoting %FTE for tenure track and non-TT faculty).

The organizational chart is attached as Appendix B. The Agricultural Communications Program is directed by Associate Professor Lulu Rodriguez, 100% FTE for the program. Dr. Rodriguez's tenure line is held in the Department of Natural Resources and Environmental Sciences. An assistant professor line, designated for the Program at 100% FTE, is currently vacant. Once filled, this individual will also have a tenure home in a relevant academic department in ACES, and report to the Director of the Agricultural Communications Program for all issues relevant to teaching, research and service related to agricultural communications. The 100% FTE Instructor reports directly to the Director of the Program.

- b. Provide all relevant MOAs and/or MOUs, which should outline all necessary financial agreements, and the roles and responsibilities of each participating unit in the proposed program.

The MOU approved by both colleges and dated September 2015 is attached as Appendix A.

- c. Describe the physical home of the Program, including long-term plans for new facilities, if applicable.

The AGCM Program occupies offices in 274 Bevier Hall. This suite was renovated by the College of ACES to meet the particular needs of the AGCM Program in summer 2014. No long-term plans for growth beyond this space are proposed.

- d. Describe how critical academic functions such as admissions and student advising are managed.

Review of applications for admission to the undergraduate major is currently a joint effort between the two colleges, with Media serving as

lead. This joint review process will continue, but with ACES now leading these reviews. With this proposal, the student advising model will change from primary responsibility in Media to primary responsibility in ACES, and is described in the 2015 MOU. In the Media model, professional advisors are centrally located and serve all undergraduate students. In ACES, the model varies by unit. Advising in AGCM will be structured so that one member of the faculty/staff (the lead Instructor) will serve as the Advising Coordinator for the unit, with support from the College of ACES Office of Academic Programs. All faculty and instructional staff in the unit will also have advising responsibilities.

- e. Describe how interdisciplinary governing councils or committees are composed, selected and maintained.

The original MOU described how the program direction and oversight was to be organized using a Program Committee that included representatives from both colleges. This structure is maintained in the 2015 MOU, but with the modification that final authority will rest with the dean of the College of ACES. In addition, clarification of the proposal review process can be found in Appendix A of that document.

- f. Outline the reporting process that allows faculty to document their involvement in the program and the merit of their contributions to the program to their home unit(s).

An MOU describing how faculty in the Agricultural Communications Program will relate to the College of ACES in terms of governance and tenure is attached as Appendix C.

- g. Include the phase-down plan for the program once it is no longer needed.

At this time there are no phase-down plans for the program. In fact, it is hoped that the program will grow and one day be re-designated as a department.

2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

This proposal will not impact faculty resources at this time. Although the objective is to increase the number of students in the program from the current number (45 as of spring 2015) to 80 students, within the next 2-3 years, there is capacity to meet the needs of this larger number of students. Thus, approval of this proposal will not impact faculty

resources. The 2015 MOU outlines the number of appointments related to the AGCM Program, and this remains unchanged as a result of the relocation of the program. All % FTE of tenure-track lines in this program are already housed in the College of ACES.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

Outside of the Agricultural Communications Program, the primary units offering courses to students are the Departments of Journalism and Advertising in the College of Media that offer courses in the concentrations required of AGCM students. Because the program and its students will continue to be shared by both colleges, the units remain dedicated to providing all required courses. This is reiterated in the attached 2015 MOU, as are contingencies for how substantial growth will be handled, see page 2 of the MOU.

- c. Please address the impact on the University Library.

The AGCM Program will continue to exist as a joint program and the numbers of students to be served are not expected to dramatically change. Thus, we expect no impact to the Library as a result of this proposal.

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

The change of the administrative home of the AGCM Program will not impact technology or space needed. The AGCM Program is currently housed in Bevier Hall, and this will remain in this location, as noted in the 2015 MOU. Classroom space that is controlled by the Colleges of ACES and Media, including the computer lab in the ACES Library, will continue to be made available for the instruction of AGCM courses.

DESIRED EFFECTIVE DATE: Fall 2017

STATEMENT FOR PROGRAMS OF STUDY CATALOG: The Programs of Study information for this program will not change as a result of this proposal, but maintenance and approval of the web pages will be transferred to the College of ACES. The current text is below.

Dr. Lulu Rodriguez, Director
274 Bevier Hall
950 S. Goodwin Ave.
PH: 217-300-1045
academics.aces.illinois.edu/majors/agcom

For the Degree of Bachelor of Science with a Major in Agricultural Communications

The major in Agricultural Communications is for students wishing to pursue careers as professionals in writing, editing, and publishing; public relations; advertising; radio and television broadcasting; photography; and related activities with an emphasis on the fields of food, agriculture, the environment, energy and consumer behavior. Concentrations in journalism or advertising allow students to pursue these professional interests. Program requirements in each concentration include the completion of an interdisciplinary minor in Food and Environmental Systems. The College of Media and the College of Agricultural, Consumer and Environmental Sciences jointly offer this curriculum.

A minimum of 126 hours are required for graduation, including:

General Education Requirements

Agricultural Communications major requirements

Minor in Food and Environmental Systems requirements

College of Media concentration requirements

Prescribed Courses including Campus General Education

Composition I and Speech

Select one of the following:

6-7

[RHET 105](#)
& [CMN 101](#)

Writing and Research
and Public Speaking (See College Composition I
requirement)

OR

[CMN 111](#)
& [CMN 112](#)

Oral & Written Comm I
and Oral & Written Comm II

Advanced Composition

Select from campus approved list. ([JOUR 200](#); [AGCM 220](#)).

