LETTER OF NOTIFICATION – 13

EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY

Institutions with at least one certificate or degree program approved for distance technology by the Arkansas Higher Education Coordinating Board must submit Letter of Notification-13 to request approval to offer additional existing (on-campus) certificates or degrees via distance technology. The institution must submit to ADHE a copy of the e-mail notification to the Higher Learning Commission (HLC) about the proposed distance technology program. If HLC requires a focused visit for the proposed distance technology program, please submit the scheduled review date.

**Definitions**

Distance technology (e-learning) – When technology is the primary mode of instruction for the course (50% of the course content is delivered electronically).

Distance instruction – When a course does not have any significant site attendance, but less than 50% of the course is delivered electronically, e.g., correspondence courses.

Distance program – When at least 50% of the major courses are delivered via distance technology.

1. Institution submitting request: University of Arkansas Fayetteville
2. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
3. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
4. Name of Existing Certificate or Degree: Agricultural Business Minor (AGBS-M)
5. Proposed Effective Date for distance technology delivery: Spring 2019
6. CIP Code: 01.0102 - Agribusiness/Agricultural Business Operations.
7. Degree Code:

# PROGRAM INFORMATION

1. Program summary/justification for offering program by distance technology:

The primary reasons for offering the Agribusiness minor (AGBS-M) program online are to offer students greater flexibility in completing the minor in Agribusiness and to attract new students to the program. Many students return home during the summer break and the focus has been to build online courses for the summer sessions to allow student more flexibility and greater options in completing this minor. We also believe that once the AGBS-M program is available 100% online, we will attract many other students from across the UA due to the flexibility that online programs offer to students.

Over the past 10 years, the undergraduate program in Agricultural Economics/Agribusiness has experienced tremendous growth, in both the numbers of students majoring in the program as well as those minoring in Agribusiness. We have attempted to keep up with this increased demand by offering courses more frequently (offering high demand courses in the fall and spring semesters) and by developing new senior level courses to add depth and variety in the program.

In 2007, during the fall semester there were 144 students majoring in Agribusiness and 41 students minoring in Agribusiness. Ten years later, in 2016, there were 318 students majoring and 156 students minoring in Agribusiness. This increase represents a 120% increase in those majoring in the program and a 280% increase in those minoring in the program. Data as of Fall 2017 indicates that there are currently 334 students pursuing the major, and there are 136 students pursing the minor. By the end of Spring 2018 semester, the department expects to have approximately 375 students pursing the major and 175 student pursuing the minor in Agribusiness. This suggests a high level of demand for our courses from students majoring and minoring in Agribusiness.

The addition of the option for students to complete up to 100% of the minor online will allow the department to better serve our current students, will help to manage the continued growth of students who are pursuing a major or a minor in the department, and will attract and retain new students to the minor in Agribusiness. Current course offerings on campus during the fall and spring semesters are overflowing and the department is quickly bringing the faculty to its fullest capacity. The online minor will allow the department to provide additional sections of high demand courses (AGEC 1103, AGEC 2303, AGEC 3303, AGEC 3403, and AGEC 3503) and will offer one additional senior level course (AGEC 4303) which will not only provide a greater ability to serve current students and to attract new students as well.

According to USDA projections, there will be over 55,000 job openings between 2015-2020 for those with expertise in food, agriculture, renewable natural resources, or the environment. Included in this projection, almost half of those job openings will include those with management and business expertise. The USDA report can be found online at http://www.purdue.edu/usda/employment.

