Dear Dr. Smith,

The College of Food, Agricultural, and Environmental Sciences is requesting Council on Academic Affairs approval for revisions to the Agricultural Communication major as outlined in the attached documents. We are requesting that these changes be made effective Autumn 2019.

The faculty in the Agricultural Communication program within the Department of Agricultural Communication, Education, and Leadership propose these changes in response to student and alumni feedback that were provided as part of their strategic planning process. This feedback was carefully analyzed and the resultant proposed curriculum reflects this process. Proposed changes to the major introduction of new courses and course changes (outlined in detail on the cover letter provided as part of this proposal), as well as changes in the selection of required and elective courses within the major. These changes more closely align the program with the needs of students to access courses in a logical sequence and develop skills that are necessary for them to be successful in the industry. To accommodate the changes in courses required in the major, the number of elective credits was reduced from 9 to 6, with an overall reduction in the credit hours in the major from 43 to 42 credits. The School of Communication has reviewed and provided concurrence for the new courses proposed as part of this curriculum change.

All the necessary new course and course changes have already been approved by the college and in curriculum.osu.edu. This proposal has been approved by the Department of Agricultural Communication, Education, and Leadership and by the College Academic Affairs Committee. Please let me know if any additional information is needed in support of this request.

Sincerely,

Jeanne

Jeanne M. Osborne
Assistant Dean for Academic Affairs
College of Food, Agricultural, and Environmental Sciences
100E Agricultural Administration, 2120 Fyffe Rd.
Columbus, OH 43210
Tel: 614-292-1734
Fax: 614-292-1218
e-mail: Osborne.2@osu.edu
September 25, 2018

Dr. Steven Neal
Associate Dean for Academic Programs
College of Food, Agricultural, and Environmental Sciences
100 Agricultural Administration Building
2120 Fyffe Rd.
Columbus, OH 43210

Dear Dr. Neal,

In response to student and alumni feedback on the AGRCOMM curriculum, provided as part of our department strategic-planning process in 2015-16, the AGRCOMM faculty would like to propose a number of changes to our program. A summary and more detailed explanation of these changes may be found below.

OVERVIEW OF AGRCOMM CURRICULUM CHANGES

- AGRCOMM 2130 changed from 2 credits to 3 credits; changed from S/U to graded
- AGRCOMM 4191 removed; replaced by AGRCOMM 4191.01 and 4191.02
- AGRCOMM 5130 restricted to junior or senior rank and AGRCOMM major or minor, COMLDR major, or by instructor permission
- AGRCOMM 5135 changed to AGRCOMM 5135.01
- AGRCOMM 5135.02 created
- COMM 2221 removed; replaced by COMM 2321
- COMM 4202 removed
- COMLDR 2530 removed; replaced by AGRCOMM 2531
- COMM 3404/3404H added as alternative to COMLDR 5430
- AGRCOMM 4530 created, added to major requirements
- AGRCOMM 5535 created, added to list of electives for major
- PUBAFRS 2367, PUBAFRS 2150, PUBAFRS 5592 added to list of electives
- Number of major elective credits reduced from 9 to 6; number of major elective courses reduced from 3 to 2
- Number of credit hours in the major reduced from 43 to 42

PROPOSED NEW COURSES

AGRCOMM 2531: Introduction to Agricultural Communication Practices
Prior to the semester switch, we had an AGRCOMM 200 course that was an introduction to the major in which we taught basic news writing and the history of the field. When the semester switch occurred, the
department decided to combine its introductory courses to pool resources and deepen the students’ understanding of the connection between the various majors in the department. While this course (COMLDR 2530) was a good course for the students, we discovered in interviews with alumni and industry during a recent department strategic planning process that there is concern about the quality of our students’ writing. Based on this feedback, we want to return to having an introductory course that focuses solely on the history of agricultural communication and does so through teaching basic writing and reporting of science and agriculture.