3-4

Cultural Studies

Select one course from Western/Comparative culture and one from non-Western/U.S. minority culture from campus approved list.

6

Foreign Language

Coursework at or above the third level is required for graduation.

Quantitative Reasoning I

Select one of the following:

3-4

[ACE 261](#)

Applied Statistical Methods

[CPSC 241](#)

Intro to Applied Statistics

[ECON 202](#)

Economic Statistics I

[EPSY 280](#)

Elements of Statistics

[PSYC 235](#)

Intro to Statistics

[SOC 280](#)

Intro to Social Statistics

SOCW 225	Intro Stat for Social Work	
STAT 100	Statistics (or its equivalent)	
Quantitative Reasoning II		
Select one from campus approved list.		3-4
Natural Sciences and Technology		
Physical Science		
Select one from the following:		3-5
ATMS 100	Introduction to Meteorology	
ATMS 120	Severe and Hazardous Weather	
ATMS 140	Climate and Global Change	
CHEM 102	General Chemistry I	
& CHEM 103	and General Chemistry Lab I	
ENVS 101	Introduction to Energy Sources	
ESE 117	The Oceans	
ESE 118	Natural Disasters	
GEOL 107	Physical Geology	
PHYS 101	College Physics: Mech & Heat	
Life Science		
Select one from the following:		3-4
ANSC 207	Companion Animal Biology & Care	
ANTH 249	Evolution and Human Disease	
CPSC 112	Introduction to Crop Sciences	
CPSC 113	Environment, Agric, & Society	
FSHN 120	Contemporary Nutrition	
IB 103	Introduction to Plant Biology	
IB 105	Environmental Biology	
IB 107	Global Warming, Biofuels, Food	
IB 109	Insects and People	
MCB 100	Introductory Microbiology	
& MCB 101	and Intro Microbiology Laboratory	
Humanities and the Arts		
Select from campus approved list.		6
Social and Behavioral Sciences		
PSYC 100	Intro Psych	4
Select one course from:		3-4
ACE 100	Agr Cons and Resource Econ	
PS 101	Intro to US Gov & Pol	
Agricultural Communications Required		
AGCM 110	Intro to Ag and Env Comm	3
AGCM 320	Public Information Campaigns	4
JOUR 200	Introduction to Journalism	3

Select two of the following:	6-7
AGCM 220 Communicating Agriculture	
AGCM 270 Ag Sales and Persuasive Communication	
AGCM 315 Emerging Media	
AGCM 330 Environmental Communications	
AGCM 398 Undergraduate Seminar	
AGCM 430 Comm in Env Social Movements	
Students must also complete the ACES Minor in Food and Environmental Systems	18
COLLEGE OF MEDIA CONCENTRATION	21-
	23
Students must choose one of two concentrations:	
ADVERTISING	21
Required courses:	
ADV 150 Introduction to Advertising	3
ADV 281 Advertising Research Methods	3
ADV 283 Content, Contact, Connections	3
ADV 284 Consumer Insight	3
Choose three of the following:	
ADV 390 Content Creation	
ADV 409 Media Entrepreneurship	
ADV 460 Innovation in Advertising	
ADV 483 Audience Analysis	
JOURNALISM	23
Required courses:	
JOUR 210 Newsgathering Across Platforms	4
JOUR 215 Multimedia Reporting	4
JOUR 311 Media Law	3
Choose three of the following:	
JOUR 315 Adv Public Affairs Reporting	
JOUR 320 News Editing	
JOUR 425 Multimedia Editing and Design	
JOUR 335 Audio Journalism	
JOUR 340 Video Reporting & Storytelling	
JOUR 445 Video Storytelling 2-Producing	
Total Hours	126

CLEARANCES: (Clearances should include signatures and dates of approval. These signatures must appear on a separate sheet. If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:

Celia Rodriguez
Unit Representative.

24 Feb. 2016
Date:

Laurie Kramer
College Representative, ACES:

3-2-16
Date:

Jan Slater
College Representative, MEDIA:

2-29-16
Date:

Appendix A:
**Memorandum of Understanding between the College of Agricultural, Consumer
and Environmental Sciences and the College of Media Regarding the
Agricultural Communications Program**
September 2015

Proposal: To transfer the administrative home for the Agricultural Communications program from the College of Media to the College of ACES.

Rationale: An MOU approved in July 2008 by Provost Linda Katehi formalized a partnership between the Colleges of ACES and Media in sponsoring a joint program in Agricultural Communications. The College of Media was identified at that time as the administrative home for the program. In response to a variety of challenges, we now propose that the program continue to be offered collaboratively by the two colleges but that its administrative home be transferred to the College of ACES.

In both its current and proposed administrative structure, the Agricultural Communications Program is dedicated to providing students with the highest quality education possible, taking advantage of the outstanding faculty and curricula that characterize the Colleges of ACES and Media. Both colleges remain committed to maintaining the quality of the program and improving it as necessary to remain relevant to the agriculture and media industries.

Academic Program: As of Spring 2015, 45 students are enrolled in the undergraduate major in Agricultural Communications (42 are registered through the College of Media and 3 in the College of ACES). (The enrollment target stated in the MOU was 20 freshmen per year). There is currently no graduate program.

