

From: [Smith, Randy](#)
To: [Osborne, Jeanne](#)
Cc: [Sutherland, Sue](#); [Reed, Katie](#); [Smith, Randy](#); [Duffy, Lisa](#); [Hunt, Ryan](#); [Washburn, Shannon](#); [Christy, Ann](#)
Subject: Proposal to revise the Agricultural Communication Minor program
Date: Wednesday, September 18, 2024 4:27:03 PM
Attachments: [image001.png](#)

Jeanne:

The proposal from the Department of Agricultural Communication, Education, and Leadership to revise the Agricultural Communication Minor program was approved by the Council on Academic Affairs at its meeting on September 18, 2024. Thank you for attending the meeting to respond to questions/comments.

No additional level of internal review/approval is necessary. This action will be included in the Council's next [Annual Activities Report](#) to the University Senate (July 2025).

The Office of the University Registrar will work you with any implementation issues.

Please keep a copy of this message for your file on the proposal and I will do the same for the file in the Office of Academic Affairs.

If you have any questions please contact the Chair of the Council, Professor Sue Sutherland (.43), or me.

Randy



W. Randy Smith, Ph.D.

Vice Provost for Academic Programs

Office of Academic Affairs

University Square South, 15 E. 15th Avenue, Columbus, OH 43201

614-292-5881 Office

smith.70@osu.edu

Assisted by:

Katie Reed

Executive Assistant

(614) 292-5672

reed.901@osu.edu

From: [Osborne, Jeanne](#)
To: [Smith, Randy](#)
Cc: [Reed, Katie](#); [Violet, Cynthia](#); [Barker, David](#); [Buck, Emily](#); [Filson, Caryn](#)
Subject: Requesting CAA Approval for revision to the Agricultural Communication Minor
Date: Monday, June 24, 2024 3:02:25 PM
Attachments: [image001.png](#)
[AGRCOMM Minor_Combined Files_REV.pdf](#)

Dear Dr. Smith,

The College of Food, Agricultural, and Environmental Sciences is requesting Council on Academic Affairs approval for revision to the Agricultural Communication Minor in the Department of Agricultural Communication, Education, and Leadership, as summarized below and outlined in the attached proposal.

The proposed changes to the Agricultural Communication Minor align with the intended outcomes of the minor and take into consideration changes that resulted with the implementation of the new General Education curriculum. The changes reflect addition of a new course and removal of a course that is no longer offered, as well as realignment of courses to the group of elective options. Overall, the changes will result in the increase to total credit hours in the minor from 15 to 16; however, with the addition of AGRCOMM 2330, Public Perceptions of Agricultural and Environmental Issues (4cr) to the required courses, students completing this minor will also fulfill the GE Theme Lived Environments with Integrative Practice requirement of their general education curriculum. Students currently enrolled in the minor will not be negatively impacted by the proposed changes.

This proposal has been approved by the Academic Affairs Committee of the Department of Agricultural Communication, Education, and Leadership and the CFAES Committee on Academic Affairs. Please let me know if any additional information is needed in support of this request.

Sincerely,

Jeanne



Jeanne M. Osborne | *Pronouns: She, Her, Hers*

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

'Unexpected kindness is the most powerful, least costly, and most underrated agent of human change' (Bob Kerrey)



July 10, 2023

614-292-6321 Phone
614-292-7007 Fax
acel.osu.edu

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

Dear Dr. Osborne,

Following a recent review of courses offered the ACEL faculty propose the below changes to the AGRCOMM minor to better match the intention of the program better.

OVERVIEW OF AGRCOMM MINOR CHANGES

- Add AGRCOMM 2330 to the requirements.
- AGRCOMM 3130 and COMM 2110 moved from minor requirements to electives
- Removal of AGRCOMM 5150 in the electives
- Number of total credits changed from 15 to 16

Course Adjustments

With the changes in the GE requirements we would like to move the two speech courses down to electives, rather than required, as we think the other new addition would give students content they may not be getting elsewhere in coursework. We understand many students will already be taking speech courses as part of their programs.

New Courses

AGRCOMM 2330: Public Perceptions of Agricultural and Environmental Issues is a new course being offered that also fulfills a GEN Theme – Lived Environments course requirement for students. We feel the content focusing on public opinion and writing would be essential to students graduating with this minor.

Course Removals

With the retirement of a faculty member the ACEL faculty put AGRCOM 5150 in a state of limbo and will not be teaching it until a faculty with such expertise is identified. Due to it not being offered we would like to remove it.

Number of Minor Credits

With the proposed changes, the number of overall credits for the AGRCOMM minor is cemented at 16.