AGRCOMM 4191.01 and 4191.02: AGRCOMM Internships
In the major, students are required to do a 2-hour and 3-hour internship. The 2-hour internship is to get their feet wet in the industry and to let them explore career options, while the 3-hour internship is designed to use their current coursework to give them a professional development experience in which they build a portfolio for their job search. Scheduling these two using the same number has become very confusing for the department and the college office when enrolling students. A few students have done both over a semester, making it hard to enter them into the system. Based on discussions with the college office, we decided the best plan of action would be to split the internship course into a .01 and a .02 option for clarity for all involved.

AGRCOMM 4530: Communicating Agricultural Issues
In a recent set of interviews with stakeholders, we discovered that our students needed more experience in writing about agricultural and environmental topics to consumers and political organizations. Searching the university, we were unable to find a course that tied together all the skills that we heard were lacking in our students. Our major has grown because of the push for agriculture to communicate with consumers and policymakers. We need to be sure our students are graduating ready to fill this need. Thus, this course is proposed to combine the variety of communication and issue management theory needed by our students. This course is modeled on similar courses offered in our peer programs across the country and is curriculum that many recent employer surveys are asking for from programs like ours.

AGRCOMM 5135.01: Agricultural Feature Writing (Course Change) and 5135.02: AgriNaturalist Practicum (New Course)
The AGRCOMM major capstone course annually produces the AgriNaturalist magazine. Students are required to complete COMM 2221, COMM 4202, and AGRCOMM 4130 prior to enrolling in the course. Though AGRCOMM 5135 is intended to mimic the operation of a professional magazine, student feedback has indicated that the course suffers from short deadlines and a heavy workload. We have also added a multimedia component in the form of an online edition of the magazine, complete with audiovisual content and bonus stories. Additionally, the content of COMM 4202 has changed in recent years to mirror closely the work completed in AGRCOMM 5135. To provide more time for instruction, review, and project completion, and to eliminate redundancies between COMM 4202 and AGRCOMM 5135, we propose splitting 5135 into two courses. AGRCOMM 5135.01 will focus on feature writing, establish the magazine staff structure, and provide the written content for the AgriNaturalist. AGRCOMM 5135.02 will cover magazine layout and design, multimedia production, and magazine business and advertising.

AGRCOMM 5535: Data Visualization and Scientific Storytelling in FAES
Undergraduate students who have completed AGRCOMM 4130 often ask for an advanced design course, and graduate students in CFAES have expressed interest in a course focused on data visualization and communicating with lay audiences. This course will also increase the number of graduate offerings in the AGRCOMM major/specialization and act as a service course for the department. We piloted AGRCOMM 5535 as a one-time course offering (AGRCOMM 5194) in Autumn 2017 and are submitting it for new-course status for Autumn 2019.
PROPOSED COURSE CHANGES, REQUIREMENT CHANGES, OR COURSE REMOVALS

AGRCOMM 2130: Visual Media in Agriculture and Natural Resources
This course has been taught every spring since the switch to semesters. Each year more field trips and out-of-class meetings with the instructor have been added. Software education has also been added to this course. To accommodate these additions the time needed in and outside of the class has increased, and we changed the offering to a 3-credit course. In the last few years, it has also been added into the minor as an optional elective. Due to this, we requested that the course be switched to a graded course instead of a S/U course. These course changes were submitted and approved by COAA in Summer 2018.

AGRCOMM 5130: Campaign Design and Management in Agricultural Organizations
The popularity of AGRCOMM 5130 is such that AGRCOMM majors and minors and some COMLDR majors, who require the course to graduate, are often waitlisted and/or unable to take the course as scheduled. We would like to add a restriction to the course to enroll students with “Junior standing or above and an AGRCOMM major or minor, COMLDR major; or by instructor permission.” We do not want to prevent interested students from taking the course, but we do want to ensure that preference is given to students in our ACEL programs and especially those whose graduation is approaching.