- A proposal to move the undergraduate program from Media to ACES would need to be prepared and approved by faculty in the two colleges (including relevant policy and courses and curriculum committees) as well as the Senate Ed Policy, and, if required, the BOT and IBHE. Although minimal changes to the curriculum are expected at this point in time, the proposal would state that BS degrees would be awarded through the College of ACES.
- Informational meetings would be held with students, faculty, alumni and other stakeholders to discuss the proposed changes and respond to questions and feedback.
- Students already enrolled in the curriculum should not experience any significant changes to their programs. For example, students enrolled in the College of Media will continue to receive their BS degrees through Media.
- Once the transfer is approved, students will continue to be considered as members of both colleges, with access to necessary resources. However, as the administrative home of the major, the College of ACES will serve as the primary affiliation for majors in Agricultural Communication.

- Assuming that the requisite approvals are obtained during the 2015-16 academic year, all freshmen admitted to the Agricultural Communications Major for Fall 2017 will enter through the College of ACES.

As currently configured, the Agricultural Communications major requires students to select one area of concentration (i.e., Advertising or Journalism) and the curriculum includes a series of required and elective courses in Journalism and Advertising as well as Agricultural Communications.

- We propose that Ag Comm majors retain full access to seats in these required and elective courses. (Note: Should there be a substantial increase the number of Agricultural Communications majors, or if there is a drastic imbalance of majors in the two Media concentrations, the College of Media will be consulted regarding availability of access to College of Media courses with the understanding that access may be limited in some cases. This would be mutually agreed upon with the director of the Agricultural Communications Program and the heads of Advertising and Journalism.

Faculty: The MOU called for 3 faculty members to be assigned to the Agricultural Communications Program:

1. *One tenure track assistant professor.* This tenure line was established by the Provost as the program transitioned to its joint configuration in 2008. This position was filled by Dr. Katie Abrams in Fall 2010. Her position was 100% in the Department of Advertising, which held her tenure line, with a 0% appointment in the Agricultural Education Program, College of ACES. Dr. Abrams resigned from her position in May 2013.

- We propose that the Assistant Professor line (\$65,000) and recurring state-funded salary be transferred to become 100% in the College of ACES.
- We propose that the position of Assistant Professor be refilled as soon as ACES and campus approvals are obtained.

2. *One 100% Lecturer.* This line, held previously by Bob Siebrecht, was transferred from the College of ACES to the College of Media in July 2011, in line with the terms of the 2008 MOU. Sadly, Mr. Siebrecht passed away in December 2011. He was replaced by Samantha Koon in Summer 2013 who held that position until her resignation effective May 15, 2015. The Lecturer line, and its recurring state-funded salary, was returned to ACES in August 2015. A search to refill this position, held during the summer of 2015, resulted in the hiring of Ms. Leia Kadem who assumed her post as Instructor of Agricultural Communications on August 1, 2015.

- The Instructor will report to the Director of the Agricultural Communications Program.

3. *One Tenured Associate or Full Professor* to serve as Director of Agricultural Communications Program. Although initially slated in the MOU to be 50% Media/50% ACES, an agreement between Deans Hauser and Slater resulted in the hiring of Dr. Lulu Rodriguez, who holds a 75% appointment in ACES (Natural Resources & Environmental Sciences) and a 25% appointment in Media (Advertising) as a tenured Associate Professor. Dr. Rodriguez's tenure home is in NRES.

- We propose that the Director of Agricultural Communications Program/Associate or Full Professor line become 100% in the College of ACES, with ACES assuming full responsibility for salary. The College of ACES will also assume full responsibility for conducting annual performance reviews, evaluations and recommendations for promotion, and other supervisory functions.

Space: A suite of offices in 274 Bevier Hall was renovated for the Agricultural Communications Program during the Summer 2014. This suite can accommodate all proposed faculty members and a secretary, offers modest space for graduate assistants, and a meeting room for undergraduate students.

Program endowment: A campaign to fund a \$2M endowment for the Agricultural Communications Program was successfully completed in Spring 2014. Interest from the endowment is used to support programmatic initiatives that cannot be covered from other sources.

Scholarship in Ag Communications: Under Dr. Rodriguez's leadership, the Agricultural Communications Program has been successful in securing external and internal funds to jumpstart a research agenda in the following domains: (a) the International Fertilizer Development Center has awarded a subcontract to Dr. Rodriguez to develop the biotechnology-biosafety risk communication strategy dimension of the USAID-funded Feed the Future Agricultural Technology Transfer project in Ghana; (b) the National Institutes for Food and Agriculture (NIFA) is sponsoring a study that assesses journalistic techniques to counter assaults against the best available evidence about controversial agriculture issues; (c) USAID has provided an associate award to Dr. Rodriguez and the University of Illinois to support the project, Integrating Gender and Nutrition within Agricultural Extension Services; and (d) the U of I Institute for Sustainability, Energy, and Environment has awarded Dr. Rodriguez with a lead role on a public engagement grant.

The Agricultural Communications Program provides content support to the Agricultural Communications Documentation Center, a vital component of the ACES Library, which continues to serve national and international audiences by providing current resources for scholarship in the academic field of agricultural communications, on an almost daily basis.

Student admissions: Undergraduate admissions to the Agricultural Communications major has been performed through a cooperative mechanism in which admissions officers from both colleges review applications and collaborate on admissions decisions, with the campus Office of Undergraduate Admissions.

