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## September 5, 2014 - ALEC Undergraduate Curriculum Committee Meeting Minutes

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**ALEC Undergraduate Curriculum Committee  
Minutes  
September 5, 2014**

Present: Mark Balschweid, Karen Cannon, Lindsay Hastings, Dann Husmann, Myunghwa Kang, L.J. McElravy, Gina Matkin, Laura Snell, Jane Stentz, Roger Terry, Chair, and Carmen Zafft.

Balschweid introduced two new UCC members. Carmen Zafft - The administration in the College of Engineering believes enough in the leadership programming that ALEC is doing and wants every engineering student to take ALEC 102. Therefore, the College of Engineering is paying for a faculty member, Carmen Zafft, housed in ALEC, with primary responsibility to teach ALEC 102 to engineering students. Her expertise is in leadership and has experience with engineering. This is a powerful partnership with Engineering – as they understand the importance of leadership. Dr. Zafft completed her Ph.D. in ALEC a year ago.

Matkin introduced Jane Stentz. Jane is the new ALEC Graduate Student Association representative to the graduate committee. This is a formal appointment and she will be attending both the ALEC Undergraduate Curriculum Committee and ALEC Graduate Committee meetings as well.

**Minutes**

**Motion: Matkin moved to approve the April 4, 2014 minutes. Cannon seconded. Approved.**

**Unfinished/Ongoing Business**

*ALEC 134, 135, 136*

Terry recommended ALEC 134 (2 hour) to continue as is. It is up to the each program area to deal with the next introductory level course to fit their program needs. ALEC 135 (1 hour) – Ag Ed Teaching; ALEC 136 (3 hour), Ag Ed Leadership are under review.

Cannon indicated Kurtis Harms is going to teach ALEC 136 in the spring semester. He is going to incorporate writing. Students at the beginning levels need to learn that writing is a consistent part of their education in the AESC major. It was an introductory class before, but has more rigor now to be worth a 3 credit class.

*ACE Recertification process – ACE 8, 10*

CASNR wants this information by October 1. Husmann suggested Terry meet with Bell, who was on the certification/recertification team university-wide. Bell would have tremendous insight planning recertification.

Cannon expressed her concern about what is going to happen to the ALEC ACE course. By the way it was set up, it was taught every other year to juniors and seniors. Very little to no records were kept. Cannon taught it once to seniors and then significant changes were made last year. This course doesn't have a lot of history. What happens if they aren't recertified or they see problems? Husmann didn't believe anything is going to happen. People are in the same boat across the university.

Cannon expressed her concern that AESC has a lot to talk about for the spring semester. Hastings reported when you submit to CREC, it shows what was originally submitted and offers a chance to edit.

Adjustments can be made showing what AESC requires this now, and don't require anymore. The questions to be answered are found in those emails from orientation. Hastings didn't find it brutal. Lloyd will answer questions. Evidence doesn't have to be submitted initially but you need to have it on hand. There will be a random selection of a few classes who will have to submit. Balschweid said the bottom-line is that this is not a punitive exercise, and it is never intended to be one.

#### *Academic Integrity*

Terry reminded everyone to place the academic dishonesty policy in their syllabus and to forward your class syllabus to Jennifer Greenlee for department records.

#### *AESC Students maintaining 2.0 GPA*

Cannon – Where there weren't any strong feelings or strong anything on it, Cannon is partial to sitting on it for another year. If changes were made now, bulletin changes would also need to be made. It was decided to wait another year and see how it goes.

Husmann reported that Natural Resources has a minimum GPA. When students fall below that, they move to undeclared CASNR. Cannon said that now creates someone else's problem. ALEC should not rid of these students from the major but it would trigger help for the AESC students. But with the new academic recovery program, that's part of the reason Cannon is inclined to table this discussion for another year.

#### *ALEC Instructional Improvement Plan*

Balschweid inquired about the CASNR Improvement Instructional Plan since he hasn't heard anything on that for a year and a half. Husmann reported ALEC is in compliance. There are many other departments that are not.

