942: AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION UNDERGRADUATE MAJOR (BA, HBA, BS, HBS)

In Workflow

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Approval Path

1. Tue, 21 Oct 2025 20:36:32 GMT
   Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
2. Tue, 21 Oct 2025 22:25:29 GMT
   Mike Jefferis (Office of the Registrar, Associate Registrar - Catalog, Curriculum and Scheduling) (mike.jefferis): Approved for Catalog Coordinator
3. Tue, 21 Oct 2025 22:27:32 GMT
   Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Rollback to Curriculum Management Programs for 01 Dean Designee
4. Tue, 28 Oct 2025 18:53:15 GMT
   Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
5. Tue, 11 Nov 2025 07:56:25 GMT
   Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes): Approved for Catalog Coordinator
6. Thu, 13 Nov 2025 00:35:26 GMT
   Jia Hu (Associate Dean, Professor of Botany & Plant Pathology, College of Agricultural Sciences) (jia.hu): Approved for 01 Dean Designee
7. Tue, 18 Nov 2025 15:39:30 GMT
   Alix Gitelman (Vice Provost for Academic Affairs) (alix.gitelman): Approved for Provost Designee
8. Tue, 18 Nov 2025 16:08:44 GMT
   Jonathan Velez (Agricultural Education, Communication & Sciences, Department Head) (jonathan.velez): Approved for AED Head
9. 2026-01-07T17:50:44Z
   Taylor Ralph (Libraries & Press, Collections Assessment Librarian) (ralpht): Approved for Library Evaluation
10. 2026-01-07T21:16:16Z
    David Jacobs (Capital Planning & Development, Manager - Space Allocation) (david.jacobs): Approved for Space Evaluation
11. 2026-01-21T02:07:10Z
    Belinda Sykes (Office of the Registrar, Catalog & Curriculum Coordinator) (belinda.sykes): Approved for 7 Day Review

12. 2026-03-06T07:19:57Z
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13. 2026-03-09T13:50:32Z
    Heath Henry (Academic Programs & Assessment, Assessment Coordinator) (heath.henry): Rollback to lagrandl for Assessment Coordinator
14. 2026-03-12T22:56:56Z
    Lauren Chase (Agricultural Education, Communication & Sciences, Instructor) (lauren.chase): Approved for lagrandl
15. 2026-03-13T15:14:30Z
    Heath Henry (Academic Programs & Assessment, Assessment Coordinator) (heath.henry): Rollback to lagrandl for Assessment Coordinator
16. 2026-03-13T22:38:51Z
    Lauren Chase (Agricultural Education, Communication & Sciences, Instructor) (lauren.chase): Approved for lagrandl
17. 2026-03-16T13:17:13Z
    Heath Henry (Academic Programs & Assessment, Assessment Coordinator) (heath.henry): Approved for Assessment Coordinator
18. 2026-03-18T17:44:47Z
    Jia Hu (Associate Dean, Professor of Botany & Plant Pathology, College of Agricultural Sciences) (jia.hu): Approved for 01 College Committee Approver
19. 2026-03-19T22:07:44Z
    Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
20. 2026-03-24T01:18:04Z
    Lauren Chase (Agricultural Education, Communication & Sciences, Instructor) (lauren.chase): Approved for lagrandl
21. 2026-04-06T20:31:00Z
    Jonathan Fram (College of Earth, Ocean & Atmospheric Sciences, Associate Professor) (jonathan.fram): Approved for Budgets and Fiscal Planning Committee Chair
22. 2026-04-08T17:39:22Z
    Janice Nave-Abele (Curriculum Management, Curriculum Coordinator) (janice.nave-abele): Approved for Curriculum Management Programs
23. 2026-04-14T21:03:11Z
    Jim Coakley (College of Business, Associate Professor, and Curriculum Council Co-Chair) (Jim.Coakley): Approved for Curriculum Council Co-Chairs

New Program Proposal

Date Submitted: Mon, 13 Oct 2025 20:27:35 GMT

Viewing: : Agricultural and Natural Resources Communication Undergraduate Major (BA, HBA, BS, HBS)

Last edit: 2026-03-18T23:01:30Z

Changes proposed by: lagrandl

Proposal

Effective Term

Fall 2026

Justification

The establishment of the Agricultural & Natural Resources Communication (ANRC) major at Oregon State University (OSU) will address a critical gap in both academic offerings and industry needs. As one of only two programs on the West Coast, this major offers a unique, specialized curriculum that will equip students with the communication skills necessary to thrive in the rapidly evolving agricultural and natural resources sectors.

At OSU, the College of Agricultural Sciences has established a strong reputation in research and practical knowledge within agriculture and natural resources. However, there is a growing need to bridge this knowledge with effective communication strategies. The ANRC major will provide students with a robust understanding of these fields while also honing the skills required to communicate complex scientific information, policy initiatives, and community engagement efforts to diverse audiences. This major is aligned with OSU's commitment to service, engagement, and leadership in environmental and agricultural sectors, making it a natural addition to the university's academic offerings.

Externally, the agricultural and natural resources industries face increasing challenges in reaching broader audiences, whether those be consumers, policymakers, or industry stakeholders. With issues like climate change, sustainability, and food security becoming more urgent, effective communication has become essential for driving positive change. The ANRC major will prepare students to step into these roles, offering expertise that addresses public misunderstandings, advocacy for evidence-based practices, and promoting sustainable practices in agriculture and natural resources management. This major is designed to meet the demand for highly skilled communicators who can navigate the nuances of these industries, using media, public relations, and strategic communications to shape positive change.

OSU's ANRC major will be distinctive in its integration of agricultural sciences, natural resource management, and communication. Students will gain an understanding of the technical aspects of these industries, alongside a mastery of communication strategies that cater to both scientific and public audiences. The program will leverage OSU's strong research focus and its connection to local industries and global environmental challenges to provide students with hands-on opportunities in communication strategies, content creation, crisis communication, and stakeholder management. The program's practical, client-based projects, real-world application, and interdisciplinary approach will set it apart from traditional communications degrees, making it an essential resource for tomorrow's leaders in agricultural and natural resources communication.

Primary Originator

Name
Lauren Chase (Agricultural Education, Communication & Sciences, Instructor)
Whitney Stone (Agricultural Education, Communication & Sciences, Assistant Professor)
Taylor Foerster (Agricultural Education, Communication & Sciences, Assistant Professor)
Jonathan Velez (Agricultural Education, Communication & Sciences, Department Head)

Liaisons

Academic Unit
School of Communication (COMM, NMC)
School of Writing, Literature & Film (AJ, ENG, FILM, WR)
Forest Ecosystems & Society - Undergraduate (FES, NR, TRAL)
Animal & Rangeland Sciences (ANS, RNG)
Botany & Plant Pathology (BOT, BDS)
Applied Economics (AEC)
Horticulture (HORT, PBG)
Fisheries, Wildlife & Conservation Sciences (FW)
Geography - Undergraduate (GEOG)
Entomology (ENT)
Crop & Soil Science (CROP, CSS, SOIL)
College of Liberal Arts (LA, MAST, SSCI)
College of Agricultural Sciences (AGRI, BRR, IAWS, SUS)
Food Science & Technology (FST)
College of Business - External, non-CoB proposals (BA, HM)
Oceanography - Undergraduate (OC)
School of Public Policy - Undergraduate (ECON, PS, PPOL, SOC)
Environmental Sciences - Undergraduate (ENSC)
Agricultural Education & General Agriculture (AED, AG, AGCM, LEAD)
College of Forestry

Program Information

Program Level
Undergraduate

Program Type
Major / Degree

Name
Agricultural and Natural Resources Communication Undergraduate Major (BA, HBA, BS, HBS)

CIP Code
010802 - Agricultural Communication/Journalism.

College
Agricultural Sciences (01)

Academic Unit
Agricultural Education, Communication & Sciences

Is this program jointly administered?
No

Date the Early Alert was submitted for this proposal
8/14/2024

What degree types are available for this undergraduate program?
Bachelor of Arts (BA/HBA)
Bachelor of Science (BS/HBS)

Campus Locations
Corvallis

Is this program currently or planned to be offered in hybrid format?
No

Will this program lead to professional licensure in any U.S. state or territory?
No

Does this program use an alternative admissions process or have grade/GPA standards that are different from the university or college minimum?
No

Program Relationships

Are all degree types and options (if applicable) available at all locations?
Yes

Does this program use a pre/pro school model?
No

Does this major have options?
No

Executive Summary

Executive Summary
The proposed program is for a Corvallis on-campus undergraduate degree in Agricultural and Natural Resources Communications. Credential requirements include 180 credits, with at least 60 of the 180 credits must be upper-division courses. Students will have the opportunity to take different focus areas to fit their own personal and professional needs in the agricultural and natural resources industries, such as Extension and outreach. This is an interdisciplinary degree that features courses from different agricultural sciences departments, school of communication, and school of writing along with ANRC specific courses.

