**LETTER OF NOTIFICATION – 3**

NEW OPTION, EMPHASIS or CONCENTRATION

(Maximum 18 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: University of Arkansas Fayetteville

1. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
2. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
3. Proposed effective date: Fall 2017
4. Title of existing degree program: Agricultural Education, Communication and Technology

(Indicate if the degree listed above is approved for distance delivery)

1. CIP Code: 01.0801
2. Degree Code: 3320
3. Proposed name of new option/concentration/emphasis: Agricultural Leadership (AGLE)
4. Reason for proposed action:

While the US economy is on the mend, the job market is still tight. Therefore, college graduates are competing in a job market with fewer jobs and a higher number of applicants. Industry employers are confident in the level of technical skills a college graduate possesses. In a recent study conducted by the Carnegie Institute of Technology, researchers found that 85 percent of an individual’s financial success was related to the ability to communicate, negotiate, and lead, while only 15 percent was related to technical skills (Jensen, 2013). Therefore it is no surprise that employers are concerned about the lack of soft skills possessed by recent college graduates (UGA Center for Agribusiness and Development, 2008). A recent study conducted by the Association of Public and Land-grant Universities found employers value soft skills more than discipline knowledge (Crawford, Lang, Fink, Dalton, & Fieltz, 2011). Specifically, employers felt graduates need skill improvement in leadership, team building, communications, critical thinking, and professionalism. In order to provide students in the Dale Bumpers College of Agricultural, Food and Life Sciences, a competitive edge in industry and academics, a proposal for the creation of a concentration in Agricultural Leadership follows.

1. New option/emphasis/concentration objective:

The concentration in Agricultural Leadership (AGLE) would be offered through the Department of Agricultural Education, Communications and Technology to serve students within the Dale Bumpers College of Agricultural, Food and Life Sciences. The concentration in Agricultural Leadership would work to unite the faculty working with students in the college to foster the development of key indicators of future professional success, including:

* Personal leadership (including team building, goal setting, and professional skills)
* Strategic thinking and behavior
* Critical thinking and problem solving
* Ability to work with diverse populations
* Communication skills (verbal and written)
* Service learning
* Community and organizational leadership

Through courses, seminars, service learning opportunities, and internship experiences, the concentration would strengthen students by equipping them with the skills and knowledge needed to impact the food and fiber industry.

If accepted, a concentration in Agricultural Leadership would provide a broad, interdisciplinary leadership experience for students in the Bumpers College of Agricultural, Food and Life Sciences. Completion of the concentration would provide students with a competitive edge in the job market by developing key soft skills such as leadership, communication, critical thinking, and professionalism. Through collaboration between departments, students will gain a well-rounded perspective on critical issues facing the food and fiber industry.

1. Provide the following:
   1. Curriculum outline - List of courses in new option/concentration/emphasis – Underline required courses

The Agricultural Leadership concentration within the Agricultural Education, Communication and Technology major will consist of 62-69 general education and departmental core hours as required for every concentration within the major and 24 additional semester hours required specifically for the AGLE concentration and 27-33 hours of elective courses. The following courses are required for the concentration (students are also encouraged, but not required, to take courses from the list of electives below):

Required Courses (24 hours):

AGED 2143 – Introduction to Agricultural Communications

AGED 3153 – Leadership Development in Agriculture

AGED 3943 – Professional Development in Agricultural Communications

AGED 4153 – Survey of Leadership Theory in Agriculture

AGED 4163 – Leadership Analysis through Film

AGED 4443 – Principles of Technological Change

COMM 1313 – Public Speaking

AGED/EXED 475V (3 hrs) Internship in Agricultural Education/Internship in

Extension

Electives

General Electives – 27-33 hours

Recommended Electives

AGED 3133 – Methods of Teaching

AGEC 3313 – Agribusiness Sales

AGEC 3503 – Agricultural Law I

AGEC 4613 – Political Economy of Agriculture and Food

* 1. Provide degree plan that includes new option/emphasis/concentration

(See attached degree plan check sheet)

* 1. Total semester credit hours required for option/emphasis/concentration

(Option range: 9–24 semester credit hours)

24

* 1. New courses and new course descriptions

This program uses existing courses.

* 1. Goals and objectives of program option

The concentration in Agricultural Leadership would work to unite faculty working with students in the Bumpers College to foster the development of key indicators of future professional success, including:

* Personal leadership (including team building, goal setting, and professional skills)
* Strategic Thinking and Behavior
* Critical thinking and problem solving
* Communication skills (verbal and written)
* (EQ, MQ and BQ) Emotional, Moral and Body Intelligence Quotients
* Service learning
  1. Expected student learning outcomes

1. Knowledge of personal leadership style and skill set
2. Ability to effectively work with and lead diverse populations
3. Establish and maintain a team setting
4. Ability to develop vision, mission, goals, and objectives for organizations
5. Ability to adapt to change and lead a group through the change process
6. Development of communication skills, both oral and written
7. Ability to apply leadership theory, models, and concepts to everyday situations
8. Understanding of leadership ethics
9. Ability to create and administer leadership development programs for youth and adult learners
   1. Documentation that program option meets employer needs

As stated earlier, employers are citing a need for the implementation of curriculum that reinforces soft skill development in leadership, team building, communications, working with diverse populations, critical thinking, and professionalism (Jensen, 2013; Crawford, Lang, Fink, Dalton, & Fieltz, 2011). Additionally, faculty met with the Dean’s Executive Advisory Board (DEAB), which consists of industry professionals to discuss the development of an Agricultural Leadership academic program. The DEAB offered full support for the creation of Agricultural Leadership concentration.

* 1. Student demand (projected enrollment) for program option

Within the first five years, the concentration should have approximately 30 – 35 students.

* 1. Name of institutions offering similar program or program option and the institution(s) used as a model to develop the proposed program option

Of the land-grant institutions within the SEC, eight of the ten offer a minor, major, concentration, or certificate in Agricultural Leadership. Consultation with faculty at the University of Florida, the University of Georgia, Texas A&M University, and Oklahoma State University helped formulate the proposal for a concentration in Agricultural Leadership at the University of Arkansas.

1. Institutional curriculum committee review/approval date: September 14, 2016
2. Will the new option/emphasis/concentration be offered via distance delivery? If yes, indicate mode of distance delivery:

No

1. Explain in detail the distance delivery methods/procedures to be used:

N/A

1. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

No additional costs are anticipated as this program uses existing courses and faculty.

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: November 23, 2016

Board of Trustees Notification Date: January 25, 2017

Chief Academic Officer: Ashok Saxena Date: November 16, 2016