

Board Meeting
January 21, 2010

ESTABLISH THE BACHELOR OF SCIENCE IN AGRICULTURAL
COMMUNICATIONS, COLLEGE OF MEDIA, URBANA

Action: Approve Establishment of the Bachelor of Science in Agricultural Communications, College of Media

Funding: No New Funding Required

The Interim Provost/Chancellor at Urbana with the advice of the Urbana-Champaign Senate recommends approval of a proposal from the College of Media to establish the Bachelor of Science in Agricultural Communications with undergraduate concentrations in Advertising, Broadcast Journalism, and News-Editorial Journalism.

The Agricultural Communications major is intended for students interested in pursuing careers that require expertise in communications and media. Career opportunities include professional writing, editing and publishing; public relations, radio and television broadcasting; photography; and communication-related positions in agricultural and environmental agencies and businesses. Agricultural Communications students will select a concentration in the College of Media. One of three required concentrations: Advertising, Broadcast Journalism, or News-Editorial Journalism is available to students. In addition, students are required to complete a minor in Food and Environmental Systems proposed by the College of Agricultural, Consumer and Environmental Sciences.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The Interim President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.