Spanning over 180 credits, the ANRC major combines academic rigor with real-world experience, offering hands-on learning opportunities through client-based projects, media relations, crisis communication, and public engagement. The program is designed to enhance existing academic offerings at OSU, equipping students in the College of Agricultural Sciences' 13 programs and the College of Forestry's 5 programs with the essential skills needed to effectively advocate for sustainability, share research findings, and navigate the complexities of industry communications. Moreover, the majority of land-grant institutions across the country have established agricultural communications, agricultural and natural resources communications, or agricultural and life sciences communications degrees. By introducing the ANRC major, OSU will not only meet the needs of our students and faculty but will also remain competitive with peer land-grant institutions in providing a comprehensive and cutting-edge education.

HECC - Higher Education Coordinating Commission

Program Description

HECC Description
The Agricultural and Natural Resources Communications (ANRC) program at Oregon State University is committed to fostering an inclusive, high-quality educational experience that prepares students for success in the rapidly evolving fields of agriculture and natural resources communications.
Assuring Quality:

-Rigorous Curriculum:The ANRC program will maintain a high standard of academic excellence by offering a comprehensive and interdisciplinary curriculum that combines technical knowledge in agricultural and natural resource sciences with advanced communication skills. The program will be regularly reviewed and updated to reflect the latest industry trends, research, and communication strategies.

-Hands-On Learning: The program will offer extensive hands-on learning opportunities, including internships, client-based projects, and collaboration with industry professionals. These opportunities will allow students to apply their knowledge in real-world scenarios, ensuring they graduate with the skills needed to succeed in the workforce.

-Industry Partnerships: The program will seek to align with industry standards and best practices, ensuring its graduates are competitive in the job market. Partnerships with agricultural and natural resources communication organizations will help maintain the program's relevancy and quality.

Promoting Access:
-Flexible Learning Options: To accommodate the diverse needs of students, the ANRC program will offer flexible learning options, including some online and hybrid course offerings.
-Financial Considerations: The program will aim to keep course costs low and utilize free and open education materials rather than require expensive books to succeed in the course.
-Student Scholarships: As the program grows and develops, the program will aim to recruit donors and industry partnerships to secure scholarships for students.

Fostering Diversity:
-Curriculum Diversity: The curriculum will include diverse perspectives on the communications of ag and natural resources issues, exploring issues such as environmental sustainability, global food systems, and the role of diverse communities in shaping agricultural policies.

Brief overview of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered

The proposed program is for a 180-credit undergraduate degree in Agriculture & Natural Resources Communication at the Corvallis Oregon State University campus. Credential requirements include 180 credits, with at least 60 of 180 credits must be upper-division courses. Students will have the opportunity to take different focus areas to fit their own personal and professional needs in the agricultural and natural resources industries such as Extension and outreach, and ANRC design.

Its disciplinary foundations and connections include agricultural sciences and natural resources, communication and media studies, and industry connections. The degree draws from the agricultural and natural resource disciplines, providing students with a deep knowledge of agricultural practices, environmental stewardship, sustainability, food systems, and resource management. This scientific foundation ensures that students understand the complexities of the industries they will be communicating about, from crop production and livestock management to forestry and climate change issues. Students in the ANRC program are also trained in communication strategies, media relations, and crisis communications. The curriculum focuses on effectively conveying complex agricultural and natural resources information to diverse audiences, sing various platforms such as digital media, social media, and traditional outlets. This prepares graduates to advocate for policy change, drive industry innovation, and engage with both the public and professionals. In terms of industry connections, the degree is designed to create strong ties to local, national, and global agricultural and natural resources industries. Students engage with industry professionals, research institutions, and government organizations, ensuring that they are prepared to communicate about pressing issues such as food security, environmental sustainability, land management, and climate change.

Currently, there is an on campus and Ecampus ANRC minor available to students.

Program Objectives for the ANRC undergrad degree:
1. Translate complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels.
2. Demonstrate awareness of emerging issues in agriculture and natural resources and apply strategic communication to real-world issues.
3. Practice accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources.
4. Apply appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives.
5. Exhibit professionalism and collaboration through employability skills for Agricultural and Natural Resources Contexts
6. Create a distinctive body of work that embodies their creative and technical mastery through a portfolio and other communication products that can be used to show industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery)

The program will be delivered on the main OSU campus in s face-to face modality.

Adequacy and quality of faculty delivering the program

All faculty in this program have degrees in the program area and conduct research, as well as publish ANRC research in peer-reviewed journals and present at conferences.

Adequacy of faculty resources – full-time, part-time, adjunct

Three full-time faculty members, 2 PhD assistant professors, and 1 senior instructor will be dedicated to the program.

Other staff

Other staff include Department Head Jonathan Velez,
Administrative support, Elizabeth Thomas
and Academic Advising, Melissa Millhollin

Adequacy of facilities, library, and other resources

Facilities, library access, and other resources are adequate and available for students. Including two Mac computers won through a grant and two DSLR cameras also won through a grant.

Relationship to Mission and Goals

Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities

OSU strives to be a leading institution that advances knowledge, nurtures student success, and creates a positive impact through research, education, and community engagement. The ANRC program aligns with OSU's mission by preparing students to become skilled communicators in the agricultural and natural resources sectors, industries that are vital to the state's economy and well-being. The program's focus on education, research, and engagement directly contributes to the advancement of OSU's core mission, ensuring that students graduate equipped to address both local and global challenges in food security, sustainability, and environmental stewardship. OSU's signature areas of focus are designed to tackle critical global challenges, including sustainable food systems, health and wellness, climate change, and the responsible use of natural resources. The ANRC program supports these areas by preparing students to communicate the science, challenges, and innovations within agricultural production systems, helping to ensure that Oregon's agriculture industry remains sustainable and resilient. Graduates will play a key role in educating the public on the importance of local food systems, food security, and sustainable farming practices. In terms of strategic priorities, this program will help strengthen OSU's position as a global leader in research and education. The ANRC program is a unique offering that positions OSU as a leader in agricultural communications in the region. As one of the few programs of its kind on the West Coast, it strengthens OSU's competitive edge in educating the next generation of agricultural and natural resource communicators, who are essential in disseminating research and policy related to the university's focus areas. Additionally, in terms of enhancing student success, the ANRC program offers comprehensive support systems, including academic advising, internships, and experiential learning opportunities, to ensure that students are well-equipped for success both during their time at OSU and after graduation. These elements directly align with OSU's strategic priority of fostering student success through an inclusive and high-quality educational experience. Lastly, the program's focus on outreach, community partnerships, and real-world experiences aligns with OSU's commitment to serving the community. Through internships, service learning projects, and collaborations with agricultural and natural resources organizations, the ANRC program will have a direct positive impoact on Oregon's agricultural and natural resources communities and will contribute to the state's ongoing efforts to address food security and environmental issues.

Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities

Contribution to Institutional and Statewide Goals:
1. Student Access & Diversity: The ANRC program promotes student access by offering flexible learning options, including online courses, which cater to non-traditional, rural, and working students. The program fosters diversity by incorporating inclusive curriculum content that highlights environmental justice, global food systems, and the role of diverse communities in shaping agricultural policy. It ensures a welcoming and inclusive learning environment for students of all backgrounds.

2. Quality of Learning: The ANRC program ensures high-quality learning by offering a rigorous and interdisciplinary curriculum that integrates agricultural sciences, natural resources studies, and strategic communication. The program combines academic theory with practical, hands-on experiences, such as internships and client-based projects, to equip students with both the knowledge and skills necessary to succeed in their careers. Faculty members are highly qualified professionals with real-world experience, and the program is committed to continuous improvement through regular curriculum reviews and industry feedback.

3. Research, Knowledge Creation, & Innovation: The program contributes to research and knowledge creation by providing students with opportunities to engage in industry-relevant research, particularly related to sustainable food systems, climate change communication, and agricultural innovations. Students will participate in research projects that have direct applications to the agricultural and natural resources industries. Additionally, faculty have communication technology such as eye-tracking devices that students can utilize for social science projects. The program encourages innovation by focusing on the development of new communication strategies that leverage emerging media platforms, ensuring that graduates are equipped to address modern challenges in agricultural and environmental communications.