- We propose that the College of ACES serve as the lead unit in coordinating the admissions process. College of Media admissions personnel are invited to participate in the review of applications and provide input; however, the ultimate authority for admissions decisions will be made by the College of ACES, in cooperation with the campus Office of Undergraduate Admissions. As requested by the College of Media, the traditional admission standards will be maintained to ensure students' success in this diversely rigorous curriculum. We propose that both the College of ACES and the College of Media will work to strengthen student recruitment initiatives for freshmen and transfer students.

Student advising: The College of Media has taken the lead for student advising through the office of Associate Dean Julian Parrott and Advisor Barbara Anderson. Ms. Anderson did an excellent job of onboarding and advising, including offering a dedicated section of Media 101 to Agricultural Communications majors. Ms. Anderson's left this position in July 2015; her responsibilities will be assumed by Trent Nelson. Internship and career placement preparation has been provided by both Colleges.

- The College of ACES proposes to take full responsibility for overseeing student advising, mentoring and career advising. The College of Media would include Agricultural Communications students in professional development opportunities, such as career fairs, meetings with potential employers, etc.
- We propose to maintain the structure of providing a separate section of the University 101 course for Agricultural Communications majors, as either a section of ACES 101 or Media 100.

Tuition dispersement: The 2008 MOU called for tuition to be dispersed in accordance with the administrative costs borne by the two colleges. As the administrative home, 70% of the tuition was awarded to Media, and 30% to ACES. To date, the 30% of tuition revenue due to ACES for instruction throughout the 2008 to 2015 period is still outstanding.

- With a shift in the administrative base, and with ACES taking full responsibility for the salary of all three faculty members, we propose that the future share of tuition dispersement that returns to the colleges (following the campus model) reflect this change in administrative load and coverage of salary. Tuition revenue would be split 30% College of Media/70% College of ACES. IU's generated under the AGCM rubric will follow the instructor's home unit if the class is cross-listed.
- The reconciliation of the Agricultural Communication Program revenue and tuition distribution to Media should align with campus tuition true-ups in the Spring of each academic year, typically early May.

Program direction and oversight: The 2008 MOU called for the senior faculty member (once hired) to serve as Director of the Agricultural Communications Program and to convene and chair a Program Committee of committed faculty and department heads from both colleges, to oversee the curriculum and ensure that students have an excellent educational experience. Initially, Dr. Abrams served as Program Director. Currently, Dr. Rodriguez serves as Program Director.

- We propose to continue this model of program oversight that includes representation from both colleges, program leadership from the Director of the Agricultural Communications Program, with reporting lines to the College Deans. Although the Deans will confer on all major decisions, ultimate decision-making authority will rest with the Dean of the lead administrative unit, in this case, ACES.
- The Governance Structure, described on page 6 of the initial MOU, which outlines the plan for program leadership and the composition and role of the Program Committee will be continued, with the modification that the Dean of the College of ACES will hold ultimate authority over programmatic and staffing decisions, with the expectation that the Colleges will work together to gain consensus on critical issues. The membership of the Program Committee will include the Program Director and Assistant Professor of Agricultural Communications (currently vacant), the Heads of the Departments of Journalism and Advertising (or their designees), one faculty representative from the College of ACES, one administrator from each of the two Colleges, and a student representative (non-voting). The Director of the Agricultural Communications Program will chair the Program Committee. In the event that the Agricultural Communications Program has fewer than two faculty members, those unfilled seats will be allotted to faculty members from disciplines within ACES.
- The process by which proposals for changes in the program, the major and specific coursework, are reviewed and approved would be clarified. The Program Committee will be charged with making recommendations about curricular revisions, ensuring that proposals for new course offerings do not duplicate existing coursework, and that recommendations regarding student enrollment in the program are carefully reviewed by all participating units. Please see Appendix A for a proposal for streamlining the proposal process while maintaining input from departments in both colleges.
- The Agricultural Communications Program and its Program Committee will not have jurisdiction over coursework offered by Journalism, Advertising, or the College of ACES.
- The Program Committee will provide annual updates on student enrollment (number of majors) and admissions data to the deans of both colleges.

External Advisory Council: Currently, the Program's External Advisory Council provides advice and assistance involving long-range program objectives, operations and finances. It consists of six individuals from outside the University who fall under the following categories of membership: faculty members from peer academic programs at highly regarded universities; professionals from the fields of agricultural journalism and/or communications; and alumni from the agricultural communications major (including an endowment team representative); and a representative of the Sustaining Partners Council. With input from the Program Committee, the Program Director recommends membership on the External Advisory Council to the deans of both colleges, who review and approve these appointments. Members are appointed for staggered two- or three-year terms. We propose to maintain this composition of the Program's External Advisory Council.

Alumni Engagement and Sustaining Partners Council: The Sustaining Partners Council is composed of alumni, former faculty members, and corporate representatives who have contributed substantially towards the well-being of the program, including the James F. Evans Program Endowment. They meet annually to have a continuing, non-binding, voice in the program's development, especially in fulfilling its teaching and service missions. With the successful completion of the James F. Evans Endowment campaign, the Sustaining Partners Council is now providing assistance with student recruitment (i.e., by helping to increase awareness of the program) and in securing additional scholarships for Ag Comm students.

- We propose to maintain the Program's Sustaining Partners Council.
- Additional *ad hoc* committees, composed of program alumni, may be formed to support student recruitment and other critical initiatives.

