

Academic Programs SIG

Association for Communication Excellence

2006 Update
Agricultural Communication Programs

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Contents

1. University of Florida
2. University of Illinois
3. Kansas State University
4. University of Missouri
5. University of Nebraska
6. Ohio State University
7. Oklahoma State University
8. Purdue University
9. Texas A&M University
10. Texas Tech University
11. University of Vermont

Academic Programs SIG Annual Update – 2006

1. **Institution:** University of Florida, Department of Agricultural Education and Communication
2. **Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agricultural Communication. Starting in the fall, however, the program will be *Communication and Leadership Development*.
3. **Name and academic rank of program faculty:**
AgComm:
Ricky Telg, professor
Tracy Irani, associate professor
4. **Total number of FTEs dedicated to program:**
1.4 FTE
5. **Current undergraduate enrollment in your program:**
25
6. **Current graduate enrollment in your program –**
 - a. **Master's:** 3
 - b. **Doctoral:** 4
7. **Program Web Site address:** aec.ifas.ufl.edu
Specific Comm/LD site: <http://aec.ifas.ufl.edu/cld.html>
8. **Please share with us any program success stories from the past year:**
 - Developed the new *Communication and Leadership Development* specialization.
 - Students raised the final amount at the third annual Gator Gala to put the Ryan Rimmer Memorial Scholarship over the \$20,000 needed for it to be endowed.
 - Graduate students received several top research awards at UF, at conferences, and through ACE.
9. **Please share any information about particular challenges or issues your program or faculty are facing:**
Lack of faculty FTE lines.
Balancing research, Extension and teaching.

Academic Programs SIG Annual Update – 2006

- 1. Institution: University of Illinois at Urbana-Champaign**

- 2. Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agriculture, Environmental, and Consumer Sciences (ACES) Communications

- 3. Name and academic rank of program faculty:**
Open faculty position
Robert Siebrecht, Academic Professional
Other part-time professionals teach specific courses.

- 3. Total number of FTEs dedicated to program: 2.5**

- 4. Current undergraduate enrollment in your program: 55 students**

- 6. Current graduate enrollment in your program –**
 - a. Master's: Don't have program**
 - b. Doctoral: Don't have program**

- 7. Program Web Site address:**

- 8. Please share with us any program success stories from the past year:**

- 9. Please share any information about particular challenges or issues your program or faculty are facing:**

Academic Programs SIG Annual Update – 2006

- 1. Institution:** Kansas State University
- 2. Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agricultural Communications and Journalism
- 3. Name and academic rank of program faculty:**
Kris Boone, Ph.D., professor
Larry Erpelding, Ph.D., professor
Marcus Ashlock, Ph.D., assistant professor
Steve Hill, Ph.D., assistant professor
Richard Baker, associate professor
Lisa Moser, instructor
Linda Sleichter, advisor
- 4. Total number of FTEs dedicated to program: 1.83**
- 5. Current undergraduate enrollment in your program: 69**
- 6. Current graduate enrollment in your program –**
 - a. Master's: 0**
 - b. Doctoral: 0**
- 7. Program Web Site address: <http://www.oznet.ksu.edu/agcomm/>**
- 8. Please share with us any program success stories from the past year:**
 - Growth in teaching tenths (0.43)
 - Research funding for watershed programs
 - Student accomplishments: four first place winners in National ACT Critique and Contest, Forrest Bassford Award Winner, AAEA Internship Award Winner
 - Employed new assistant professor to start 7/1/06 (70% teaching and 30% research)
 - Approved revised promotion, tenure, and annual evaluation standards
- 9. Please share any information about particular challenges or issues your program or faculty are facing:**
 - FTE is low for credit hours generated and number of advisees per FTE is high
 - Challenges with journalism & mass communication program: pressure from high student numbers is beginning to affect JMC and its available offerings to ag comm students
 - Simultaneously, JMC isn't supportive of our desire to implement new curriculum
 - Balancing needs for service classes and for classes in our major
 - Development of student learning assessment conforming to university structure

Academic Programs SIG Annual Update – 2006

1. **Institution:** College of Agriculture, Food and Natural Resources, University of Missouri at Columbia
2. **Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agricultural Journalism Program
3. **Name and academic rank of program faculty:**
Bill Allen, assistant professor and coordinator
Sharon Wood-Turley, assistant professor
4. **Total number of FTEs dedicated to program:** 1.3
5. **Current undergraduate enrollment in your program:** 45
6. **Current graduate enrollment in your program – 0**
 - a. **Master's:**
 - b. **Doctoral:**
7. **Program Web Site address:** <http://www.ssu.missouri.edu/AgJ/index.htm>
8. **Please share with us any program success stories from the past year:**
Our graduates continued their high job placement rate upon graduation, including positions at Farm Journal, Monsanto and the Jefferson Institute, a food policy think tank. Other students continued to gain a wide range of internships in industry and government.

