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December 7, 2012 - ALEC UCC Meeting Minutes

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ALEC Undergraduate Curriculum Committee
Minutes
December 7, 2012

Present: Mark Balschweid, Will Bird (by phone), Karen Cannon, Dann Husmann, Myunghwa Kang, Gina Matkin, Jennifer Schoen, Roger Terry, Chair, Malika Yadgarova

Minutes from the November 2, 2012 meeting were approved.

Unfinished/Ongoing Business –

Pearl Plan- Matkin will continue to be one of the reviewers for the Pearl Plan. She will be working on the department's plan as well as her own. Cannon indicated one of the requirements of the Pearl Plan is to have assessments of our courses – the ALEC 480, is our Capstone course for next semester, however, she only recently started the planning for this course. Matkin suggested Cannon at least tell us that in the Pearl Plan, “we haven't been able to get assessment info, but this is what we are thinking of doing”. Matkin indicated the plan is for the beginning of next year – imputing the plan of 2013.

AECN/ALEC 388 – Balschweid met with department heads regarding the 388 course and they mostly feel that a course in ethics related to agriculture and natural resources is very appropriate for their departments and we have their widespread support. Also, there have been conversations for the potential for it to replace or morph into AGRO 103. Will Bird and Jennifer Schoen taught ALEC 388 this semester. They described their experience in planning for the course, setting it up, experiences with the students and general demeanor of the course. Will explained the 388 course has historically been taught from our department by adjunct professors or graduate students with little continuity in the actual curriculum and materials being taught in the class. Schoen expressed when she took the course in AECN there wasn't an application part of the course regarding behaviors of ethical people and it was hard to make it relevant. Both Schoen and Bird strived to make it relevant and make it apply. Balschweid indicated this is an ACE 8 or 9 course. Husmann stated if we don't get a faculty member to step forward and take ownership of this class, then we need to let our students take other ACE 8 or 9 courses that are available on campus. Terry said there is an opportunity here as a service course. Both Terry and Cannon expressed this course should be developed around issues of the day and know the administration are looking at more online courses. Cannon expressed she was 100% sure it belongs in ALEC and that we're the type of people who can teach it. The communications faculty member, with a masters or Ph.D. student co-teach the class, would help them prepare for a large class and this would allow ALEC to showcase ourselves and our department to other students outside our majors. Matkin had some concerns about a leadership faculty member being dedicated to the course when they are already overwhelmed with service courses and not enough people to teach them. Collaborating was done in the past with guest speakers talking about leadership ethics throughout the semester. The question would be, is this course more important than some of the other courses we are offering. I.e. ALEC 305 and ALEC 302. The class needs a level of development that's beyond incoming freshman. The new ALEC 108 - Food in Society was discussed at the CASNR Curriculum Committee meeting and several members thought because of its broad survey of Ag issues it could become the new AGRO 103 class. Terry mentioned that the new ALEC 125 – Land, Food and People course will be taught Spring 2014 and is an ACE 8 course. These courses address ethics and global issues and how things are interconnected. Balschweid expects whoever is teaching 388 course not only be part of their faculty teaching assignment, but also their research component. Consistency across the board is important. We cannot expect any junior faculty to do 180 degree turns so that their teaching is disjoined from their research or

their extension. Bird said it was instilled in him that teaching, research and extension make three circles and they need to overlap – they need to be building off one another. Cannon indicated her area of research is consumer decision making related to agriculture and natural resources. Ethics, ethical reasoning, making decisions, framing an ethical argument, communitarianism and altruism, plus other topics are in 388 and touch her area of research. This class can offer a great platform to do some research with students about critical thinking and decision making. Having some really important guest speakers should be considered for this class also. Husmann mentioned when this course was first originated it was supposed to be led by an ALEC faculty member and connect to other departments to provide the context. It was also designed to develop those relationships with a junior faculty member for research in ethics. It's a junior/senior level class. If we're going to focus on the foundations, Husmann thinks it can be accomplished on other ACE 8 classes on campus. If we're going to have an applied context, it's going to take our department to connect with every department here to look at what John Markwell was talking about; an integrated systems approach. This is a serious commitment for a junior faculty member. **Motion - Matkin suggested each person sketch out what the course would look like as taught in Ag Communications area and bring back an outline. Seconded by Husmann. Approved. In relation to the motion, we shouldn't overlook the input of other departments. In relation to the motion - Matkin would like feedback to reflect what individual departments think by sending an email to each of the unit heads to explore which faculty members to contact about ethical concepts in that field and getting their feedback.**

New Business

HRTM Revision of Minor- Kang explained the proposed revisions to the HRTM minor that were approved by CEHS and now need ALEC approval. The revised parts include: number of credit hours for HRTM 171 changed from 3 credits to 1, requirements changed from 18 to 19 credit hours, include the HRTM 171 as a requirement since it is a foundation course. Students can select 3 credit hours from 280, 285, 289 and 3 other ALEC classes totaling 6 credit hours, previously 9 credit hours were required. This program is for students in CASNR and CEHS only. **Cannon moved to approve the HRTM 171 reduced from 3 to 1 hour, added to the minor, and increasing the minor to 19 hours. Seconded by Matkin. Approved.**

Recruitment Materials, draft language – Cannon will be contacting each program leader to schedule a meeting to review what additions and changes we want on the draft language for our departmental brochure. Projected timeline is mid-January for the publication date.

Teaching Assignments – Matkin reported several teaching assignments have been adjusted for Spring 2013. Will Bird is now taking the online ALEC 202 (700 section), so he and Marianne Lorensen are switching. Bird also will teach the ALEC 802 (700 section) and the ALEC 494 (700 section). Malika will be assisting McElravy in ALEC 302 (001 section) and Schoen will assist Dr. Kelli Smith in ALEC 302 (002 section). Dr. Bird updated the committee on his father's health status and the committee expressed that their thoughts and prayers would be with and for Dr. Bird's family.

Announcements/Updates -

Recruitment - Malika has met with Dr. Fleming to discuss what duties the recruitment team will have to help develop with the new operations booklet. The reception for our ALEC graduates is December 14 at 2:30 in the East Union. The CASNR Salute to the Graduates starts at 4:00. Schoen shared what they learned from a good webinar about social media and how we recruit from a social media standpoint. Jennifer recommends ALEC stay with the community pages which has more control over content. Students are primarily looking at Facebook. Twitter gets 10% of students and other sites get even lower

numbers. The webinar said to focus efforts on Facebook because 75% of students look at Facebook when they are reviewing their college decision. What they are looking for is real information and they are not finding that information on college admission websites. They want interactions with professors and students. They want to get a real authentic feel of what the program are like. Terry uses Facebook to interact with this family but has not used it in a professional, business-like situation. Cannon has an undergraduate student, Jordan Anderson, who is working on a social media independent study project and they will research the possibility of a training session for our ALEC personnel to help learn more about Facebook. Balschweid suggest having this training at a February departmental meeting (20-30 minutes). From a communications standpoint, it would help highlight what our graphic design or TV production people are doing to communicate to our students. Having a “how to” sheet from the seminar would be helpful as well.

Search Committee Update – Terry announced the search committee for the assistant professor of life science communications has completed its work, and things are progressing.

Meeting adjourned.