1. Provide the current certificate/degree plan. Mark\* courses that will be taught by adjunct faculty.

Minor in Agricultural Business (AGBS-M)

The Agricultural Business Minor consists of 18 semester hours to include:

AGEC 1103 Principles of Agricultural Microeconomics (Sp, Su, Fa) (3 hours)

Select one of the following: (3 hours)

AGEC 2103 Principles of Agricultural Macroeconomics (Sp, Fa)

AGEC 2303 Introduction to Agribusiness (Sp, Su, Fa)

Select two of the following core electives: (6 hours)

AGEC 3303 Food and Agricultural Marketing (Sp, Su, Fa)

AGEC 3313 Agribusiness Sales (Sp)

AGEC 3373 Futures and Options Markets (Fa)

AGEC 3403 Farm Business Management (Sp, Fa)

AGEC 3413 Principles of Environmental Economics (Sp)

AGEC 4313 Agricultural Business Management (Fa)

AGEC 4323 AgriBusiness Entrepreneurship (Sp)

Select six hours from the following controlled electives: (6 hours)

Any AGEC course not already used

ECON 3033 Microeconomic Theory (Sp, Su, Fa)

ECON 3133 Macroeconomic Theory (Sp, Fa)

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (Sp, Su, Fa)

POSC 4213 Integrated Poultry Management Systems (Fa)

Additional upper-division courses in the Sam M. Walton College of Business may be substituted with approval, provided prerequisites for those courses have been satisfied outside the minor. A minimum of six hours of upper-division AGEC courses without substitution is required for the minor.

1. Provide the list of courses, include course number/title, for the certificate/degree program currently offered by distance technology.

AGEC 1103 Principles of Agricultural Microeconomics

AGEC 3303 Food and Agricultural Marketing

AGEC 4373 Basis Trading

ECON 3033 Microeconomic Theory

ECON 3133 Macroeconomic Theory

MATH 2043 Survey of Calculus

1. If 100% of the program will not be offered by distance technology, list courses that **will not** be offered by distance technology.

 AGEC 2103 Principles of Agricultural Macroeconomics

 AGEC 3313 Agribusiness Sales

 AGEC 3373 Futures and Options Markets

 AGEC 3413 Principals of Environmental Economics

 AGEC 4313 Agricultural Business Management

 AGEC 4323 Agribusiness Entrepreneurship

 POSC 4213 Integrated Poultry Management Systems

1. For existing courses that **will** be offered by distance technology (for the first time), provide the course syllabus for each of these courses for the certificate/degree program and indicate the maximum class size for each distance course.

The Department of Agricultural Economics and Agribusiness (AEAB) has applied through Global Campus to develop the following three courses for online delivery in the future:

AGEC 2303 Introduction to Agribusiness (60 students maximum)

AGEC 3403 Farm Business Management (60 students maximum)

AGEC 3503 Agricultural Law I (60 students maximum)

The (AEAB) department also plans, but has not yet applied through Global Campus, to develop one additional course (fall 2018 development for spring/summer 2019 delivery):

AGEC 4303 Agribusiness Marketing Management (60 students maximum)

1. If new courses will be added, provide the list of new courses (proposed course number/title) and the new course descriptions for the certificate/degree.

None.

1. Provide the course syllabus for each distance technology course for the program listed above and indicate the maximum class size for each distance course. Indicate the course delivery mode(s) and class interaction mode(s) for each distance technology course.

Course delivery mode (check all that apply):

 **Online**

 Compressed-video (CIV)

 Audio Conference

 Video Conference

 Web Conference

 Blended delivery (identify components)

 Class interaction mode (check all that apply):

 **Electronic bulletin boards**

 **E-mail**

 **Telephone**

 Fax

 Chat

 **Blog**

 Other (specify)

Currently offered by distance:

AGEC 1103 Principles of Agricultural Microeconomics (online; e-mail, phone, electronic bulletin boards)

AGEC 3303 Food and Agricultural Marketing (online; e-mail, phone)

AGEC 4373 Basis Trading (online; e-mail, phone)

\*ECON 3033 Microeconomic Theory (online; e-mail, phone)

\*ECON 3133 Macroeconomic Theory (online; e-mail, phone)

\*MATH 2043 Survey of Calculus (online; email, phone)

\*information for courses outside of AEAB department gathered from the syllabus for each respective course. These courses may offer additional modes of class interaction not indicated on the syllabus.

