

**College of Food, Agricultural, and Environmental Sciences
Department of Human and Community Resource Development
Proposal for Minor in Agricultural Communication**

Introduction

The minor in agricultural communication has been developed to provide students with basic knowledge and skills to translate and communicate technical and scientific information related to food, agricultural, and environmental sciences. It caters to the needs of students interested in agricultural and natural resource careers in marketing, government relations, public relations, sales, advertising and non-profit organizations.

Rationale

Studies have shown that employers are continually looking for graduates who have a solid background in one of the agricultural disciplines combined with strong communication skills (Herman, 1995). With the variety of agriculture and food related topics that have been in the public eye in recent years it is important that individuals working in the food, agricultural, and environmental science industries know how to communicate not only to their internal audiences, but also to external audiences. Employers are looking for students coming out of colleges and universities who not only have the scientific skills, but also the abilities to use written and oral communication as well as new technology to get messages across. This minor aims to give these students such skills.

This minor is expected to meet the needs of students in applied scientific and agricultural fields who may not necessarily want to work as scientists, but may want to work in those industries. The applied technical and communication skills taught through this minor will improve and broaden career opportunities for individuals in other scientific disciplines.

Purpose

The purpose of this minor is to offer students a firm foundation of communication skills and techniques to use when providing food, agricultural and environmental science information to audiences.

Benefits for Students

This minor will be an effective complement to agricultural, natural resources, and other majors. By offering students a skill set in which to communicate and effectively discuss the materials they have learned in their majors. Many industry professionals have expressed the need for the proposed minor for student who have completed their degree in another major in the College of Food, Agricultural, and Environmental Sciences. Once hired in their field, they found themselves doing communication work with limited background knowledge and skills in communication. The proposed minor would offer individuals the knowledge they need to excel in their careers. Students with this minor will stand out with employers by having strong communication (written and oral) skills that can be used in any profession. They will be well-versed in electronic and print communication tools and ready to hit the ground running in their future careers.

AGRICULTURAL COMMUNICATION MINOR

College of Food, Agricultural,
and Environmental Sciences
The Ohio State University

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The minor in Agricultural Communication is designed to provide students with basic knowledge and skills in communication related to agricultural and environmental sciences. Courses in the minor will develop oral and written communication skills, and the use of electronic technologies to effectively communicate science-based information. This minor is designed for students interested in careers in marketing, government relations, public relations, sales, advertising and non-profit organizations.

The minor is open to students across the university interested in learning to effectively communicate science-based information to a variety of audiences.

A minor in Agricultural Communication consists of a minimum of 23 hours of coursework selected from the following:

Courses		Credit Hours
Required:		
Agr Comm 200	Introduction to Agricultural Communication	5
Agr Comm 300	Publication Design and Production	5
Agr Comm 350	Advanced Agricultural Communication Technology	5
Agr Comm 390	Oral Expression in Agriculture	5
	<i>Or</i>	
Comm 321	Principles of Effective Public Speaking	5
Take at least one of the following courses:		
Agr Comm 510	Campaign Design and Management in Agricultural Organizations	5
AEE 342	Fundamentals of Personal and Professional Leadership	5
Rural Soc 662	Diffusion of Innovations	5
AED Econ 421	Salesmanship in Agriculture	3
Agr Comm 650	Communication Strategies for Change and Development	5
Comm 311	Visual Communication Design	5
Comm 611	Communication and Multimedia	5

Restrictions and General Information:

- It is recommended that students in this minor complete Agr Comm 367.
- This minor is not available to Agricultural Communication or Agricultural Education and Extension majors.
- A minimum overall GPA for courses in the minor shall be 2.0.
- A minor should be declared at the time a student accumulates 90 hours
- A maximum of five (5) credit hours may overlap between the minor and the GEC (foundations, natural sciences, arts and humanities, social sciences, and contemporary issues).
- Courses taken pass/non-pass may not be applied to the minor.

Recruitment

The department will recruit for the new minor through its website and through undergraduate presentations during college events like the Farm Science Review and the CFAES Exploration Fair. Direct mailings will be sent to undergraduates in the college using departmental list serves. Flyers will also be posted across campus when the minor is first launched.

Administration and Advising

Advising and administration of the minor will be done through the Human and Community Resources Department and the Agricultural Communication Program. Dr. Emily Rhoades will serve as the coordinator for the minor.

Anticipated Enrollment

It is anticipated that students across the college of FAES will find this minor attractive. Students majoring in animal science, environmental sciences, and agricultural business have already indicated an interest in such a minor within the college. The projected enrollment in the minor is 15-20 students per year.

Letters of Support

Letters of concurrence were requested from the School of Communication, the Rural Sociology Program, and Agribusiness and Applied Economics Department and will be included.

Resources

At this point no new resources will be needed to start up the minor as all of the classes are already in place. Potentially in the future if interest in the minor grows, second sections of some the agricultural communication courses may need added.

Expenses

No new expenses will be incurred as all of the courses in the proposed minor are already being taught by faculty in the college.

Implementation

It is requested that this minor be put in place by Fall 2009.

Syllabi

Syllabi from all courses included in the minor are appended to this proposal.