Our program launched a new course, “From StarLink to Stem Cells: Writing about Ag and Medical Biotechnology,” in which students learned, analyzed and practiced the journalism techniques used to report and write about the science, agriculture, economics, politics, food, environment and commercialization of biotechnology.

We offered two new short “Topics” courses:

- “Covering the Annual Meeting of the Society of Environmental Journalists,” in which students experienced and wrote about the Society of Environmental Journalists annual conference in Austin, Texas, and environs in September, 2005.

- “Covering the Sandhill Crane Migration and ‘The Platte River at the Crossroads’ Conference,” in Lincoln, Neb., and environs in March 2006. This field course focused on the interface of farming, water issues and wildlife.

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9. Please share any information about particular challenges or issues your program or faculty are facing:

Other than the ongoing challenge of operating the program with a limited budget and insufficient number of faculty, our major challenge appears to be the adjustment required to meet changes in our College's student population. As we experience increasing pressure to address the needs and interests of students from urban and suburban areas, our program is experiencing several conflicts involving what might be called a "cultural shift." For example, many students from farm and other rural backgrounds express resentment and feelings of being threatened as the program tries to open more broadly to aspects of the food system beyond "production agriculture." This broadening includes increasing our attention to science, environmental, political and economic dimensions. And what, pray tell, should such a program be called? This is a very hot potato, er, issue.

Academic Programs SIG Annual Update – 2006

1. Institution: University of Nebraska-Lincoln, College of Agricultural Sciences and Natural Resources, Department of Agricultural Leadership, Education and Communication

2. Name of degree program (i.e. agricultural journalism, agricultural communications):
Bachelor of Science in Agricultural Journalism

3. Name and academic rank of program faculty:

Present: Richard L. Fleming, Professor Emeritus
Effective August 1, 2006: Jason D. Ellis, Assistant Professor

4. Total number of FTEs dedicated to program:

Present: .10 FTE Teaching
Effective August 1, 2006: .75 FTE Teaching, .25 FTE Extension

5. Current undergraduate enrollment in your program: 24 Undergraduates

6. Current graduate enrollment in your program –

- a. Master's: None – No M. S. program in Agricultural Journalism
- b. Doctoral: None – No Ph.D. program in Agricultural Journalism

The Department does offer a M.S. in Leadership Education and a Ph.D. in Leadership Studies.

7. Program Web Site address: <http://aglec.unl.edu>

8. Please share with us any program success stories from the past year:

Undergraduate enrollment—transfers and incoming freshmen—has tripled this year to the present total of 24 students.

9. Please share any information about particular challenges or issues your program or faculty are facing.

We want to continue developing the program and add additional classes. The demand for our graduates greatly exceeds supply.

Academic Programs SIG Annual Update – 2006

- 1. Institution:**
OHIO STATE

- 2. Name of degree program (i.e. agricultural journalism, agricultural communications):**
AGRICULTURAL COMMUNICATION

- 3. Name and academic rank of program faculty:**

ROBERT AGUNGA, ASSOCIATE PROFESSOR

- 4. Total number of FTEs dedicated to program:**

FOUR UNDER NORMAL CIRCUMSTANCES

- 5. Current undergraduate enrollment in your program:**

60 MAJORS

- 6. Current graduate enrollment in your program –**
 - a. Master's: 6**
 - b. Doctoral: 3**

- 7. Program Web Site address:**
Human and Community Resource Development
<http://www.ag.ohio-state.edu/~hcrd/>

- 8. Please share with us any program success stories from the past year:**

DOCTORAL DISSERTATION COMPLETED ON STRATEGIC COMMUNICATION
NEEDS OF COUNTY EXTENSION EDUCATORS: A DELPHI STUDY

- 9. Please share any information about particular challenges or issues your program or faculty are facing:**

PROGRAM IN PROCESS OF REPLACING FACULTY

Academic Programs SIG Annual Update – 2006

1. Institution:

Oklahoma State University

2. Name of degree program (i.e. agricultural journalism, agricultural communications):

Agricultural communications (bachelor of science)

Agricultural communications (master of science)