Students Currently in the Minor

These changes should not harm any current students in the minor. Those currently in the minor will be able to continue to use the previous required course versus the new proposed course.

The changes outlined above have been proposed by the AGRCOMM faculty and approved by the ACEL academic affairs committee. They were created to meet the needs of our students and in response to logistical issues, such as course overlaps and students' difficulties enrolling.

Thank you for your consideration.

Respectfully,

Emily B. Buck

Emily Buck

Professor and Program Coordinator, Agricultural Communication

CURRENT

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Agricultural Communication Minor
Food, Agricultural, and Environmental
Sciences
8/1/19

Dr. Annie Specht, Coordinator
200L Ag. Administration Building
2120 Fyffe Road
614-292-1626
specht.21@osu.edu

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 advance a student's use of electronic technologies to effectively communicate science-based information. This minor is designed for students interested in careers in technology transfer, 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 15 hours of coursework selected from the following:

Required Courses (2 courses; 6 hours):

			Credit Hours
AGRCOMM	2531	Intro to Agricultural Communication Practices	3
AGRCOMM	3130	Oral Expression in Agriculture	3
OR			
COMM	2110	Principles of Effective Public Speaking	

Design Courses (choose 2 courses; 6 hours):

AGRCOMM	2130	Visual Media in Agriculture and Natural Resources	3
AGRCOMM	4130	Publication Design and Production	3
AGRCOMM	5530	Advanced Agricultural Communication Technology	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES	3

Required Elective (choose 1 course; 3 hours):

AGRCOMM	2130	Visual Media in Agriculture and Natural Resources*	3
AGRCOMM	2367	Agricultural Issues in Contemporary Society	3
AGRCOMM	3797	Agricultural Study Abroad	3
AGRCOMM	4130	Publication Design and Production*	3
AGRCOMM	4530	Communicating Agricultural Issues	3
AGRCOMM	5130	Campaign Design and Management in Agricultural Organizations	3
AGRCOMM	5150	Communicating Strategies for Change and Development	3
AGRCOMM	5530	Advanced Agricultural Communication Technology*	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES*	3
COMLDR	3530	Personal and Professional Leadership	3

**If not taken as part of 6 required credits of design coursework*

Restrictions and General Information

1. This minor is not available to students majoring in Agricultural Communication, AgriScience Education or Community Leadership.
2. A minor should be declared by the time a student accumulates 60 hours.
3. A minimum 2.00 cumulative point-hour ratio is required in the minor course work; and a minimum grade of a C- is required for each course used to complete the minor.
4. A student is permitted to overlap up to 6 credit hours between the GE and the minor.
5. The minor must contain a minimum of 12 credit hours distinct from the major and/or additional minors (i.e. if a minor requires more than 12 credit hours, a student is permitted to overlap those hours beyond 12 with the major or with another minor).
6. The minor must include at least 6 hours of upper-level or upper-division course work (3000 or above).
7. Course work graded Pass/Non-Pass cannot count in the minor, and no more than 3 credit hours of course work graded Satisfactory/Unsatisfactory may count toward the minor.
8. No more than 3 credit hours of xx93 may count toward the minor.
9. A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.

EDITS



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Agricultural Communication Minor
Food, Agricultural, and Environmental
Sciences
8/25

Dr. Emily Buck, Coordinator
200Y Ag. Administration Building
2120 Fyffe Road
614-292-4937
Buck.210@osu.edu

Formatted: Highlight

Formatted: Highlight

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 advance a student's use of electronic technologies to effectively communicate science-based information. This minor is designed for students interested in careers in technology transfer, 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 **16 hours** of coursework selected from the following:

Deleted: 5

Formatted: Highlight

Deleted: 6

Required Courses (2 courses; 7 hours):

			Credit Hours
AGRCOMM	2531	Intro to Agricultural Communication Practices	3
AGRCOMM	2330	Public Perceptions of Agricultural and Environmental Issues	4

Deleted: AGRCOMM - 3130 - Oral Expression in Agriculture - 3*

Deleted: OR

Design Courses (choose 2 courses; 6 hours):

AGRCOMM	2130	Visual Media in Agriculture and Natural Resources	3
AGRCOMM	4130	Publication Design and Production	3
AGRCOMM	5530	Advanced Agricultural Communication Technology	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES	3

Formatted: Highlight

Formatted: Highlight

Deleted: COMM -> 2110 -> Principles of Effective Public Speaking*

Required Elective (choose 1 course; 3 hours):