4. Economic & Cultural Support of Oregon & its Communities: The program directly supports Oregon's economy by producing graduates who will work in critical sectors such as agriculture, natural resource management, and environmental communications. These sectors are essential to the state's economy, particularly in rural and agricultural communities. The program promotes cultural

support by engaging with local communities, fostering connections between students and agricultural professionals, and advocating for sustainable agricultural practices. By working with industry stakeholders and policymakers, the program helps ensure that Oregon's agriculture and natural resource industries remain competitive and sustainable.

It positions OSU as a leader in agricultural and natural resources communications while preparing students to address both local and global challenges.

Manner in which the program meets regional or statewide needs and enhances the state's capacity to:

Improve educational attainment in the region and state:

The ANRC program enhances educational attainment by providing flexible learning pathways, including some online course options, that cater to a wide range of students, including those from rural areas, non-traditional backgrounds, and working professionals. These flexible options ensure that individuals who may not have easy access to traditional higher education can still pursue a degree, thus contributing to the state's goal of improving overall educational attainment and increasing the number of Oregonians with a college degree. Additionally, this program allows students to pick specific areas of focus that allow them to have more autonomy in designing their academic pathway to better support their personal and professional goals.

Respond effectively to social, economic, and environmental challenges and opportunities:

The ANRC program effectively responds to social, economic, and environmental challenges by preparing students to communicate solutions to the pressing issues facing Oregon's agricultural and natural resources industries. Through a focus on sustainability, economic resilience, and public engagement, the program equips graduates to address Oregon's environmental challenges, advocate for social equity, and strengthen the state's agricultural economy. By fostering innovation and preparing students for leadership roles, the program also creates opportunities for long-term success in Oregon's evolving agricultural landscape. The ANRC program directly meets the needs of Oregon's agricultural and natural resources sectors, which are vital to the state's economy. As agriculture continues to be one of Oregon's largest industries, the demand for skilled communicators who can navigate the intersection of science, policy, and public understanding is increasing. By training graduates in agricultural communications, the program ensures a pipeline of professionals who can effectively communicate complex agricultural and natural resources issues to stakeholders, policymakers, and the public. This contributes to the state's workforce needs by preparing students to fill critical roles in these industries, which are essential to Oregon's economy.

Address civic and cultural demands of citizenship

The ANRC program prepares students to be active citizens who are equipped to engage with pressing issues facing local, national, and global communities, particularly in the realms of agriculture, natural resources, and environmental sustainability. By emphasizing the communication of complex scientific information to the public, the program ensures that graduates are capable of fostering informed public discourse, advocating for responsible policy decisions, and helping communities make decisions that are grounded in evidence-based research. This program will help foster civic engagment and public responsibility. Students will develop critical thinking and public advocacy skills, enabling them to participate in important civic conversations on topics such as food security, climate change, and environmental conservation. This preparation is crucial for shaping future leaders who are actively involved in policy discussions and who understand their roles in promoting public welfare.

Accreditation

Accrediting body or professional society that has established standards in the area in which the program lies, if applicable

n/a

Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited

n/a

If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation

n/a

If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not

n/a

Need

Anticipated fall term headcount, FTE enrollment, and expected degrees/certificates produced over each of the next five years

Year One:

Fall Term Headcount:

10

FTE Enrollment:
9
Expected Degrees/Certificates
0

Year Two:
Fall Term Headcount:
20
FTE Enrollment:
19
Expected Degrees/Certificates:
2

Year Three:
Fall Term Headcount:
30
FTE Enrollment:
28
Expected Degrees/Certificates
10

Year Four:
Fall Term Headcount:
50
FTE Enrollment:
47
Expected Degrees/Certificates
25

Year Five:
Fall Term Headcount:
70
FTE Enrollment:
66
Expected Degrees/Certificates
35

Characteristics of students to be served (resident/nonresident/international; traditional/ nontraditional; full-time/part-time, etc.)

The program audience includes students of any age across the nation who are looking for a flexible agricultural and natural resources communications major. This major does not require any previous agricultural/natural resources background or experience but is well suited for someone who wants to learn how to strategically and effectively communicate (both through physical and digital forms) about the agricultural and natural resources industries. ANRC graduates have a skillset that enables them to be versatile in their career choices, pursuing work in public policy, Extension, agribusiness, commodity groups, conservation organizations, agricultural cooperatives, education, research firms, publishing, sales, media, and agency work to name a few. Students work in nonprofits, corporations, state and federal agricultural and natural resources agencies, in private sectors, or go on to do their consultant work or pursue entrepreneurial endeavors such as starting their own business or marketing their own agricultural products. This major will help serve resident and nonresident students (as the closest formal ANRC undergraduate major is located in San Luis Obispo at Cal Polytechnic University). This would be the first ANRC program in the PNW. This program is suited for traditional and nontraditional students who may be seeking opportunities to enhance their communication skills and social science skills within the agricultural and natural resources industries. Students who are enroleld full-time or part-time will be able to complete this major.

Evidence of market demand

There is a market demand for skilled communicators in the agricultural and natural resources sectors, particularly as these industries face increasing pressures to engage with diverse stakeholders, including consumers, policymakers, and the public. According to the U.S. Bureau of Labor Statistics, agricultural communication specialists and public relations managers are in high demand across various industries, especially as the agricultural and natural resources sector seeks to maintain public trust, promote sustainability, and address environmental issues.
Agricultural and environmental industries increasingly require professionals who are not only knowledgeable in science but also skilled in translating complex technical information into accessible language for non-expert audiences. This is reflected in the growth of job openings in agricultural communication, public relations, and media outreach across both the private and public sectors,

particularly in roles such as communications managers, media relations specialists, public policy advocates, and communication experts.

Oregon is home to a strong agricultural industry, and the state's natural resources sectors are central to its identity and economy. The Oregon Department of Agriculture (ODA) and Oregon State University have identified communications as a critical area for workforce development. The ANRC program aligns with this need, positioning OSU as a key contributor to the workforce by producing graduates who can support the agricultural industry's strategic goals through effective messaging, policy advocacy, and public relations efforts.

Nationally, there has been an increasing recognition of the importance of environmental and agricultural communications in addressing climate change, sustainability, and environmental justice. The market for these types of communicators is expanding as government agencies, NGOs, conservation groups, commodity organizations, and advocacy organizations seek professionals who can effectively advocate for policies, manage crisis communications, and drive public engagement on pressing issues. Regionally, Oregon's agricultural and natural resource-based industries mirror this demand, ensuring that graduates of the ANRC program will have ample employment opportunities both locally and across the nation.

If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts)

The program is not shared with another similar Oregon public university program.

Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

ANRC graduates have a skillset that enables them to be versatile in their career choices, pursuing work in public policy and lobbying, Extension, agribusiness, commodity groups, conservation organizations, agricultural cooperatives, education, research firms, publishing, sales, media, and agency work. Students work in nonprofits, corporations, state and federal agricultural and natural resources agencies, in private sectors, or go onto do their own consultant work or pursue entrepreneurial endeavors such as starting their own business or marketing their own agricultural products. Additionally, students in at other institutions who have this degree use it as a spring board into graduate school to obtain a graduate degree in ANRC or law school. Some expected career paths for students in this program are:
-Conservation Advocacy & Outreach Coordinator
-Agricultural Policy Analyst
-Commodity Communication Manager
-Agricultural Marketing Specialist
-Ag/NR Lobbyist
-Extension Agent
-Ag/NR Brand Manager
-Ag/NR independent Consultant
-Photographer/Videographer
-Ag/Nr multimedia specialist
-Ag/NR journalist
-Sustainability Educator
-Public Affairs Specialist
-Agricultural Salesperson
-Ag/NR teacher

Outcomes and Quality Assessment

Expected learning outcomes of the program

1. Interpret complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels.
2. Apply strategic communication awareness of emerging issues in agriculture and natural resources, and apply strategic communication to real-world issues.
3. Evaluate accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources.
4. Analyze and modify communication objectives using appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives.
5. Develop employability skills that exhibit professionalism and collaboration for Agricultural and Natural Resources Contexts
6. Create a portfolio and other communication products that demonstrate technical mastery and integrate industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction

Assignments, projects, exams, and rubrics will be used as the course-based assessments. Capstone and real-world client projects where students synthesize their learning will also be assessed against the program's learning outcomes. Course and program evaluation feedback through end of the end-of-the-quarter evaluations and course student surveys will be used to gather feedback on the effectiveness of the courses. Employer surveys will also be used to ensure that the program's learning outcomes are met and align with industry needs. Faculty will also meet regularly to review student assessment results, identify trends, and discuss potential

changes to improve the curriculum. These meetings will focus on whether the learning outcomes are being met across courses and what adjustments need to be made to improve instruction and student success.

Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas

All three program faculty members have research appointments. The two assistant professors have a .50 FTE in research and the senior instructot has a .10 FTE in research. Special research areas of interest amongst ANRC faculty are rural mental health communication, AgriStress message testing, human-wildlife conflict communication, and human dimensions in natural resources. Indicators of success in these areas are conference presentations, journal articles, and securing grants.

Program Integration and Collaboration

Closely related programs in this or other Oregon colleges and universities

College of Agricultural Sciences Programs: The only other department in the CAS that offers a social science-focused undergraduate major is the Applied Economics Department, which offers Agricultural and Food and Business Management and Environmental Economics & Policy. While these programs and the proposed Agricultural & Natural Resources Communications (ANRC) major share a focus on understanding economic, policy, and societal aspects of agriculture and natural resources, Applied Economics programs emphasize quantitative analysis, business management, and policy evaluation. ANRC, in contrast, focuses on communication, storytelling, media, and public engagement in agriculture and natural resources.

College of Liberal Arts Programs: Both the Writing program and the Communication program at OSU focus on developing students' communication skills, which is a central element of the ANRC program. All three programs emphasize writing, messaging, and effective communication strategies, but the ANRC program has a specialized focus on agricultural and natural resource topics.

Other land grant institutions that have an ANRC program or equivalent also have communication and writing programs from their mass communication colleges that students enroll in both and work in collaboration together on grants and research projects.

Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration

College of Agricultural Sciences, College of Forestry, & College of Earth, Ocean, and Atmospheric Sciences: OSU offers strong scientific disciplines in different programs across these 3 colleges. The ANRC could complement these programs by integrating communication training for students to effectively advocate for practices in these different industries, educating about conservation efforts, making campagins for environmental policies to name a few.

College of Liberal Arts: OSU's Writing and Communication programs teach broad communication principles, including public relations, media relations, and writing for different audiences. The ANRC program, while overlapping in some foundational communication skills, is more specialized in agricultural and natural resources communication. ANRC students could take courses in writing, communication, and New Communication from the School of Writing and School of Communication, and in return, provide sector-specific insights for these programs. For example, ANRC students could assist communication majors with creating media strategies or public relations campaigns for agricultural businesses, food security initiatives, or sustainable farming practices. Reversely, students in the School of Writing and School of Communication can help students have a macro view of communication applications and teach them the broader implications of different communication strategies and theories.

In terms of collaborating with these different colleges, students can collaborate on interdisciplinary projects that tackle complex agricultural and natural resources challenges. Projects could include research dissemination and combining technical expertise from the students in the hard sciences with the communication knowledge from the students in the ANRC program. Additionally, faculty can collaborate on grants, research projects, joint courses, sharing internship opportunities and community engagement opportunities, or guest lectures.

If applicable, proposal should state why this program may not be collaborating with existing similar programs

n/a

Potential impacts on other programs

A potential impact that may occur on other programs is an increase in students enrolled in their classes. The introduction of the ANRC program could attract new students to OSU, particularly those interested in agriculture and communication. This could indirectly boost enrollment in related programs. Students from related programs may choose to take elective courses, minor, or double-major, which could increase enrollment as well. Faculty members in related departments may be involved in interdisciplinary teaching and research. This could lead to an opportunity for faculty to collaborate across disciplines, potentially enhancing their research output. Additionally, faculty may partner together to collaborate on grants, offer guest lectures, interdisciplinary workshops, co-teach courses, and partner with industry groups.

Learning Outcomes

This section is overseen by the Assessment team within the Office of Academic Affairs. The Assessment team are in the proposal workflow to review all changes. No changes can be made without their approval.

Are you adding, removing or changing learning outcomes in this proposal?

No

Are the learning outcomes required for an accrediting organization?

No

Does this major share learning outcomes with any minors?

No

List the learning outcomes (this will display on the Learning Outcomes tab in the Catalog)

	Upon successful completion of the program, students will be able to:
1	Interpret complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels.
2	Apply strategic communication awareness of emerging issues in agriculture and natural resources, and apply strategic communication to real-world issues.
3	Evaluate accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources.
4	Analyze and modify communication objectives using appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives.
5	Develop employability skills that exhibit professionalism and collaboration for Agricultural and Natural Resources Contexts
6	Create a portfolio and other communication products that demonstrate technical mastery and integrate industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Learning Outcome

1. Translate complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels.

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

all AGCM courses

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Rubric-based evaluation of written, oral, and multimedia projects (D)
-Presentation assignments assessed by faculty and peers (D)
-Senior exit survey self-assessment of communication confidence (I)

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-80% of students achieve “proficient” or higher on communication rubrics
-80% of student presentations rated effective by peers/faculty
-75% of seniors report increased confidence in tailoring messages

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Learning Outcome

2. Demonstrate awareness of emerging issues in agriculture and natural resources and apply strategic communication to real-world issues.

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

AGCM 210,AGCM 390, AGCM 455, AGCM 466

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Case study analysis and projects (D)
-Internship or expeeriential learning reflections (D)
-Alumni survey or feedback on preparedness for addressing emerging issues (I)

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-80% of students score at least proficient on case studies and related projects
-90% of internship advisors rate students as prepared
-70% of alumni agree they felt prepared to communicate about emerging issues

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Learning Outcome

3. Practice accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources.

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

all AGCM courses

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Content creation assignments evaluated with ethics & inclusion rubric (D)
-Role-play/peer review exercises on ethical dilemmas in communication (D)
-Student self-assessment and reflection essays on inclusivity practices (I)

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-80% of students score “proficient” or higher on ethics & inclusion rubrics
-80% demonstrate competency in simulated/role-play scenarios
-75% of students self-report confidence in applying inclusive practices

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Learning Outcome

4. Apply appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives.

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

AGCM 392, AGCM 444, AGCM 445, AGCM 250

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Papers and exam testing theories (D)
-Applied projects where students adapt communication for different objectives (D)
-Graduating student survey that asks them to list the theories they found most valuable and how to apply them to ag/nr (I)

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-80% of students demonstrate at least proficient ability to apply theory in assignments
-80% of students successfully modify communications based on applied project rubrics
-70% of graduates report theyy can apply theoretical frameworks in practice

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Learning Outcome

5. Exhibit professionalism and collaboration through employability skills for Agricultural and Natural Resources Contexts

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

AGCM 364, AGCM 300, AGCM 444, AGCM 465, AGCM 466

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Internship supervisor evaluations of professionalism (D)
-Mock interview, role-play, and group project performance (D)
-Employer/alumni feedback on preparedness (I)

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-80% of supervisors rate students as "meets or exceeds expectations" for professionalism
-80% of students demonstrate proficiency in group collaboration rubrics
-70% of alumni/employers affirm graduates are well-prepared for professional roles

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Learning Outcome

6. Create a distinctive body of work that embodies their creative and technical mastery through a portfolio and other communication products that can be used to show industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Expected reporting year (all outcomes must be assessed within a 2 year period)

2028

List courses where this outcome will be taught

all AGCM courses will have a "product" or body of work that they will produce

Assessment measures used to assess the outcome. Label each measure as either direct (D) or indirect (I)

-Senior portfolios and other projects evaluated using standardized rubric (D)
-Capstone project presentations (D)
-Exit survey feedback on portfolio usefulness for career preparation (I

Benchmarks of success used to determine if the outcome has been satisfactorily met by students

-85% of students achieve at least proficient on portfolio rubric and other projects
-90% successfully complete capstone project at proficient level
-75% of graduating students report items in their portfolio prepared them for job/graduate school applications

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Information for the Catalog

How many total credits are required for completion of this program?

180

Catalog Description (this will display on the Overview tab in the Catalog)

Agricultural and Natural Resources Communication is the art and science of translating complex agricultural and natural resources topics into compelling messages for diverse audiences. Students in this major learn to craft stories, create media, and develop strategies that connect farmers, scientists, policymakers, and the public—helping communities understand and engage with the issues that shape our food systems, environment, and natural resources.