COMLDR 5430: Professional Leadership Ethics
COMLDR 5430: Professional Leadership Ethics is an integral course for our students to understand the importance of ethics and ethical behavior. However, due to scheduling conflicts with the college capstone and other classes, we have had to find alternatives for our AGRCOMM students. We would like to add COMM 3404/3404H: Media Law and Ethics as an alternative for COMLDR 5430. This course was previously required to fulfill the ethics portion of the AGRCOMM major. COMM 3404 also offers an Honors section.

COMM 2221: Media Writing and Editing
COMM 2221 is an introductory news writing course taught in the School of Communication. Feedback from students and recent graduates indicates that the course does not focus on writing fundamentals and Associated Press style as much as previous iterations. AGRCOMM 2531 is designed to take the place of this course, and we would like to replace COMM 2221 with COMM 2321: Writing for Strategic Communication, which is a class better suited to the variety of writing styles our students will have to employ in the profession and which has been recommended for our students by COMM faculty.

PUBAFRS 2367, PUBAFRS 2150, PUBAFRS 5592 as Major Elective Options
A growing number of AGRCOMM students are showing interest in public policy, nonprofits, the legal profession, and other public-affairs-related fields of study. In that vein, we propose adding three Public Affairs courses to our extensive list of major elective options: PUBAFRS 2367: Writing and Communication in Public Affairs; PUBAFRS 2150: Introduction to Nonprofit Organizations; and PUBAFRS 5592: Marketing for Nonprofit and Public Organizations.

Major Elective Credits and Courses
To accommodate the above changes without raising the overall number of major credit hours, we have elected to reduce the number of elective credits in the major from 9 to 6, and the number of elective courses from at least 3 to at least 2. Before changes in AU16, these were the elective credit counts for the AGRCOMM major. This number still allows students to spend additional time in an area of interest to them but keeps the number of major credits below our previous total of 43.
**Number of Major Credits**

With the proposed changes, the number of overall credits for the AGRCOMM major is reduced from 43 to 42. By removing the 4-credit COMM 2221 and replacing it with the proposed 3-credit AGRCOMM 2531, the overall hours in the major are reduced by one. Even with the reduction in credits, AGRCOMM students will spend more time in major courses in the ACEL department while maintaining our relationship with the School of Communication through required courses offered in COMM.

The proposed changes have been discussed with and approved by faculty and leadership of the School of Communication. A letter of concurrence for relevant courses is included in our packet of supporting documents.

Thank you for your consideration.

Respectfully,

Annie R. Specht  
*Assistant Professor and Program Coordinator, Agricultural Communication*  
*Chair, ACEL Undergraduate Programs Committee*
All students must complete two Global Issues courses in the GE (▲). All students must complete a Social Diversity requirement in the GE, which can be done by completing Rural Sociology 1500 or BIO 1101 or MOLGEN 1101.

**FAES 1100 and Department Seminar**

Writing Level 1 (1110) 3
Writing Level 2 (2367) see approved CFAES GE list

**AGRCOMM 3130 or COMM 2110**

**MATH 1130 or 1148**

**Data Analysis (COMLDR 3537)**

Biological Science: ENTEMLGY 1101 or BIO 1101 or 1113 or MOLGEN 1101

**Physical Science (with Laboratory)**

Astronomy 1101 (L)
Chemistry 1110(L), 1200(L), 1220(L), 1250 (L), 1610(L), 1620(L), 1910H(L), 1920H(L)
Earth Science 1100(L), 1108H(L), 1121(L), 1121H(L), 1122(L), 1122H(L)
Environment and Natural Resources 3000 and 3001(L)

Geography 1900(L), 1908H(L), 2960(L)
Physics 1106.01(L), 1106.02(L), 1107.01(L), 1107.02(L), 1200(L), 1201(L), 1210Bridge(L), 1211Bridge(L), 1240Bridge(L), 1260(L), 1261(L)

**Additional Science**

Animal Sciences 2200.01, 2300H(L), 3140, 3140H(L)
Anthropology 2200(L), 2200H(L)
Astronomy 1140, 1141, 1142, 1144, 2161H, 2162H, 2163H, 2291, 2292