Balschweid added that every department is required to have an Instruction Improvement Planning Committee that oversees an instruction plan and each year have an objective selected to work on. A couple of years ago, it was agreed that this UCC committee serve as the instructional improvement committee. The IIP goal was to work on assisting the EdMedia faculty to improving their teaching and learning understanding. It is now to a point where ALEC needs to look at another goal – especially where there are radical changes happening in EdMedia. Every department intends to have forward thinking ideas for improving instruction in their courses. Balschweid recommended to continue ALEC's efforts to have the graduate teaching assistants supervised as part of that instructional improvement plan which the UCC adopted this spring. Matkin would also add lectures – lectures are a huge part of ALEC instruction. Balschweid suggested this be add that as a discussion item on the next undergrad committee. Matkin chairs the subcommittee and will look at the graduate teaching assistants and lecture improvement. Another idea that Matkin suggested was distance education strategies. ALEC graduate assistants have taken the initiative to go out and get a lot of information. They are leading the way in a lot of distance delivery. So, the IIP plan could be to get them to share what they have learned. Dr. Sattler Weber has agreed present the 3 courses that she has developed.

#### **New Business**

*New Course Proposal- ALEC 350, Agriculture, the Environment & Science in Media*

**Motion: Cannon moved to create a course ALEC 350: Agriculture, the Environment and Science in Media. Matkin seconded. Discussion followed.**

Cannon outlined the reasoning behind developing this new course. This course has come out of a challenge Ag Communications faculty have with ALEC 417: Issues Management and Crisis communication in Agriculture. ALEC 417 is cross listed with Advertising and Public Relations. That course is considered a senior level course in Advertising and Public Relations. The problem is that many students in the class are from the Nebraska Beef Industry Scholar's Program and are not qualified to take a 400 level Public Relations course. Which results in teaching to a low mean in that course. The course is not meeting what the students want to get out of it, i.e. why the media represents agriculture the way it does. The focus is on upper division public relations work and issues management theory. After talking to the Advertising and Public Relations faculty, AESC need to create a new class that would meet the needs of the Nebraska Beef Scholars students. Other faculty members in CASNR have said every student needs that class. It's not exclusive to NBS and AESC students, though those will be the starting groups. Cannon believes 40 or 50 students will register the first time it is taught. Discussions are about agriculture representation in the media and how people who are not involved in agriculture hear about it. Framing Theory, one of Cannon's areas of interest, could be the foundation for this course. All needs to be complete and ready for submission November 1<sup>st</sup>. Cannon proposed offering this course Fall 2015, three credits. ADPR may take up the 417 class, but is not yet set in stone.

Balschweid it will need course objectives and assignments on the syllabus before it can be sent on. Cannon asked if it would it be possible to do that in the next week or so and have an official vote by email? Yes. Husmann indicated it will also need to give an enrollment limit cap, specify fall semester only, if ACE 1 and ACE 2 are enforced.

**Terry outlined because there's a motion on the floor and this is not ready, no approval today but come back with another motion in a week or two when it is ready.**

McElravy asked if this an ACE class? Cannon responded potentially yes, but wants to market it as a CASNR course first.

Balschweid expressed excitement to see new classes developing around the expertise of ALEC faculty. At some point this committee needs to think about if there are any classes ALEC needs to remove that revolve around past professors' expertise.

## **Announcements/Updates**

### *Recruitment*

Snell announced the following events:

- World Food Prize Nebraska Youth Institute will be held in the East Campus Union on September 19<sup>th</sup>. Everyone is invited to come and listen to the student presentations and to attend the luncheon. Experts from around the state come to the luncheon. Impressionable high school students will be there, who are studying agriculture issues in other countries, and it would be great if faculty came to discuss ALEC programs with them.
- September 19<sup>th</sup> is also a Red Letter day and Snell cannot attend, so expect an email asking to go to a lunch with a parent or a student. The lunch starts at 11:30 but they will not know until the that day if a student is coming or not.