This program is designed for students who are curious, creative, and passionate about both agriculture/natural resources and communication. Whether you love writing, social media, or creating media, ANRC provides the tools to turn your ideas into impactful messages. Students gain hands-on experience working on real-world projects, collaborating with industry partners, and exploring the intersection of agriculture and natural resources sciences, society, and storytelling.

Graduates of ANRC are prepared for dynamic communication careers across the agriculture and natural resources sectors. Opportunities include roles in ag/nr media outlets, public relations, marketing, social media management, policy advocacy, journalism, Extension, and community outreach, to name a few. Students can also use this major to become a communication consultant and help market their agricultural products or to help prepare them for graduate school. This major equips students to inform, inspire, and influence the conversations that shape the future of agriculture and natural resources.

Core Education (required courses that fulfil Core Education categories)

Foundational Core

Core Category	Course Requirement
Writing Foundations (4 credits)	WR 121Z
Arts & Humanities - General (3-4 credits)	Student Choice
Arts & Humanities - Global (3-4 credits)	Student Choice
Quantitative Literacy & Analysis (4 credits)	Student Choice
Communication, Media & Society (3-4 credits)	AGCM 250

Social Science (3-4 credits)	Student Choice
Scientific Inquiry & Analysis (8 credits)	Student Choice
Difference, Power & Oppression Foundations (3-4 credits)	Student Choice

Signature Core

Core Category	Course Requirement
Transitions (2 credits)	CORE 100 or CORE 300
Beyond OSU I: Preparation (no credit requirement)	SSCI 211 or RNG 307
Beyond OSU II: Engagement (no credit requirement)	COMM 421 or COMM 342 or LEAD 242
Difference, Power & Oppression Advanced (3-4 credits in major)	AG 311 or FW 350
Seeking Solutions (3-4 credits)	Student Choice
Writing Elevation (3-4 credits)	Student Choice
Writing Intensive Curriculum (3-4 credits in major)	AG 421 or WR 462

Requirements (this will display on the Requirements tab in the Catalog and be coded into MyDegrees)

Code	Title	Credits
Required Core		
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AG 311	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE	3
or FW 350	+*ENDANGERED SPECIES & SOCIETY	
AG 421	^WRITING IN AGRICULTURE	3-4
or WR 462	^ENVIRONMENTAL WRITING	
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES	3
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION	3
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING	3
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES	4
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRI SCIENCES & NATURAL RESOURCES	3
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES	3
AGCM 465	AG SCI AND NATURAL RESOURCES COMMUNICATIONS MINOR CAPSTONE	2
AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
COMM 342/NMC 342	+INTRODUCTION TO PUBLIC RELATIONS	2-3
or COMM 421	+SCIENCE COMMUNICATION	
or LEAD 242	+PERSONAL LEADERSHIP DEVELOPMENT	
or SSCI 211	+CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES	
or RNG 307	+LAND STEWARDSHIP CAREER SKILLS & BUILDING	
Perspectives in Agriculture and Natural Resources		
Select a minimum of 9 credits from the following:		9
AG 201	+*INDIGENOUS ECOSYSTEM SCIENCES IN PACIFIC NORTHWEST REGIONS	
AG 311	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE	
AG 321	*WOMEN IN AGRICULTURE	
BOT 325	*INTERSECTIONS BETWEEN PLANTS AND HUMANITY	
FW 340	+*POWER AND JUSTICE IN U.S. NATURAL RESOURCE MANAGEMENT	
GEOG 241	+*TRANSFORMING ENVIRONMENTAL CONFLICTS	
SUS 331	+*SUSTAINABILITY, JUSTICE, AND ENGAGEMENT	
SUS 350	+*SUSTAINABLE COMMUNITIES	
Agricultural Science and Natural Resources Foundational Content		
Select 30 credits from the following, with a minimum of three courses in each category:		30
Agricultural Sciences		
AEC 221	AGRICULTURAL AND FOOD MARKETING	
AEC 250	+*INTRODUCTION TO ENVIRONMENTAL ECONOMICS AND POLICY	
AEC 253	*ENVIRONMENTAL LAW, POLICY, AND ECONOMICS	
AG 230	INTRODUCTION TO EXTENSION AND ENGAGEMENT	
AG 391	FARM IMPLEMENTS	
AG 412	AG SAFETY AND HEALTH	
AGCM 200	MOBILE AND DRONE PHOTOGRAPHY FOR VISUAL STORYTELLING IN AGRICULTURE AND NATURAL RESOURCES	
ANS 121	+*INTRODUCTION TO ANIMAL SCIENCES	
ANS 448	LIVESTOCK PRODUCTION ON PASTURE	
BOT 101	+*BOTANY: A HUMAN CONCERN	
BOT 220	+*INTRODUCTION TO PLANT BIOLOGY	

BOT 301	*HUMAN IMPACTS ON ECOSYSTEMS	
CROP 300	CROP PRODUCTION IN PACIFIC NORTHWEST AGROECOSYSTEMS	
CROP 350	+*CHALLENGES IN WORLD FOOD PRODUCTION AND FOOD SECURITY	
CROP 355	ORGANIC CERTIFICATION	
CROP 414	PRECISION AGRICULTURE	
CROP 430/SOIL 430	ORGANIC SOIL AND CROP MANAGEMENT	
CROP 460	SEED PRODUCTION	
ENT 300	+*PESTS, PLAGUES AND POLITICS	
FST 251	INTRODUCTION TO WINES, BEERS, AND SPIRITS	
FST 260	*FOOD SCIENCE AND TECHNOLOGY IN WESTERN CULTURE	
HORT 260/ENT 330	ORGANIC FARMING AND GARDENING	
HORT 330	+*PESTS, PLAGUES AND POLITICS	
HORT 331/ENT 331	+*POLLINATORS IN PERIL	
SOIL 205 & SOIL 206	SOIL SCIENCE and +*SOIL SCIENCE LABORATORY FOR SOIL 205	
Natural Resources		
ANS 201	DOMESTIC ANIMAL SYSTEMS I	
ANS 202	DOMESTIC ANIMAL SYSTEMS II	
FES 240	+*FOREST BIOLOGY	
FES 365	*ISSUES IN NATURAL RESOURCES CONSERVATION	
FW 251	PRINCIPLES OF FISH AND WILDLIFE CONSERVATION	
FW 312	SYSTEMATICS OF BIRDS	
FW 324	+*FOOD FROM THE SEA	
FW 325	+*WILDLIFE CONSERVATION IN A CHANGING WORLD	
FW 350	+*ENDANGERED SPECIES & SOCIETY	
FW 462	ECOSYSTEM SERVICES	
GEOG 103	+*THE HUMAN PLANET	
GEOG 104	+IT'S A DISASTER: NATURAL HAZARDS AND RISK REDUCTION	
GEOG 202	+MAPS, MEDIA & COMMUNICATION	
GEOG 241	+*TRANSFORMING ENVIRONMENTAL CONFLICTS	
GEOG 340	*INTRODUCTION TO WATER SCIENCE AND POLICY	
GEOG 350	+*GEOGRAPHIES OF RISK, VULNERABILITY, AND RESILIENCE	
GEOG 453	EFFECTIVE COMMUNICATION OF ENVIRONMENTAL CHANGE SCIENCE	
NR 201	+MANAGING NATURAL RESOURCES FOR THE FUTURE	
NR 202	NATURAL RESOURCE PROBLEMS AND SOLUTIONS	
NR 455	+NATURAL RESOURCE DECISION MAKING	
TRAL 227	+OUTSIDE: SHARING YOUR OUTDOOR ORIGIN STORY	
TRAL 353	NATURE, ECO, AND ADVENTURE TOURISM	
TRAL 354	COMMUNITIES, NATURAL AREAS, AND SUSTAINABLE TOURISM	
SUS 102	+*INTRODUCTION TO ENVIRONMENTAL SCIENCE AND SUSTAINABILITY	
SUS 103	+*INTRODUCTION TO CLIMATE CHANGE	
SUS 200	ORIENTATION TO SUSTAINABILITY	
Social Science: Food, Culture, and Society Electives [1]		
Select 8-11 credits from the following:		8-11
AJ 311	MEDIA STORYTELLING	
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	
COMM 226	+INTERCULTURAL COMMUNICATION	
COMM 320	INTRODUCTION TO RHETORICAL THEORY	
COMM 324	COMMUNICATION IN ORGANIZATIONS	
COMM 428	+COMMUNICATION OF CULTURAL IDENTITIES	
HM 325	ONLINE MARKETING AND REPUTATION MANAGEMENT	
OC 333	*OCEANS, COASTS, AND PEOPLE	
MAST 300	SOCIETY, CULTURE, AND THE MARINE ENVIRONMENT	
SOC 280	+INTRODUCTION TO ENVIRONMENT AND SOCIETY	
SOC 371	SOCIAL MEDIA AND EVERYDAY LIFE	
SOC 372	*POPULAR CULTURE	
SOC 381	SOCIAL DIMENSIONS OF SUSTAINABILITY	
WR 201	*WRITING FOR MEDIA	
WR 250	*PODCAST STORYTELLING	
WR 301	*PUBLISHING AND EDITING	
WR 303	*WRITING FOR THE WEB	
WR 314	+*WRITING IN BUSINESS	
WR 323	+*ADVANCED WRITING & ARGUMENTATION	
WR 330	*UNDERSTANDING GRAMMAR	
WR 362	+*SCIENCE WRITING	
WR 375	+WRITING IN THE NATURAL SCIENCES	
WR 383	FOOD WRITING	
WR 414	ADVERTISING AND PUBLIC RELATIONS WRITING	