AGRCOMM	2130	Visual Media in Agriculture and Natural Resources*	3
AGRCOMM	2367	Agricultural Issues in Contemporary Society	3
AGRCOMM	3797	Agricultural Study Abroad	3
AGRCOMM	3130	Oral Expression in Agriculture	3
AGRCOMM	4130	Publication Design and Production*	3
AGRCOMM	4530	Communicating Agricultural Issues	3
AGRCOMM	5130	Campaign Design and Management in Agricultural Organizations	3
AGRCOMM	5530	Advanced Agricultural Communication Technology*	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES*	3
COMLDR	3530	Personal and Professional Leadership	3
COMM	2110	Principles of Effective Public Speaking	3

Deleted: *

Formatted: Highlight

Formatted: Indent: Left: 0", First line: 0", Space Before: 0 pt, Tab stops: 1", Left + Not at 0.19" + 1.25"

Deleted: AGRCOMM -> 5150 -> Communicating Strategies for Change and Development + 3*

Formatted: Highlight

**If not taken as part of 6 required credits of design coursework*

Restrictions and General Information

1. This minor is not available to students majoring in Agricultural Communication, AgriScience Education or Community Leadership.
2. A minor should be declared by the time a student accumulates 60 hours.
3. A minimum 2.00 cumulative point-hour ratio is required in the minor course work; and a minimum grade of a C- is required for each course used to complete the minor.
4. A student is permitted to overlap up to 6 credit hours between the GE and the minor.
5. The minor must contain a minimum of 12 credit hours distinct from the major and/or additional minors (i.e. if a minor requires more than 12 credit hours, a student is permitted to overlap those hours beyond 12 with the major or with another minor).
6. The minor must include at least 6 hours of upper-level or upper-division course work (3000 or above).
7. Course work graded Pass/Non-Pass cannot count in the minor, and no more than 3 credit hours of course work graded Satisfactory/Unsatisfactory may count toward the minor.
8. No more than 3 credit hours of xx93 may count toward the minor.
9. A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.

PROPOSED

THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Agricultural Communication Minor
Food, Agricultural, and Environmental
Sciences
8/25

Dr. Emily Buck, Coordinator
200Y Ag. Administration Building
2120 Fyffe Road
614-292-4937
Buck.210@osu.edu

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 advance a student's use of electronic technologies to effectively communicate science-based information. This minor is designed for students interested in careers in technology transfer, 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 16 hours of coursework selected from the following:

Required Courses (2 courses; 7 hours):			Credit Hours
AGRCOMM	2531	Intro to Agricultural Communication Practices	3
AGRCOMM	2330	Public Perceptions of Agricultural and Environmental Issues	4

Design Courses (choose 2 courses; 6 hours):			
AGRCOMM	2130	Visual Media in Agriculture and Natural Resources	3
AGRCOMM	4130	Publication Design and Production	3
AGRCOMM	5530	Advanced Agricultural Communication Technology	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES	3

Required Elective (choose 1 course; 3 hours):			
AGRCOMM	2130	Visual Media in Agriculture and Natural Resources*	3
AGRCOMM	2367	Agricultural Issues in Contemporary Society	3
AGRCOMM	3797	Agricultural Study Abroad	3
AGRCOMM	3130	Oral Expression in Agriculture	3
AGRCOMM	4130	Publication Design and Production*	3
AGRCOMM	4530	Communicating Agricultural Issues	3
AGRCOMM	5130	Campaign Design and Management in Agricultural Organizations	3
AGRCOMM	5530	Advanced Agricultural Communication Technology*	3
AGRCOMM	5535	Data Visualization and Scientific Storytelling in FAES*	3
COMLDR	3530	Personal and Professional Leadership	3
COMM	2110	Principles of Effective Public Speaking	3

**If not taken as part of 6 required credits of design coursework*

Restrictions and General Information

1. This minor is not available to students majoring in Agricultural Communication, AgriScience Education or Community Leadership.
2. A minor should be declared by the time a student accumulates 60 hours.
3. A minimum 2.00 cumulative point-hour ratio is required in the minor course work; and a minimum grade of a C- is required for each course used to complete the minor.
4. A student is permitted to overlap up to 6 credit hours between the GE and the minor.
5. The minor must contain a minimum of 12 credit hours distinct from the major and/or additional minors (i.e. if a minor requires more than 12 credit hours, a student is permitted to overlap those hours beyond 12 with the major or with another minor).
6. The minor must include at least 6 hours of upper-level or upper-division course work (3000 or above).
7. Course work graded Pass/Non-Pass cannot count in the minor, and no more than 3 credit hours of course work graded Satisfactory/Unsatisfactory may count toward the minor.
8. No more than 3 credit hours of xx93 may count toward the minor.
9. A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.