- National Teach Agriculture Day is the 25<sup>th</sup> of September, and also the Pathways to Careers Conference for FFA. Several hundred FFA students will be on campus going through the 7 pathways of agriculture careers. That happens until 3:30 after which they will attend the Heuermann lecture and have dinner on campus, and plan to have a 5:30 reception. There is also the Dustin Lynch concert at 7:00 p.m.
- The World Food Prize Global Youth Institute is in Des Moines on the same weekend as Experience the Power of Red.
- Welcome Nicole Bauer and Bala Shehu to the recruitment team. They are going to be spearheading the Experience the Power of Red Conference.
- Put the Graduate Reception on the calendar, for December 19, 2014.

Terry asked Snell to discuss the ambassadors she wants to bring on board.

ALEC would have ambassadors like Animal Science and ASR. Snell has visited with the other recruiters about their ambassador programs. Presently Nicole and Bala, ALEC GTAs, are fulfilling some of the ambassador roles, but Snell would like to get two undergraduate ambassadors as well. She suggested one from the AESC working on social media projects and another student from one of the other majors to be available for recruitment events. The positions would be paid positions and offer career experience. Snell is working on making guidelines with Nicole and Bala.

#### *Program Bulletin changes 2015-2016*

Husmann announced Karen Jackson will be sending out the current bulletin and asking for changes or revisions. The deadline is November 1, 2014.

AESC faculty are proposing to make changes to our 2015-16 bulletin, based on comments and evaluations by students and research Cannon did on programs similar to ALEC's across the country. The current AESC program is light on communication courses.

- Added a communication studies section of courses
- Added an ACE 6 course (psychology or sociology)
- Knocked off three credits from the CASNR Agriculture Science contact course area
- Option 2 has added a section of courses from communication studies that is the same as the list from the front (see attachment)
- In Option 2 there used to be two required courses: ADPR 251 and 283.
  - ADPR 251 has been moved to a required course in the AESC program requirements. That course is a requirement, as is 283, to take any remaining ADPR courses.
- Eliminated the emphasis areas in broadcasting, news and PR is that ADPR and basic communication strategy dropped off. It was added back.
- Cannon will meet with Gail to figure out ACE details.

Cannon moved for acceptance of these bulletin changes for the AESC program for the 2015-2016 year (pink sheet). Seconded by Matkin. Approved.

Terry recommend that they go through it again, making sure it is accurate and then visit with Karen Jackson. Cannon crossed off "Agriculture Sciences" and "CASNR Content Courses."

#### *Education Abroad Proposal – Sustainable Tourism in Jamaica -*

Kang reminded the committee that the study abroad program to Jamaica was previously discussed with this committee. She has since submitted a proposal to CASNR, with ALEC department support.

**Motion - Kang moved to approve this Jamaica study abroad opportunity be offered under AGRI 310 for students in AGRI and HRTM 495 for the HRTM students. Second by Cannon. Discussion.**

Husmann explained while Dr. Kang is offering this as AGRI 310 this time, there is no problem with offering it as an AGRI 310 class, however, faculty need to determine stance on offering study abroad opportunities and decide as a department if they should have ALEC prefixes or not. The department should consider having a conversation about other study abroad opportunities as they come along. There is no problem with offering it as AGRI 310. Just a matter of preference for the department. At this time, it is AGRI 310 and processed it with HRTM worked. Cannon expressed that AGRI 310 is ACE 9 certified so if ALEC did this, ALEC would have to get the ALEC #, whatever it would be, ACE 9 certified.

Terry will add this to the agenda for next time to discuss.

*AESC Assistant Professor Search*

Terry announced the search committee for the Assistant Professor in AESC will be Carmen Zafft, Adam Wagler, Doc Chaves, and Karen Cannon and he will be chairing that committee. There are two applicants at present, but neither one of them are qualified.

Meeting adjourned.