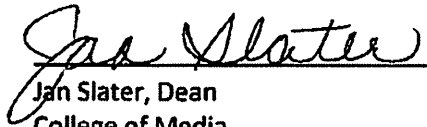
Termination of this Agreement: If a decision is made to terminate this joint program, the College of ACES will resume full responsibility for the Agricultural Communications Program and its majors. Faculty positions will remain with the College of ACES.

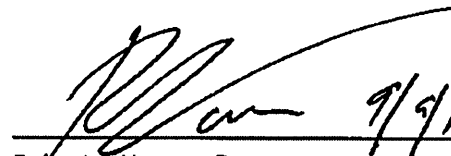
Proposed Time Line:


Summer 2015	Develop agreement and implementation plan
	Consult with Ag Comm Program Committee, Media and ACES faculty representatives
Fall 2015	Write formal proposals to change the administrative home of Ag Comm Program and undergraduate major
Fall 2015	Ag Comm Program Committee updates plans for student recruitment, advising, curricular refinements, etc.

Spring 2016	Approvals obtained to change the administrative home of Ag Comm Program and undergraduate major
Fall 2016	Given adequate resources and approvals, commence search for Assistant Professor, vice-Abrams
Fall 2017	New freshmen cohort admitted to the Agricultural Communications Major through ACES

Approvals:

 9-8-15
 Jan Slater, Dean Date
 College of Media

 9/9/15
 Robert J. Hauser, Dean Date
 College of Agricultural, Consumer &
 Environmental Sciences

 9/14/15
 Edward Feser, Interim Vice Chancellor Date
 for Academic Affairs and Provost

Appendix A

Collaborative Proposal Review Process

We propose that the first level of review for all proposals that relate to the creation of new courses or the modification of existing courses, program requirements, or significant changes in the Program or Major be conducted by the Program Committee. Program Committee members are expected to seek counsel and feedback on specific proposals from faculty in their respective home units and to convey this feedback to the Committee prior to a committee vote. Thus, approvals from the Program Committee will serve as the “departmental level” of review. In reviewing proposals, the Program Committee should be vigilant to avoid the duplication of course content across the curriculum.

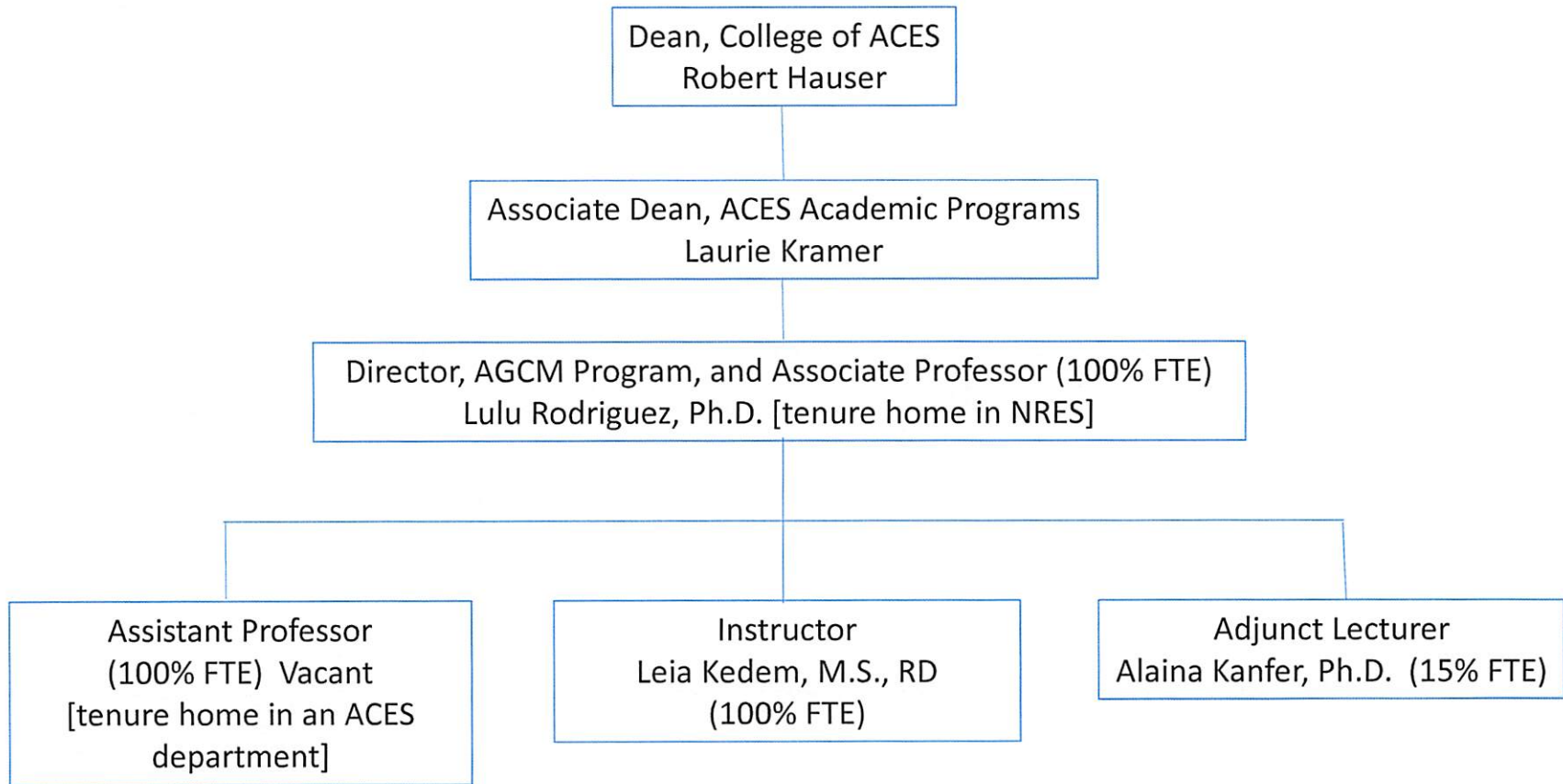
Proposals that seek to amend the Agricultural Communications curriculum or the Agricultural Communications Major would then be reviewed by the Courses and Curriculum Committees of both Colleges.