Data & Research Literacy [1]		
Select one course from the following:		3-4
COMM 414	COMMUNICATION RESEARCH METHODS	
DS 201	+INTRODUCTION TO DATA SCIENCE	
ST 243Z	+ELEMENTARY STATISTICS I	
ST 351	INTRODUCTION TO STATISTICAL METHODS	
Experiential Learning [1]		
Select one course from the following:		1-3
AGCM 410	INTERNSHIP	
AGCM 401	RESEARCH	
AGCM 410	INTERNSHIP	
AGCM 449	CLIENT CONSULTING FOR AGRICULTURE & NATURAL RESOURCES	
Remaining Core Ed, BA/BS Requirements, and Electives		**78**
Total Credits		**180**

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

\+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

^ Writing Intensive Curriculum (WIC) course

1 Food, Culture, and Society Electives, Data & Research and Experiential Learning credits combined must equal a minimum of 15 credits. Select a minimum of one course in each section.

Sample Curriculum Plan (this will display on the Sample Plan tab in the Catalog and be added to a MyDegrees template)

Bachelor of Arts

First Year		
Fall		**Credits**
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
WR 121Z	+*COMPOSITION I	4
Language 111		4
Core Ed: Transitions		2
	Credits	**16**
Winter		
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3
NR 201 or SSCI 211 or RNG 307	+MANAGING NATURAL RESOURCES FOR THE FUTURE or +CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES or +LAND STEWARDSHIP CAREER SKILLS & BUILDING	2-3
Language 112		4
Core Ed: Social Science		3-4
Core Ed: Arts & Humanities General		3-4
	Credits	**16**
Spring		
Language 113		4
Core Ed: Difference, Power & Oppression Foundations		3-4
Core Ed: Arts & Humanities Global		3-4
Core Ed: Quantitative Literacy & Analysis		4
	Credits	**14**
Second Year		
Fall		
Food, Culture & Society Course		4
ASNR Foundational Content Course		4
Language 211		4
Core Ed: Writing Elevation		3-4
	Credits	**15**
Winter		
Food, Culture & Society Course		3
Food, Culture & Society Course		3
ASNR Foundational Content Course		4
Language 212		4
	Credits	**14**
Spring		
Food, Culture & Society Course		3
ASNR Foundational Content Course		4
ASNR Foundational Content Course		4

Language 213		4
	Credits	**15**
Third Year		
Fall		
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION	3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING	3
COMM 414 or DS 201 or ST 243Z or ST 351	COMMUNICATION RESEARCH METHODS or +INTRODUCTION TO DATA SCIENCE or +ELEMENTARY STATISTICS I or INTRODUCTION TO STATISTICAL METHODS	3-4
Core Ed: Scientific Inquiry & Analysis		4
	Credits	**16**
Winter		
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES	3
COMM 421 or COMM 342 or LEAD 242	+SCIENCE COMMUNICATION or +INTRODUCTION TO PUBLIC RELATIONS or +PERSONAL LEADERSHIP DEVELOPMENT	3
ASNR Foundational Content Course		3
Core Ed: Seeking Solutions		3-4
Core Ed: Scientific Inquiry & Analysis		4
	Credits	**16**
Spring		
AG 421 or WR 462	^WRITING IN AGRICULTURE or ^ENVIRONMENTAL WRITING	3-4
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES	4
Perspectives in ANR Course		3
ASNR Foundational Content Course		4
	Credits	**14**
Fourth Year		
Fall		
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
Experiential Learning		1-3
ASNR Foundational Content Course		3
Perspectives in ANR Course		3
Perspectives in ANR Course		3
Elective		3
	Credits	**16**
Winter		
AG 311 or FW 350	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE or +*ENDANGERED SPECIES & SOCIETY	3
AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
ASNR Foundational Content Course		4
Elective		3
	Credits	**14**
Spring		
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRI SCIENCES & NATURAL RESOURCES	3
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES	3
AGCM 465	AG SCI AND NATURAL RESOURCES COMMUNICATIONS MINOR CAPSTONE	2
Elective		3
Elective		3
	Credits	**14**
	Total Credits	**180**

Bachelor of Science

First Year		
Fall		**Credits**
AG 111	INFORMATION TECHNOLOGY IN AGRICULTURE	3
AGCM 210	EXPLORING SOCIAL SCIENCE IN OREGON AGRICULTURE & NATURAL RESOURCES	3
WR 121Z	+*COMPOSITION I	4
Core Ed: Transitions		2
Core Ed: Scientific Inquiry & Analysis		4
	Credits	**16**
Winter		
AGCM 250	+ADVANCEMENT & CONSUMPTION OF AGRICULTURAL & NATURAL RESOURCES MEDIA	3

NR 201 or SSCI 211 or RNG 307	+MANAGING NATURAL RESOURCES FOR THE FUTURE or +CAREER EXPLORATION IN THE HUMANITIES AND SOCIAL SCIENCES or +LAND STEWARDSHIP CAREER SKILLS & BUILDING	2-3
ASNR Foundational Content Course		3
Food, Culture & Society Course		4
Core Ed: Arts & Humanities General		3-4
	Credits	**16**
Spring		
Perspectives in ANR Course		3
Food, Culture & Society Course		4
Core Ed: Quantitative Literacy & Analysis		4
Core Ed: Arts & Humanities Global		3-4
	Credits	**14**
Second Year		
Fall		
AGCM 351	COMMUNICATING AGRICULTURE & NATURAL RESOURCES ISSUES	3
Core Ed: Writing Elevation		3-4
Core Ed: Difference, Power & Oppression Foundations		3-4
ASNR Foundational Content Course		3
Perspectives in ANR Course		3
	Credits	**15**
Winter		
AGCM 300	DIGITAL MEDIA PRODUCTION IN AGRICULTURE AND NATURAL RESOURCES	3
AGCM 445	SOCIAL MEDIA ADVOCACY IN AGRI SCIENCES & NATURAL RESOURCES	3
ASNR Foundational Course Content		3
ASNR Foundational Course Content		3
Elective		3
	Credits	**15**
Spring		
AGCM 455	*RISK AND CRISIS COMMUNICATIONS IN AG SCI & NATURAL RESOURCES	3
Food, Culture & Society Course		4
ASNR Foundational Content Course		3
ASNR Foundational Content Course		3
Elective		3
	Credits	**16**
Third Year		
Fall		
AGCM 364	PROFESSIONAL DEVELOPMENT FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATION	3
Food, Culture & Society Course		4
Core Ed: Scientific Inquiry & Analytics		4
Core Ed: Social Science		3-4
	Credits	**14**
Winter		
COMM 421 or COMM 342 or LEAD 242	+SCIENCE COMMUNICATION or +INTRODUCTION TO PUBLIC RELATIONS or +PERSONAL LEADERSHIP DEVELOPMENT	3
ASNR Foundational Content Course		3
Core Ed: Seeking Solutions		3-4
Elective		4
	Credits	**14**
Spring		
AGCM 390	+COMMUNICATING WICKED PROBLEMS: LAND SCARCITY, POLICY, & ADVOCACY IN AGRICULTURE & NATURAL RESOURCES	3
AGCM 444	COMMUNICATION STRATEGIES FOR AGRICULTURAL AND NATURAL RESOURCES	4
ASNR Foundational Content Course		3
ASNR Foundational Content Course		3
ST 243Z or DS 201 or ST 351 or COMM 414	+ELEMENTARY STATISTICS I or +INTRODUCTION TO DATA SCIENCE or INTRODUCTION TO STATISTICAL METHODS or COMMUNICATION RESEARCH METHODS	3-4
	Credits	**16**
Fourth Year		
Fall		
AG 311 or FW 350	+*INDIGENOUS AGRICULTURE AND SUBSISTENCE or +*ENDANGERED SPECIES & SOCIETY	3
AGCM 392	AGRICULTURAL AND NATURAL RESOURCES COMMUNICATION WRITING	3
Food, Culture & Society Course		4
ASNR Foundational Content Course		3