Biology 1101(L), 1101E(L), 1102, 1103, 1113(L), 1113H(L), 1114(L), 1114H(L), 1350, 2100(L)

Chemistry 1100, 1110(L), 1200(L), 1220(L), 1250 (L), 1610(L), 1620(L), 1910H(L), 1920H(L)
Earth Science 1100(L), 1105, 1108H(L), 1110, 1110H, 1112(L), 1121H(L), 1122(L), 1122H(L), 1151, 2155, 2203, 2204, 2205, 2206, 2210
Evolution, Ecology, and Organismal Biology 2550(L), 2520
Environment and Natural Resources 1110, 2100, 2155, 3000 and 3001(L)

Entomology 1100(L), 1111(L), 2101, 3330

Food Science & Technology 2200

Geography 1900(L), 1908H(L), 2800, 2960(L), 3900, 3901H

Horticulture & Crop Science 2200, 2201(L), 2201E(L), 2202(L), 2202E(L)

Human Nutrition 2210

Microbiology 4000(L)

Molecular Genetics 1101(L), 1301Bridge for PLT BBIO102(L),3300(L)

Physics 1103, 1104, 1106.01(L), 1106.02(L), 1107.01(L), 1107.02(L), 1110, 1200(L), 1201(L), 1210Bridge(L), 1211Bridge(L), 1240Bridge(L), 1260(L), 1261(L), 2367

Plast Pathology 2000

**Major Requirements**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AGRCOMM 2130</td>
<td>Visual Media in Agriculture and Natural Resources</td>
</tr>
<tr>
<td>AGRCOMM 4130</td>
<td>Publication Design and Production</td>
</tr>
<tr>
<td>AGRCOMM 4191</td>
<td>Agricultural Communication Internship</td>
</tr>
<tr>
<td>AGRCOMM 5130</td>
<td>Campaign Design and Management in Agricultural Organizations</td>
</tr>
<tr>
<td>AGRCOMM 5135</td>
<td>Agricultural Feature Writing</td>
</tr>
<tr>
<td>AGRCOMM 5530</td>
<td>Advanced Agricultural Communication Technology</td>
</tr>
<tr>
<td>COMM 2221</td>
<td>Media Writing and Editing</td>
</tr>
<tr>
<td>COMM 4202</td>
<td>Magazine Writing</td>
</tr>
<tr>
<td>COMLDR 2530</td>
<td>Introduction to Agricultural Communication, Education, and Leadership</td>
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<tr>
<td>COMLDR 3530</td>
<td>Foundations of Personal and Professional Leadership</td>
</tr>
<tr>
<td>COMLDR 5430</td>
<td>Professional Leadership Ethics</td>
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Choose 3 courses (at least 9 credit hours) from the following:

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<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
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<tbody>
<tr>
<td>AGRCOMM 5150</td>
<td>Communication Strategies for Change and Development</td>
</tr>
<tr>
<td>AGRCOMM 3797</td>
<td>Agricultural Communication Study Abroad</td>
</tr>
<tr>
<td>COMLDR 4530</td>
<td>Senior Transition from College</td>
</tr>
<tr>
<td>Art 2500</td>
<td>Visual Studies: Digital Image Manipulation</td>
</tr>
<tr>
<td>Theater 2351</td>
<td>Fundamentals of Radio and TV Production</td>
</tr>
<tr>
<td>Theater 3351</td>
<td>Television Production I</td>
</tr>
</tbody>
</table>

Any of the following Communication Courses: 2171, 2210, 2223, 2321, 2331, 2367, 2511, 2540, 2596, 3149, 3160, 3163, 3165, 3169, 3205, 3224, 3225, 3226, 3267, 3325, 3330, 3331, 3332, 3333, 3334, 3340, 3345, 3402, 3404, 3413, 3425, 3440, 3442, 3443, 3444, 3466, 3628, 4240, 4337, 4401, 4511*, 4554, 4635, 4665, 4668, 4820, *has a prereq

**TOTAL CREDIT HOURS:** 121
All students must complete two Global Issues courses in the GE (▲). All students must complete a Social Diversity requirement in the GE, which can be done by completing Rural Sociology 1500 or Sociology 1101.