3. Name and academic rank of program faculty:

Shelly Sitton, Associate Professor

Cindy Blackwell, Assistant Professor

Dwayne Cartmell, Assistant Professor

Julie Focht, Teaching Associate

4. Total number of FTEs dedicated to program:

3.75 FTE

5. Current undergraduate enrollment in your program:

Approximately 150

6. Current graduate enrollment in your program –

a. Master's: 16+

b. Doctoral: two graduated in AGED (with AGCM concentration) in May; two enrolled for fall (have another doctoral assistantship for fall if anyone has applicants)

7. Program Web Site address:

<http://agcm.okstate.edu/>

<http://cowboyjournal.okstate.edu/>

Please share with us any program success stories from the past year:

- Three students earned two first-place awards in the PRSA-OKC Zenith Awards for electronic media and potpourri (for FFA Foundation calendar), as well as four other awards.
- Cindy Blackwell established a partnership with the OSU New Product Development Center to coordinate internships and class projects with our campaigns class.
- Opened a new broadcasting computer lab.

Shelly Sitton received Regent's Distinguished Teaching Award.

- Dwayne Cartmell received NACTA Teacher Fellow Award.

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9. Please share any information about particular challenges or issues your program or faculty are facing:

- Finding doctoral students to assist with research and service course.
- Having enough assistantships for master's students
- Plagiarism, especially in service courses

Academic Programs SIG Annual Update – 2006

- 1. Institution:**
Purdue University, Department of Youth Development and Agricultural Education
- 2. Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agricultural Communication
- 3. Name and academic rank of program faculty:**
Mark Tucker, associate professor
- 4. Total number of FTEs dedicated to program:**
1.75 FTE (one faculty FTE and one academic adviser who is three-quarter time with academic program and one-quarter time with Dept. of Agr. Comm. Service.
- 5. Current undergraduate enrollment in your program:** 45
- 6. Current graduate enrollment in your program –**

(Graduate program is departmental, not specifically in agricultural communication.)
 - a. Master's:** 1
 - b. Doctoral:** 1 (but doctoral program is technically still in process of being moved from College of Education to Dept. of Youth Development and Agricultural Education)
- 7. Program Web Site address:**
(Department:) www.ydae.purdue.edu
- 8. Please share with us any program success stories from the past year:**
Hired new faculty member (Tucker). This is the first full-time agricultural communication faculty member at Purdue University.

In process of enhancing course work in undergraduate and graduate programs:
Developed and received approval for three-hour introductory course; in process of creating introductory publication design course, study-abroad course (London), and science communication course.

Developing agricultural communication research program.
- 9. Please share any information about particular challenges or issues your program or faculty are facing:**
Lot of potential for growth and development of teaching and research program, but less than 2 FTE in the program.

Academic Programs SIG Annual Update – 2006

1. Institution:

Texas A&M University

2. Name of degree program (i.e. agricultural journalism, agricultural communications):

Agricultural Communications and Journalism (new name became official in March 2006)

3. Name and academic rank of program faculty:

Dr. Douglas P. Starr, Professor

Dr. Gary Wingenbach, Associate Professor

Dr. Tracy Rutherford, Assistant Professor

Dr. Deb Dunsford, Senior Lecturer

4. Total number of FTEs dedicated to program:

3.75 (Wingenbach has ¼ experiment station appointment)

5. Current undergraduate enrollment in your program:

94

6. Current graduate enrollment in your program –

a. Master's: 6

b. Doctoral: 3

7. Program Web Site address:

<http://www.aged.tamu.edu/agjour/index.html>

8. Please share with us any program success stories from the past year:

Our ACT chapter hosted a well-received professional development event in Fort Worth in January 2006. The ACT also held a very successful fund-raising event in April. We took photos of teams participating in the Texas FFA CDEs at A&M.

Six students were awarded internships with the College's competitive Congressional Internship program. One was awarded an international affairs internship by the University.

Deb Dunsford was awarded a College of Agriculture and Life Science Distinguished Teaching Award in September 2005 and Texas A&M University's Melvin and Annette Peters Advising Award in May 2006.

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Tracy Rutherford and with three of our Ag. Leadership and Development colleagues were awarded a grant to study the FFA's Washington Leadership Conference.

We continue to trade seats in classes with what remains of the Liberal Arts Journalism program. This is a plus for students in both programs. (I love it when a JOUR student in my Ag. Media Writing class comes to me early in the semester worried about not knowing much about agriculture. They always do just fine.)

Our 35-year internship program with the Houston Livestock Show and Rodeo has continued to expand and evolve. This year students wrote feature stories for the event's on-line and commercial exhibitor newsletters. The 2007 show will include page design and layout for the newsletters and photography. The internships have also expanded into the event's executive office.