Elective		3
	Credits	**16**
Winter		
AG 421 or WR 462	^WRITING IN AGRICULTURE or ^ENVIRONMENTAL WRITING	3-4
AGCM 466	PACKING IT ALL IN: MAGAZINE DESIGN FOR AGRICULTURE AND NATURAL RESOURCES COMMUNICATIONS	4
Perspectives in ANR Course		3
Elective		4
	Credits	**14**
Spring		
AGCM 465	AG SCI AND NATURAL RESOURCES COMMUNICATIONS MINOR CAPSTONE	2
Experiential Learning		1-3
ASNR Foundational Content Course		3
Elective		4
Elective		4
	Credits	**14**
	Total Credits	**180**

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025
\+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond
^ Writing Intensive Curriculum (WIC) course

Letters of Support

External Letters of Support

Letter of Support OSU College of Ag .pdf
2025 support letter.pdf

Accessibility Form

Accessibility Guidelines

I have reviewed the listed documents

Faculty Guidelines

I have reviewed the listed documents

Digital Accessibility Guidelines

I have reviewed the listed documents

By submitting this form, we affirm that we have reviewed the listed documents and will apply a good faith effort to ensure accessibility in curricular design, delivery, and supporting information.

Library Evaluation

Will this program require the creation of new courses?

Yes

Provide peer comparator review

The Ohio State University
Texas A&M University
Texas Tech University
University of Florida

Provide projected faculty and student FTE for your program

Three full-time faculty members, 2 PhD assistant professors and 1 senior instructor will be dedicated to the program in the first 3 years of the program. Project student FTE for the program within the first 3 years is 57.

Provide detail about any special research areas of interest

Special research areas of interest amongst ANRC faculty are rural mental health communication, AgriStress message testing, human-wildlife conflict communication, and human dimensions in natural resources

Library Evaluation (to be completed by Librarian)

Complete_with_Docusign_Agricultural__Natura.pdf

Administrative Template (Library Use Only)

Summary of Recommendations

The monographic collection appears to be adequate to support the proposed program. The library general collection houses 6,500 books related to the subjects: communication in agriculture, communication in the environmental sciences, agricultural industries, natural resources—management, environmental management, agricultural industries—management, agriculture and state, environmental policy, land use—management, and sustainable agriculture, and provides access to 5,630 e-books on the same subjects. OSULP subscribes to streaming video resources, including Kanopy's smart PDA program, which provides researchers access to 30,000 films on many disciplines.

After analyzing ebook offerings from other ANRC programs, such as those from at the University of Illinois Urbana-Champaign, Ohio State University, and the University of Minnesota, OSULP provides access to the most currently published ebooks through our ProQuest Ebook Library.

The journal collection is currently adequate to support the proposed program. The library provides access to 910 print journals and 762 ejournals related to the subjects: communication in agriculture, communication in the environmental sciences, agricultural industries, natural resources—management, environmental management, agricultural industries—management, agriculture and state, environmental policy, land use—management, and sustainable agriculture, 24 of which are highlighted as high impact by the Journal Citation Reports database in the "Agriculture-multidisciplinary" subject area. Some of the high impact journals in these subjects are fully open access, to which the library links to through our catalog.

Print and Electronic Monographs

Library evaluations of proposed programs have traditionally included the analysis of OSULP's print monograph collection. However, the library currently prioritizes ebook purchases of texts over print versions due to space and accessibility considerations. For print materials that are unavailable through OSU's library, students and faculty may request those materials through OSULP's scan and deliver and mailing services.

The growing availability of ebooks makes it possible to expedite access to more information from various locations. Students are able to access the books from their computer or mobile device at any time. The library currently provides access to over 5,600 ebooks in subjects related to agricultural communication.

OSU is well served by the OSULP investment in the Orbis/Cascades Alliance, whose combined collection is substantial. Students and faculty can order from the collections of all the libraries in the Orbis Cascade Alliance through the Summit catalog. University of Oregon, Portland State University, University of Washington and Washington State University are some of the larger research libraries represented in the Summit catalog. Print books requested through Summit are delivered to OSUL within three to five working days and ebooks are immediately available.

Serials/Journals

The OSULP maintain an adequate collection of journals appropriate for this proposed program. There is concern that with regular price increases to our licenses and a flat budget that access may be eroded over time. The OSULP already have sacrificed timely access to some titles in favor of an embargo period to cut costs (these journals are only available after a 12-18 month delay). A list of key journals for this program was developed using the "Agriculture-multidisciplinary" subject category in the Journal Citation Report (JCR). This produced a list of 95 journals (see attached). The list includes those titles that we have current access to, those with embargoes and those not owned by the OSULP.

OSU Libraries has current subscriptions to 66 of these titles, 38 are fully open access, and we have limited access to an additional 7 titles. 3 additional journals allow for expedited access via our Article Delivery Service. Of the 12 high-impact journals (JIF >5), the library provides current access to 7 of them, and expedited access through Article Galaxy Scholar for 5 of them. There are no highly relevant journals that may be recommended for a new subscription.

In addition to the recommended new subscription, the library will monitor usage of inter-library loan (ILL) for titles under embargo and those with no access to determine whether usage justifies the acquisition of additional journals. Many of the high impact journals in this area are published by Elsevier. The library has invested in an Article Delivery Service that allows pay-per-view access to Elsevier content. This service is expedited and usually delivers the requested article within an hour. Interlibrary loan services are also available. These services should allow for adequate access to cover most major journals for this research area. The library assumes the cost for all articles requested via interlibrary loan and those purchased through the Article Delivery Service.

Recommended New Journals
None

Recommended New Databases
None

Recommended Book/Ebook Expenditures
None

Indexes and Databases
Table 3. Current Indexes and Databases

Database

Years Covered

Description

Agricultural & Environmental Science Database

1975 - current

Scholarly literature on environmental science topics including agricultural economics

Education Source

1985 - current

Provides abstracts and full text for journals and monographs in the field of education. Also provides education-related conference papers and Simple K12 videos

Agricola

1970 - current

Includes journal articles, books, theses, patents, software, audiovisual materials, and technical reports related to agriculture.

CAB Abstracts

1973 - current

Covers journal articles, conference proceedings and other materials in agriculture, forestry, nutrition and veterinary medicine. International scope.

Web of Science

1970 - current

A multidisciplinary database of bibliographic information gathered from thousands of scholarly journals. The databases are indexed so you can search for specific articles by topic keyword, author, journal, and/or author address. You can also search the database for articles that cite a known author or work.

Library Services
Library faculty help students develop information literacy skills--the ability to locate, evaluate, and use information effectively--and help students understand their lifelong roles and responsibilities as both consumers and creators in the information ecosystem. More information on library instruction is available at https://library.oregonstate.edu/instructional-support

The Library Liaison for the School of Agricultural Sciences is Hannah Gascho-Rempel. Liaisons are library faculty members that monitor the strategic directions and priorities of college and programs and are a conduit to the expertise and services of the OSU Libraries.

Ecampus programs are also supported by the Ecampus librarian, who supports instructors and students in the use of library resources and services, including custom research guides and webinars on demand. See the Ecampus Library Services guide at https://guides.library.oregonstate.edu/Ecampus_Library
The OSULP Collection Council maintains the libraries' collections. Providing access to items not owned by OSULP is the domain of the Interlibrary Loan and Summit staff both at OSULP and at lending libraries. Print articles located in the OSU Libraries collections may be requested via the Scan and Deliver service, which provides PDFs of the requested articles. Additional services for students include the physical attributes of the libraries including excellent computer facilities, study areas for individual and group work, and practice rooms for students.