**Major Requirements**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>AGRCOMM 2531</td>
<td>Introduction to Agricultural Communication Practices</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 2130</td>
<td>Visual Media in Agriculture and Natural Resources</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 4130</td>
<td>Publication Design and Production</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 4191.02</td>
<td>Advanced Agricultural Communication Internship</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 4530</td>
<td>Communicating Agricultural Issues</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 5130</td>
<td>Campaign Design and Management in Agricultural Organizations</td>
<td>3</td>
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<tr>
<td>AGRCOMM 5135.01</td>
<td>Agricultural Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 5135.02</td>
<td>AgriNaturalist Practicum</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 5530</td>
<td>Advanced Agricultural Communication Technology</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2321</td>
<td>Writing for Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2367</td>
<td>Magazine Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMLDR 2530</td>
<td>Introduction to Agricultural Communication, Education, and Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMLDR 3530</td>
<td>Foundations of Personal and Professional Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMLDR 5430</td>
<td>Professional Leadership Ethics or</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3404/3404H</td>
<td>Media Law and Ethics</td>
<td>3</td>
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Choose **2** courses (at least **6** credit hours) from the following:

<table>
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<tr>
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<th>Credits</th>
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<tbody>
<tr>
<td>AGRCOMM 5150</td>
<td>Communication Strategies for Change and Development</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 5535</td>
<td>Data Visualization and Scientific Storytelling in FAES</td>
<td>3</td>
</tr>
<tr>
<td>AGRCOMM 3797</td>
<td>Agricultural Communication Study Abroad</td>
<td>3</td>
</tr>
<tr>
<td>COMLDR 4530</td>
<td>Senior Transition from College</td>
<td>3</td>
</tr>
<tr>
<td>Art 2500</td>
<td>Visual Studies: Digital Image Manipulation</td>
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</tr>
<tr>
<td>Theater 3351</td>
<td>Television Production</td>
<td>3</td>
</tr>
<tr>
<td>PUBAFRS 2150</td>
<td>Intro to Nonprofit Organizations</td>
<td>3</td>
</tr>
<tr>
<td>PUBAFRS 2367</td>
<td>Writing and Communication in Public Affairs</td>
<td>3</td>
</tr>
<tr>
<td>PUBAFRS 5592</td>
<td>Marketing for Nonprofit Organizations</td>
<td>3</td>
</tr>
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</table>
Any of the following Communication Courses: 2171, 2210, 2223, 2331, 2367, 2511, 2540, 2596, 3149, 3160, 3163, 3165, 3169, 3205, 3224, 3225, 3226, 3267, 3325, 3330, 3331, 3332, 3333, 3334, 3340, 3345, 3402, 3404, 3413, 3425, 3440, 3442, 3443, 3444, 3466, 3628, 4240, 4337, 4401, 4511*, 4554, 4635, 4665, 4668, 4820. *has a prereq
PROPOSED

B.S. in Agriculture
Agricultural Communication
Effective Fall 2019

8/2018

All students must complete two Global Issues courses in the GE (▲). All students must complete a Social Diversity requirement in the GE, which can be done by completing Rural Sociology 1500 or Sociology 1101.

FAES 1100 and Department Seminar 5
Writing Level 1 (1110) 3
Writing Level 2 (2367) see approved CFAES GE list
AGRCOMM 3130 or COMM 2110
MATH 1130 or 1148 4
Data Analysis (COMLDR 3537) 3
Biological Science: ENTMLGY 1101 or BIO 1101 or 1113 or MOLGEN 1101