9. Please share any information about particular challenges or issues your program or faculty are facing:

No real problems. We will be focusing more on recruiting qualified students for our undergraduate program. The university is interested in recruiting more students – especially transfer students from community colleges. We are working on an articulation agreement (a 2+2) with one local community college. We would like to grow our undergraduate program to about 150 students.

Academic Programs SIG Annual Update – 2006

- 1. Institution:**
Texas Tech University
- 2. Name of degree program (i.e. agricultural journalism, agricultural communications):**
Agricultural Communications
- 3. Name and academic rank of program faculty:**
David Doerfert – associate professor
Cindy Akers – associate professor
Chad Davis – assistant professor
Melinda Findley – instructor
- 4. Total number of FTEs dedicated to program:**
2.5
- 5. Current undergraduate enrollment in your program:**
93
- 6. Current graduate enrollment in your program –**
 - a. Master’s:** 11
 - b. Doctoral:** 1.5
 - a. Melinda Findley**
 - b. Kalico Karr-Leech (Doc@Distance)**
- 7. Program Web Site address:**
www.aged.ttu.edu
- 8. Please share with us any program success stories from the past year:**

Cindy Akers:
Tenure and Promotion if Associate Professor
Texas Tech Teaching Academy Chair
NACTA Teaching Award of Merit
Western Region AAAE Outstanding Young Member

David Doerfert:
ACE Research SIG Award of Excellence
Completed one year as graduate coordinator

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Chad Davis:

Third-year review

Taught his first graduate-level course

Agricultural Communications student, Casey Harmon, served as student body vice president at Texas Tech (2005-2006)

Increased university-based internships for undergraduate students

The College of Agricultural Sciences and Natural Resources at Texas Tech hired a communications specialist for academic and research outreach.

9. Please share any information about particular challenges or issues your program or faculty are facing:

Limitations on the creation of new graduate classes

Texas Higher Education Coordinating Board questioning agricultural communications graduate degree

Oral communications department voices concern of our proposed oral communications course

Academic Programs SIG Annual Update – 2006

1. Institution:

University of Vermont

2. Name of degree program (i.e. agricultural journalism, agricultural communications):

Public Communication (in the Department of Community Development and Applied Economics in the College of Agriculture and Life Sciences)

3. Name and academic rank of program faculty:

Dr. Jane Kolodinsky, Professor
Jane Petrillo, Associate Professor
Dr. Lynn Gregory, Assistant Professor
Dr. Tom Patterson, Senior Lecturer
Jay Ashman, Lecturer
Meg Ashman, Adjunct Professor

4. Total number of FTEs dedicated to program: Approximately 2.5

5. Current undergraduate enrollment in your program: 60 students

6. Current graduate enrollment in your program –

This is strictly an undergraduate program at this time.

7. Program Web Site address:

<http://www.uvm.edu/cdae/program/major/PCOMApr306.doc>

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8. Please share with us any program success stories from the past year:

This is a brand new major—albeit a popular one. I developed and taught a course in “Strategic Writing” in the fall. Although students who took the course had to be Public Communication majors and already have taken English 1 to be eligible for my course, I was astonished at how poor their writing was—in particular their grammar. They seemed never to have been taught grammar nor, they told me, had any teacher (including their English 1 instructor) ever brought grammar issues to their attention. So during the first part of the semester, I had them run through a web-based grammar refresher I had developed several years ago—which culminated in a Jeopardy-style grammar competition—and then held them accountable for correct grammar in the documents they wrote weekly. They not only began to “get it,” they also told me they enjoyed and appreciated it. The real success was seeing the improvement in this aspect of their writing.

A focus of the course was on the student writers identifying and analyzing target audience, being clear about their communication goal (what they wanted the audience to do after reading a particular document), and then making all writing decisions based on that goal. Each student was assigned to a local social service agency at the beginning of the semester and by the end of the semester had produced a brochure for the agency, targeting a specific audience with a specific objective. Although this required a lot of effort on my part managing the relationships between students and agencies, it proved worthwhile: The students said that working with a real client on a real-life application drove home all the principles we had covered in class; the clients (agency partners) seemed to feel that they received some creative and useful “products” from the students.

9. Please share any information about particular challenges or issues your program or faculty are facing:

The “Strategic Writing” course I taught practically ate me alive! Providing significant constructive feedback on each document each student wrote weekly was extraordinarily time-consuming—much more so than had I simply edited those documents. I had anticipated that the course would be demanding and, consequently, had hoped to limit it to 15 students. My department chair, on the other hand, had wanted me to admit 36 students. We finally agreed on 20 students. But I struggled the whole semester with the amount of time I was spending, particularly given the meager per-course salary I was making as an adjunct faculty member.