Faculty CVs

I will provide individual CVs if requested by Faculty Senate Curriculum Council

Acknowledge

Enter faculty below: (click the green plus button to add faculty members)

Faculty Name	Academic Home	Highest Degree	Position Title	Area of Expertise/ Interest	Role Within Program
Lauren Chase	Dept of Agriculture Education & Agricultural Sciences	Masters	Senior Instructor	agricultural communications	Ecampus Lead and Senior Instructor
Dr. Whitney Stone	Dept of Agriculture Education & Agricultural Sciences	PhD	Assistant Professor	agricultural communications	On-Campus Lead and Assistant Professor
Dr. Taylor Foerster	Dept of Agriculture Education & Agricultural Sciences	PhD	Assistant Professor	natural resources education and communication	Assistant Professor

Budget Information

Budget Worksheet and Narrative

ANRC Budget.pdf
Budget Narrative - AGED Ag and Nat Res Comm.docx

Reviewer Comments

Jia Hu (Associate Dean, Professor of Botany Plant Pathology, College of Agricultural Sciences) (jia.hu) (Thu, 13 Nov 2025 00:35:22 GMT): I support this new degree program and have no concerns. Recent career reports have identified a strong need for BA/BS graduates equipped with these communication skills and this program in the PNW will fill this gap.

Jeff Reimer (Applied Economics, Professor) (jeff.reimer) (Wed, 07 Jan 2026 21:41:03 GMT): Support

Gail Langellotto (Horticulture Extension, Professor and Director of BioResource Research Program) (gail.langellotto) (Wed, 07 Jan 2026 23:19:33 GMT): Looks like a well thought out proposal that will equip students with ag- and natural resource-specific sci comm skills. I'd love to hear the CLA's view on the proposed major, given their current sci comm offerings. Note that my CAS students are sometimes unable to access the CLA sci comm classes, which is one reason I am favor of this proposed major within CAS.

Lisbeth Goddik (Food Science Technology, Department Head) (lisbeth.goddik) (Wed, 07 Jan 2026 23:53:05 GMT): Excellent initiative!

Erica Fleishman (College of Earth, Ocean Atmospheric Sciences, Professor) (erica.fleishman) (Thu, 08 Jan 2026 17:22:29 GMT): I support creation of the major. However, I would like to see a course in statistics included among the requirements. Understanding how evidence is assessed and data represented is essential to scientific literacy and effective, honest communication of science.

Catherine Bolzendahl (School of Public Policy, Director) (catherine.bolzendahl) (Thu, 08 Jan 2026 20:04:50 GMT): No concerns, although I agree with the previous comment regarding data literacy. Intentional training in that area will be very important given the issues being outlined.

Tjodie Richardson (Applied Economics, Head Advisor) (tjrichardson) (Mon, 12 Jan 2026 21:38:17 GMT): No objections.

Jeffrey Chang (Botany Plant Pathology, Associate Professor) (jeff.chang) (Wed, 14 Jan 2026 20:30:13 GMT): BOT/BDS recommends requiring an intro biology course/series (satisfies Core Ed). Fundamental understanding of biological concepts will be essential for effective communication. BOT/BDS supports the inclusion of BOT courses in the proposed major.

Anne Gearhart (Horticulture, Head Advisor) (anne.gearhart) (Fri, 16 Jan 2026 23:17:05 GMT): HORt Supports. Consider adding HORT 330 (/w ENT 300), ENT/HORT 331, HORT 260, HORT 310. Second that an Introductory or Majors bio Series could be encouraged for BS students.

Bruce Dugger (Fisheries, Wildlife Conservation Sciences, Associate Department Head) (bruce.dugger) (2026-02-20T17:16:57Z): Though late to the party, I wanted to chime in that FWCS supports this.

Lauren Chase (Agricultural Education, Communication Sciences, Instructor) (lauren.chase) (2026-03-06T07:19:36Z): The ANRC team would like to thank you all for your thoughtful feedback and for your engagement in strengthening the proposed Agricultural & Natural Resources Communication program! Regarding the suggestion to require the full introductory biology series, we appreciate the importance of biological literacy within the agricultural and natural resources fields. We are hesitant to require a certain class for Core Ed because we receive so many transfer students in CAS, so our approach would be to recommend that advisors have students take that course, but not have a requirement locked in. Similarly, we appreciate the recommendation to strengthen students' preparation in data literacy. To address this, we are adding a new required section called "Data and Research Literacy" focused on research foundations, from which students may choose courses in statistics or social science research methods. We have also added new courses (listed below) to our elective options as requested from some our liaisons. We did want to note that HORT 310 looked like a great course, but it had a few pre-requisites that our students probably wouldn't have taken unless they wanted to enroll in that course. ANS 201: Domestic Animal Systems I ANS 202: Domestic Animal Systems II BOT 101+: Botany: A Human Concern BOT 220+: Introduction to Plant Biology COMM 321: Introduction to Communication Theory FW 350: Endangered Species FW 462: Ecosystem Services HORT 260: Organic Farming and Gardening HORT 330/ENT 330+: Pest, Plagues, and Politics HORT/ENT 331+: Pollinators in Peril NR 455 Natural Resource Decision Making WR 362: Science Writing WR 375: Writing in the Natural Sciences WR 462: Environmental Writing TRAL 227: Outside: Sharing Your Outdoor Origin Story We also removed NR 201, FW 302, FW 317, FW 318, and FES 486 at the request of some of our liaisons due to staffing capacities. Again, we appreciate your feedback and look forward to continued collaboration as we refine the program!

Heath Henry (Academic Programs Assessment, Assessment Coordinator) (heath.henry) (2026-03-09T13:50:32Z): Rollback: The learning outcomes need to be updated for clarity or to add measurable verbs. The first learning outcome should use "interpret" instead of "translate." For the second outcome, "Demonstrate awareness" is not measurable. I would suggest realigning the outcome so that it starts with "apply strategic communication." For the third outcome, "Practice" is not measurable. While "apply" would also work for this outcome, I would suggest using a verb from the upper level of Bloom's taxonomy, such as analyze or evaluate. The fourth learning outcome, as currently written is measurable, but the key element should be "analyze" and not "apply;" Analyze and modify communication objectives using appropriate ANRC theories, frameworks, and insights. For the fifth learning outcome, "Exhibit" is not measurable. I would suggest that you focus on skill development to make the outcome clearer and more measurable; develop employability skills that exhibit collaboration and professionalism. The sixth learning outcome uses a measurable verb, but the outcome itself lacks clarity. I would suggest reducing the outcome down to the most important aspects: Create a portfolio and other communication products that demonstrate technical mastery and integrates industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Lauren Chase (Agricultural Education, Communication Sciences, Instructor) (lauren.chase) (2026-03-12T22:56:24Z): We changed the language of learning outcomes to be more measurable and clear thanks to the feedback from the assessment coordinator. Learning outcomes are now: 1. Interpret complex agricultural and natural resources concepts to craft and deliver messages tailored to various audiences and communication channels. 2. Apply strategic communication awareness of emerging issues in agriculture and natural resources, and apply strategic communication to real-world issues. 3. Evaluate accessible, ethical, inclusive, and culturally competent communication content creation and modality use for agriculture and natural resources. 4. Analyze and modify communication objectives using appropriate ANRC theories, frameworks, and insights from practice to analyze and modify communication for ag/nr objectives. 5. Develop employability skills that exhibit professionalism and collaboration for Agricultural and Natural Resources Contexts 6. Create a portfolio and other communication products that demonstrate technical mastery and integrate industry and essential skills gained in the Agricultural & Natural Resources Communication major.

Heath Henry (Academic Programs Assessment, Assessment Coordinator) (heath.henry) (2026-03-13T15:14:30Z): Rollback: Thank you for making the changes. The new outcomes look great! Please place these new outcomes within the CIM proposal itself. Be sure to make the changes in all applicable areas.

Lauren Chase (Agricultural Education, Communication Sciences, Instructor) (lauren.chase) (2026-03-13T22:38:42Z): Missed changing a section that featured the learning outcomes! Updated the learning outcomes in both learning outcomes sections

Heath Henry (Academic Programs Assessment, Assessment Coordinator) (heath.henry) (2026-03-16T13:17:11Z): The new learning outcomes are well-written and measurable.

Jia Hu (Associate Dean, Professor of Botany Plant Pathology, College of Agricultural Sciences) (jia.hu) (2026-03-18T17:44:00Z): Thank you for addressing all the concerns. No additional requests from me.

Key: 942