Physical Science (with Laboratory) 5
Astronomy 1101 (L) Chemistry 1110(L), 1210(L), 1220(L), 1250 (L), 1610(L), 1620(L), 1910H(L), 1920H(L)
Earth Science 1100(L), 1108H(L), 1121(L), 1121H(L), 1122(L), 1122H(L)
Environmet and Natural Resources 3000 and 3001(L)
Geography 1900(L), 1900H(L), 2960(L)
Physics 1106.01(L), 1106.02(L), 1107.01(L), 1107.02(L), 1200(L), 1201(L), 1200Bridge(L), 1211Bridge(L), 1240Bridge(L), 1240HBridge(L), 1260(L), 1261(L)

Additional Science 3–5
Animal Sciences 2200.01, 2300H(L), 3140, 3140H(L)
Anthropology 2200(L), 2200H(L)
Astronomy 1140, 1141, 1142, 1143, 1144, 2161H, 2162H, 2163H, 2291, 2292
Biology 1101(L), 1101E(L), 1102, 1103, 1113(L), 1113H(L), 1114(L), 1114H(L), 1350, 2100(L)
Chemistry 1100, 1100(L), 1210(L), 1220(L), 1250(L), 1610(L), 1620(L), 1910H(L), 1920H(L)
Earth Science 1100(L), 1105, 1108, 1108H(L), 1110, 1110H, 1121(L), 1121D(L), 1122H(L), 1122H(L), 1122H(L), 1151, 2155, 2203, 2204, 2205, 2206, 2210
Evolution, Ecology, and Organismal Biology 2510(L), 2520
Environment and Natural Resources 1110, 2100, 2155, 3000 and 3001(L)
Entomology 1101(L), 1111(L), 2101, 3330
Food Science & Technology 2200
Geography 1900(L), 1900H(L), 2960(L), 3900, 3901H
Horticulture & Crop Science 2200, 2201(L), 2201E(L), 2202(L), 2202E(L)
Human Nutrition 2210
Microbiology 4000(L)
Molecular Genetics 1101(L), 1301Bridge for PLT BIO102(L), 3300(L)
Physics 1103, 1104, 1106.01(L), 1106.02(L), 1107.01(L), 1107.02(L), 1110, 1200(L), 1201(L), 1200Bridge(L), 1211Bridge(L), 1240Bridge(L), 1260(L), 1261(L), 2367

Major Requirements 42

AGRCOMM 2531 Introduction to Agricultural Communication Practices 3
AGRCOMM 2130 Visual Media in Agriculture and Natural Resources 3
AGRCOMM 4130 Publication Design and Production 3
AGRCOMM 4191.02 Advanced Agricultural Communication Internship 3
AGRCOMM 4530 Communicating Agricultural Issues 3
AGRCOMM 5130 Campaign Design and Management in Agricultural Organizations 3
AGRCOMM 5135.01 Agricultural Feature Writing 3
AGRCOMM 5135.02 AgriNaturalist Practicum 3
AGRCOMM 5530 Advanced Agricultural Communication Technology 3
COMM 2321 Writing for Strategic Communication 3
COMLDR 3530 Foundations of Personal and Professional Leadership 3
COMLDR 5430 Professional Leadership Ethics or 3
COMM 3404/3404H Media Law and Ethics 3

Choose 2 courses (at least 6 credit hours) from the following:

AGRCOMM 5150 Communication Strategies for Change and Development 3
AGRCOMM 5535 Data Visualization and Scientific Storytelling in FAES 3
AGRCOMM 3797 Agricultural Communication Study Abroad 3
COMLDR 4530 Senior Transition from College 3
Art 2500 Visual Studies: Digital Image Manipulation 3
Theater 2351 Fundamentals of Radio and TV Production 3
Theater 3351 Television Production 3
PUBAFRS 2150 Intro to Nonprofit Organizations 3
PUBAFRS 2367 Writing and Communication in Public Affairs 3
PUBAFRS 5592* Marketing for Nonprofit Organizations 3

Any of the following Communication Courses: 2171, 2210, 2223, 2321, 2331, 2367, 2511, 2540, 2596, 3149, 3160, 3163, 3165, 3169, 3205, 3224, 3225, 3226, 3267, 3325, 3330, 3331, 3332, 3333, 3344, 3340, 3435, 3402, 3404, 3413, 3425, 3440, 3442, 3443, 3444, 3466, 3628, 4240, 4337, 4401, 4511*, 4554, 4635, 4665, 4668, 4820, *has a prereq
June 8, 2018

Dr. Tracy Kitchel, Chair
Department of Agricultural Communication, Education, and Leadership
The Ohio State University
311 Agricultural Administration
2120 Fyffe Road, Columbus, Ohio 43210

Tracy,

The School of Communication has reviewed the proposed syllabi and is able to offer concurrence regarding Agricultural Communication 2531, 4530, and 5135.01.