For all other proposals:

- Proposals that seek to establish a new course, or revise or terminate an existing course with an AGCM rubric would next be reviewed by the College of ACES C & C Committee.
- Proposals that seek to establish a new course, or revise or terminate an existing course with a College of Media rubric would next be reviewed by the College of Media C & C Committee.
- Proposals that seek to establish a new course, or revise or terminate an existing course with a College of ACES rubric would next be reviewed by the College of ACES C & C Committee.

The Agricultural Communications Program will not have jurisdiction over proposed changes to College of Media or College of ACES courses.

Following the appropriate college review, proposals will then be forwarded to the Provost’s Office to be considered by Senate Educational Policy Committee, Senate, Board of Trustees, and IBHE, as appropriate.



Appendix C:

Memorandum of Understanding with the College of ACES regarding the Agricultural Communications Program

February 2016

Introduction

This document outlines the plans and provisions for sustaining and invigorating an interdepartmental program in Agricultural Communications in the College of Agricultural, Consumer and Environmental Sciences (ACES) that focuses on the communication of agriculture and related issues to both agricultural and non-agricultural stakeholders. The diversity and complexity of agriculture and related issues require communicators who understand the science, the relationships of the various disciplines on which these issues rest, and the communication imperatives they engender. The goal is to conduct research and prepare students to succeed in this specialized field by combining their interdisciplinary knowledge of agricultural and environmental systems with communications expertise provided through the joint support of the College of ACES and the College of Media. The administrative home for the Agricultural Communications Program will be the ACES Office of Academic Programs.

Although instruction and scholarship in Agricultural Communications has a long history in the College of ACES, this program was re-configured in 2008 to become jointly sponsored by the College of ACES and the College of Media, with an administrative home in the College of Media. In September 2015, a new MOU was established between ACES and the College of Media, continuing the program as jointly sponsored, but relocating its administrative home and its major to the College of ACES. The 2015 MOU, which has been approved by both colleges and the Interim Provost, calls for new freshmen and transfer students to be admitted to the program through the College of ACES beginning fall 2017. Proposals to formally move the Program and its major to the College of ACES are currently under review.

The name of the Agricultural Communications Program's undergraduate major is Agricultural Communications. The course rubric is AGCM. The Program currently does not offer graduate options.

Program Governance

Program Director. The Program will be directed by a Program Director who is appointed by the Dean of the College of ACES in consultation with the Dean of the College of Media. The Program Director will be a tenured faculty member in ACES. The Program Director will report to the Associate Dean for ACES Academic Programs. The Program Director will be responsible for the overall leadership of the program. This person will provide leadership for program development including strategic planning, annual reviews of faculty members, coordinating mentoring committees for tenure track faculty members, strengthening relationships with stakeholders, managing budget decisions, developing and revising courses, and other needs. The Program Director will consult with the Program Committee (composed of representatives from both colleges) on these

items as outlined in the 2015 MOU. The Program Director will participate in the College of ACES administrative meetings and will be included in meetings among the Department Heads and Associate Deans when an item on the meeting agenda includes a matter related to this academic program. Currently the Program Director is Dr. Lulu Rodriguez, and her tenure line is in the Department of Natural Resources and Environmental Sciences.

Program Membership

The primary membership of faculty and staff in the Agricultural Communications Program are those faculty members with titles in "Agricultural Communications."

Tenure-track faculty in the Agricultural Communications Program will hold their tenured appointments in one of the seven departments in the College of ACES.

Tenure-track faculty appointments will be determined by mutual agreement between the ACES home department, the Agricultural Communications Program Director, the College of ACES, and the incoming faculty member at the time that the faculty member is first hired. General expectations for the responsibilities the individual faculty member will hold in his/her home department, as well as to the Agricultural Communications Program, will be formalized in a Memorandum of Understanding and will be subject to approval by the Dean. These Memoranda of Understanding will be reviewed every year as part of the faculty member's annual review process.

Joint appointments in more than one department will follow the campus guidelines for joint appointments.

In addition, all faculty in the College of ACES or the College of Media will be eligible to be affiliated with the Program and can request to be reviewed for a zero-time appointment. If funding allows, a larger percent time appointment may be made. Expectations for the responsibility of this affiliate faculty member to the Agricultural Communications Program will be determined by mutual agreement between the affiliate faculty member, the Program Director, and the home department of the affiliate member. These expectations will be formalized in a Memorandum of Understanding and will be subject to approval by the Dean. These Memoranda of Understanding will be reviewed every two years.

Appointments will be made by the Dean of the College of ACES with the concurrence of the Associate Dean for Academic Programs, the Program Director for the Agricultural Communications Program, and the Head of the department in which the faculty member will be affiliated.