Existing courses that will be offered online (pending Global Campus approval):

AGEC 2303 Introduction to Agribusiness (online; email, phone, blogs, and electronic bulletin boards, other: required video viewing and discussion)

AGEC 3403 Farm Business Management (online; email, phone, blogs, and electronic bulletin boards)

AGEC 3503 Agricultural Law I (online; email, phone, blogs, and electronic bulletin boards)

AGEC 4303 Agribusiness Marketing Management (online; email, phone, blogs, and electronic bulletin boards; other: required video viewing and discussion)

1. Provide the percentage of the program that is offered via distance (50%, 75%, etc.).

Our goal is to allow students the option to complete our minor program 100% online.

1. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.

In all of the currently offered online courses listed above, under guidance from Global Campus, these courses provide students with a venue to ask questions regarding the course as a whole. The primary mode of contact between instructors and students is email and phone. However, some of the courses listed above use additional modes such as blogs and electronic bulletin boards. These modes also create an environment for student to student interaction and collaboration during the course leading to problem solving with peers. In the courses planned for development by the AEAB going forward, a strong emphasis will be placed on encouraging student to student interaction by the use of blogs and electronic bulletin boards with clear instructions provided for guidance. Instructors will also participate in these modes of communication to encourage usage among students. Discussion topics will require student cooperation and participation leading to more interaction between students. Supplemental videos will be provided in AGEC 2303 and AGEC 4303 to provide additional opportunities for exploration and discussion of the key learning objectives from the course.

1. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.

The goal for our Agribusiness Minor is to allow the flexibility for students to be able to complete our minor 100% online during the summer sessions. Students are not required to complete all courses online; however the following semester plan provides an example of how a student seeking to complete our Agribusiness Minor 100% could progress through the program and complete the minor 100% online during the summer sessions over a 3-year period:

**Year 1 student completes 6 hours:**

Year 1 Summer Session I (1st 5-week): AGEC 1103

Year 1 Summer Session II (2nd 5-week): AGEC 2303

**Year 2 student completes 6 hours:**

Year 2 Summer Session I (1st 5-week): AGEC 3403 or AGEC 3503

Year 2 Summer Session II (2nd 5-week): AGEC 3303

**Year 3 student completes 6 hours:**

Year 3 Summer Session III (10-week): AGEC 4303 or AGEC 4373

Year 3 Summer Session I (1st 5-week): MATH 2043, ECON 3033, or ECON 3133

Year 3 Summer Session II (2nd 5-week): MATH 2043, ECON 3033, or ECON 3133

Students can choose to complete our minor requirements using a variety of combinations of on campus and online courses. Most of the AGEC courses are planned for summer delivery; however, AGEC 4373 is also available during spring semesters, AGEC 4303 will also be available during spring semesters and our on campus courses will be available during both spring and fall semesters per usual. MATH 2043, ECON 3033, and ECON 3133 are also delivered during spring and fall semesters. This provides a great deal of flexibility for our students.

1. Provide a list of services that will be supplied by consortia partners or outsourced to another organization (faculty/instructional support, course materials, course management and delivery, library-related services, bookstore services, services providing information to students, technical services, administrative services, online payment arrangements, student privacy consideration, services related to orientation, advising, counseling or tutoring, etc.) Include the draft contract/Memorandum of Understanding (MOU) for each partner/organization offering faculty/instructional support for the program. Submit final contract/MOU signed by partner institutions or organizations upon completion of ADHE proposal review.

Not applicable

1. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.

Faculty Release Time for Course Planning: $11,700

All courses will be developed in-load by existing faculty. Assuming each instructor will spend 5% of their time working on developing each of the four new courses, the total amount of salary devoted to developing these courses is: $11,700. One clinical assistant professor will develop two courses (10% of annual salary), and each of the two instructors will develop one course (5% of each instructor’s annual salary).

1. Provide institutional curriculum committee review/approval date for proposed distance technology program.

May 2, 2018

1. Provide documentation that proposed program has been reviewed/approved for distance technology delivery by licensure/certification board/agency, if required. [HLC review must follow ADHE review and AHECB program approval.]
2. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: June 29, 2018

Board of Trustees Notification Date: September 7, 2018

Chief Academic Officer: James S. Coleman Date: June 22, 2018