Sincerely,

Dr. Michael D. Slater
Director, School of Communication
Distinguished Professor, Social & Behavioral Sciences
Thank you very much for getting back to us so quickly!

From: Osborne, Jeanne <osborne.2@osu.edu>
Sent: Wednesday, February 13, 2019 4:37 PM
To: Higginbotham, Jennifer <higginbotham.37@osu.edu>
Cc: Specht, Annie <specht.21@osu.edu>; Smith, Randy <smith.70@osu.edu>; Bielefeld, Eric <bielefeld.6@osu.edu>
Subject: FW: Seeking concurrence for AGRCOMM curriculum changes

Dear Dr. Higginbotham,

Thank you for bringing the need for concurrence from the John Glenn college for the revision to the Agricultural Communication Major. Dr. Specht requested and received concurrence for the proposal (see the message from Dr. Greenbaum below). I believe this fulfills the request of subcommittee B; however, if additional information or clarification is needed, please let us know and we will endeavor to respond quickly.

Thank you so much for your consideration of this proposed revision to the Agricultural Communication curriculum.

Best regards,

Jeanne

THE OHIO STATE UNIVERSITY

Jeanne M. Osborne
Assistant Dean for Academic Affairs
College of Food, Agricultural, and Environmental Sciences
100E Agricultural Administration, 2120 Fyffe Rd.
Columbus, OH 43210
Tel: 614-292-1734
Fax: 614-292-1218
e-mail: Osborne.2@osu.edu
Hi Annie,

The Glenn College is pleased to offer such concurrence. I’d be happy to provide you any additional information about those courses or offering patterns if you have any questions.

You mentioned that your students are showing interest in public policy, nonprofits, and the legal profession. I’d like to point out a few other classes that might also be appropriate:

For your students interested in public policy
PUBAFRS 2110 – Introduction to Public Affairs

For students interested in nonprofits
3140 – Nonprofit Management and Governance
3150 – Fundraising and Philanthropy for Nonprofits (to be offered for the first time AU19)

Thank you for including some of our classes as options for your majors.

Sincerely,

Rob

Robert T. Greenbaum
Professor, Associate Dean for Curriculum
John Glenn College of Public Affairs
350E Page Hall, 1810 College Road, Columbus, OH 43210
614-292-9578 Office / 614-292-2548 Fax
greenbaum.3@osu.edu glenn.osu.edu/faculty/glenn-faculty/greenbaum/
I serve as the undergraduate program coordinator for the agricultural communication major in the College of Food, Agricultural, and Environmental Sciences. My colleagues and I have proposed revisions to our curriculum that are now being reviewed by the university’s Council on Academic Affairs. Among those changes is the addition of three courses in the Glenn College of Public Affairs to our list of major elective options: PUBAFRS 2367: Writing and Communication in Public Affairs; PUBAFRS 2150: Introduction to Nonprofit Organizations; and PUBAFRS 5592: Marketing for Nonprofit and Public Organizations. A growing number of AGRCOMM students are showing interest in public policy, nonprofits, the legal profession, and other public-affairs-related fields of study, and we wanted to provide our students opportunities to take courses in those areas for credit in the major.

We have been asked by the CAA to seek concurrence from the Glenn College for these additions. Should you agree to this request, we would very much appreciate a letter (or email) of support. If you have any questions or concerns, please don’t hesitate to reach out. Thank you for your consideration!

Best,
Annie

THE OHIO STATE UNIVERSITY

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