External Advisory Council

Currently, the Program's External Advisory Council provides advice and assistance involving long-range program objectives, operations and finances. It consists of six individuals from outside the University who fall under the following categories of membership: faculty members from peer academic programs at highly regarded universities; professionals from the fields of agricultural journalism and/or communications; and

alumni from the agricultural communications major (including an endowment team representative); and a representative of the Sustaining Partners Council (described below). With input from the Program Committee, the Program Director recommends membership on the External Advisory Council to the Deans of both colleges, who review and approve these appointments. Members are appointed for staggered two- or three-year terms.

Alumni Engagement and Sustaining Partners Council

The Sustaining Partners Council is composed of alumni, former faculty members, and corporate representatives who have contributed substantially towards the well-being of the Program, including the James F. Evans Program Endowment. They meet annually to have a continuing, non-binding voice in the Program's development, especially in fulfilling its teaching and service missions. With the successful completion of the James F. Evans Endowment campaign, the Sustaining Partners Council currently provides assistance with student recruitment (i.e., by helping to increase awareness of the Program) and in securing additional scholarships for AGCM students. Additional *ad hoc* committees, composed of Program alumni, may be formed to support critical initiatives.

Personnel

Home Unit. Tenure-track faculty with primary appointments in the Agricultural Communications Program will, in most cases, hold a 100% appointment in the Agricultural Communications Program and a 0% time appointment in a department within the College of ACES in which there is a programmatic or research program fit. This department will most likely serve as their tenure home. The home unit of non-tenure track faculty will be the Agricultural Communications Program. Joint appointments in more than one department will follow the campus guidelines for joint appointments. Appointments will be made by the Dean with the concurrence of the Associate Dean for Academic Programs, the Program Director of the Agricultural Communications Program, and the Head of the department in which the faculty member will be affiliated.

Annual Reviews. The annual review of faculty and instructors will be conducted by the Program Director of the Agricultural Communications Program. In the case of tenure-track faculty, the Program Director will conduct the annual review in consultation with the Head of the department that holds the faculty member's tenure appointment. The Program Director will seek input from the Department Head to prepare an annual letter of review to be provided to the tenure-track faculty member. The Department Head also will be consulted as the Program Director prepares annual recommendations to the Dean for salary increments, sabbatical requests, etc.

In the College of ACES, all Department Heads and Program Directors review the progress of each of their tenure-track faculty members with the Dean and Associate Deans on an annual basis. This review provides another opportunity to ensure that the terms of the MOU developed for each faculty member in the Agricultural Communications Program are being honored or may require adjustments.

Promotion and Tenure. Procedures outlined in Communication Number 9 will be followed. Preparation of the candidate's dossier for promotion and tenure and administration of the review process will be coordinated by the Associate Dean for Academic Programs of the College of ACES serving as the "executive officer," in consultation with the Program Director and the Head of the department that holds the faculty member's tenure appointment. To ensure that each faculty member receives a unit-level review from peers who are most knowledgeable about scholarship in the Agricultural Communications discipline and who understand the demands linked with a faculty appointment in an interdisciplinary agricultural communications program, the Program Director will recommend to the Dean of ACES the formation of a unit-level Promotion and Tenure Committee for the purpose of third year and/or promotion and tenure review. This Committee will be composed of no less than three senior faculty members with affiliated appointments in the Agricultural Communications Program and will include two or more members from the department that holds the tenure appointment. In the event that there are not three senior faculty members with affiliated appointments in the Agricultural Communications Program, the Dean will appoint an appropriate committee.

Following the usual procedures, the next level of review for promotion and tenure will be conducted by the College of ACES Promotion and Tenure Committee.

Faculty Participation in College Governance

The Program Director will serve on the College of ACES Administrative Committee and participate in meetings among the Associate Deans for Research and Academic Programs and Department Heads when an item on the meeting agenda includes a matter related to this academic program.

Faculty in the Agricultural Communications Program will be eligible for election to the College of ACES Executive Committee and College policy committees, and for all college-wide voting and decision-making as a member of the faculty of their home department.

Budget

The Agricultural Communications Program will be provided with its own budget resources by the College of ACES. The budget resources will be managed by the Program Director. However, funds for tenure-track faculty salaries will flow through the department that holds the faculty member's tenure appointment.

Mentoring of New Faculty

All new tenure-track faculty in the Program will be appointed a mentoring committee composed of two or three tenured faculty members from ACES, including at least one tenure-track faculty member from the department that holds the tenure appointment. The mentoring committee will be established within the first academic year of the faculty member's appointment.

Academic Programs

The undergraduate curriculum will be maintained by faculty in the Agricultural Communications Program. The first level of review for all proposals that relate to the creation of new courses or the modification of existing courses, program requirements, or significant changes in the Program or Major will be conducted by the Program Committee. The configuration of the Program Committee is outlined in the 2015 MOU between the Colleges of ACES and Media. Program Committee members are expected to seek counsel and feedback on specific proposals from faculty in their respective home units and to convey this feedback to the Committee prior to a committee vote. Thus, approvals from the Program Committee will serve as the "departmental level" of review. In reviewing proposals, the Program Committee should be vigilant to avoid the duplication of course content across the curriculum.

Proposals that seek to amend the Agricultural Communications curriculum or the Agricultural Communications Major would then be reviewed by the Courses and Curriculum Committees of both Colleges.

For all other proposals:

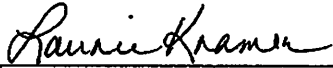
- Proposals that seek to establish a new course or revise or terminate an existing course with an AGCM rubric would next be reviewed by the College of ACES C & C Committee.
- Proposals that seek to establish a new course or revise or terminate an existing course with a College of Media rubric would next be reviewed by the College of Media C & C Committee.
- Proposals that seek to establish a new course or revise or terminate an existing course with a College of ACES rubric would next be reviewed by the College of ACES C & C Committee.

The Agricultural Communications Program will not have jurisdiction over proposed changes to College of Media or College of ACES courses.

Following the appropriate college review, proposals will then be forwarded to the Provost's Office to be considered by the Senate Educational Policy Committee, Senate, Board of Trustees, and IBHE, as appropriate.

Program Objectives and Progress Indicators

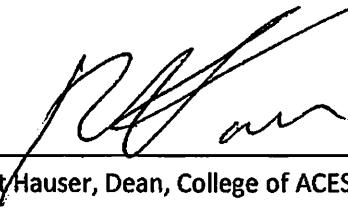
The overarching objective is to develop an agricultural communications program that is nationally recognized for its educational quality, contributions to research, and service to the profession. The specific objectives of the program are to prepare graduates for successful careers in diverse areas of agricultural communication, provide evidence-based information to advance the scholarship and practice of agricultural communication. As a result of these efforts, we expect that the Agricultural Communications Program at Illinois will once again be recognized as one of the premier programs in the nation.



Laurie Kramer, Associate Dean, ACES Academic Programs

2-24-16

Date



Robert Hauser, Dean, College of ACES

2/24/16

Date

Approved by ACES Undergrad Ed Policy Committee 10-29-15

Approved by Dean Robert J. Hauser 11-15-15

Approved by ACES Executive Committee 1-29-16

Approved by ACES Faculty 2-19-16

2-23-16

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

College of Agricultural, Consumer
and Environmental Sciences

Academic Programs
128 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801



March 2, 2016

Kathy Martensen, Assistant Provost
Office of the Provost, Second Floor
Swanlund Administration Building
Campus MC-304

Dear Kathy:

Please find enclosed a proposal to move the academic home of the Major in Agricultural Communications from the College of Media back to the College of ACES, along with supporting documentation and Memoranda of Understanding. The proposal and the accompanying documents have all been reviewed and approved by the College of ACES and the College of Media, and the proposal is now ready for review by the Senate.

Thank you for your consideration of this request. I look forward to receiving your reply.

Sincerely,

A handwritten signature in cursive script, reading "Laurie Kramer".

Laurie Kramer
Professor and Associate Dean
College of ACES Academic Programs

LFK/rhc

cc: ACES C&C Binder
S.-Y. Lee
M. K. Lowry
M. L. A. Rodriguez

Senate Educational Policy Committee Proposal Check Sheet

PROPOSAL TITLE (Same as on proposal): Transfer the Agricultural Communications Program and the Bachelors of Science Degree with a Major in Agricultural Communications from the College of Media to the College of Agricultural, Consumer and Environmental Sciences

PROPOSAL TYPE (select all that apply below):

- A. ☐ Proposal for a NEW or REVISED degree program. Please consult the Programs of Study Catalog for official titles of existing degree programs.

1. Degree program level:

☐ Graduate ☐ Professional ☒ Undergraduate

2. ☐ Proposal for a new **degree** (e.g. B.S., M.A. or Ph.D.):

Degree name, "e.g., *Bachelor of Arts or Master of Science*": _____

3. ☐ Proposal for a new or revised **major, concentration, or minor**:

☐ New or ☐ Revised **Major** in (name of existing or proposed major): _____

☐ New or ☐ Revised **Concentration** in (name of existing or proposed concentration): _____

☐ New or ☐ Revised **Minor** in (name of existing or proposed minor): _____

4. ☐ Proposal to rename an existing major, concentration, or minor:

☐ Major ☐ Concentration ☐ Minor

Current name: _____

Proposed new name: _____

5. ☐ Proposal to terminate an existing degree, major, concentration, or minor:

☐ Degree ☐ Major ☐ Concentration ☐ Minor

Name of existing degree, major, or concentration: _____

6. ☐ Proposal involving a multi-institutional degree:

☐ New ☐ Revision ☐ Termination

Name of existing Illinois (UIUC) degree: _____

Name of non-Illinois partnering institution: _____

Location of non-Illinois partnering institution:

☐ State of Illinois ☐ US State: _____ ☐ Foreign country: _____

- B. ☐ Proposal to create a new academic unit (college, school, department, program or other academic unit):

Name of proposed new unit: _____

- C. ☐ Proposal to rename an existing academic unit (college, school, department, or other academic unit):

Current name of unit: _____

Proposed new name of unit: _____

- D. ☒ Proposal to reorganize existing units (colleges, schools, departments, or program):

1. ☐ Proposal to change the status of an existing and approved unit (e.g. change from a program to department)

Name of current unit including status: _____

2. ☒ Proposal to transfer an existing unit:

Current unit's name and home: Agricultural Communications Program, Administered by the College of Media

Proposed new home for the unit: Move administration of the Program and the Bachelor's Degree to the College of Agricultural, Consumer and Environmental Sciences

3. ☐ Proposal to merge two or more existing units (e.g., merge department A with department B):

Name and college of unit one to be merged: _____

Name and college of unit two to be merged: _____

Proposed name and college of new (merged) unit: _____

4. ☐ Proposal to terminate an existing unit:

Current unit's name and status: _____

- E. ☐ **Other educational policy proposals** (e.g., academic calendar, grading policies, etc.)

Nature of the proposal: _____