

FORM G
BOARD OF REGENTS, STATE OF IOWA
PROPOSAL FOR PROGRAM/DEPARTMENT NAME CHANGE
October 3, 2010

Institution: Iowa State University

Current Title of Department/Program: Public Service and Administration in Agriculture (PSA)

Proposed Title of Department/Program: Agriculture and Society (A&S)

Name of College: College of Agriculture and Life Sciences (CALs)

Current CIP Discipline Specialty Title: Public Administration

Current CIP Discipline Specialty Number (six digits): 44.0401

Proposed CIP Discipline Specialty title: Rural Sociology

Proposed CIP Discipline Specialty Number (six digits): 45.1401

Level: B X M D FP

Degree Abbreviation (e.g., B.S., B.A., M.A.): BS

Approximate date to change name: Month: August; Year 2013

Contact person: (name, telephone, and e-mail): Carmen Bain; 294-9895; cbain@iastate.edu

1. Provide a brief description of the department/program.

The PSA major has been in existence for approximately 30 years and is housed within the Department of Sociology and the College of Agriculture and Life Sciences (CALs). Students in the PSA program receive a broad-based education in communications, science, humanities, and the ethical, economic, and social aspects of agriculture. The major is built on core courses in sociology, economics and political science. The major has grown from approximately 25 students in 2007 to approximately 40 students today. The homepage can be found at: <http://www.soc.iastate.edu/undergrad/psa.html>

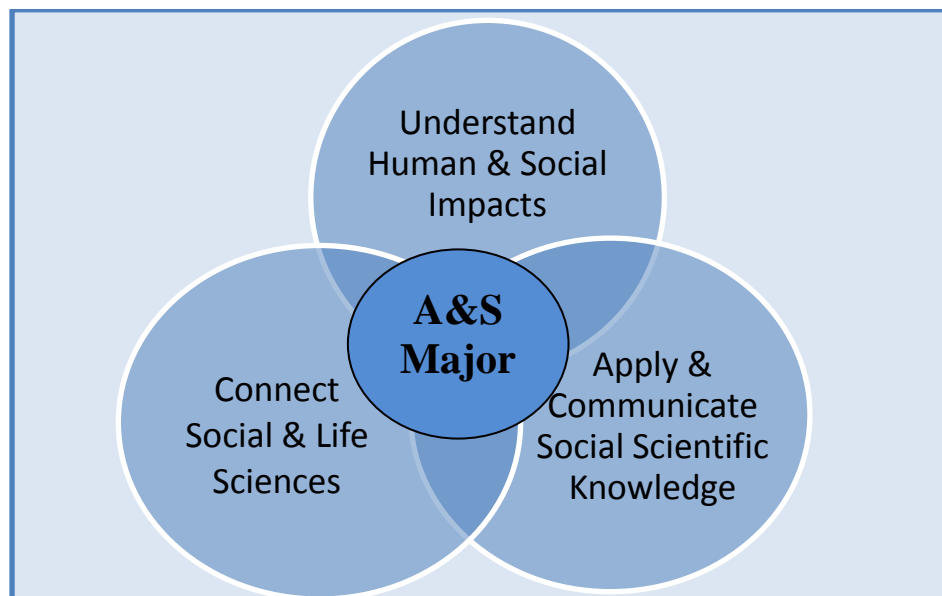
2. Describe reasons (justification) for the proposed name change. Include information about the value of the name change to the department, program, the discipline, college, and/or the university.

The name "Public Service and Administration in Agriculture" is cumbersome, confusing and obsolete. The name was appropriate when the major was initiated and most of our students were interested in working in the public and non-profit sector. However, for at least the past decade, the overwhelming majority of our students have been primarily interested in working in the private sector and public policy with little interest in the administration component or public service.

The proposed name "Agriculture & Society" (A&S) better emphasizes that the major is focused on the social and human side of agriculture and the application of social science knowledge to a broad range of issues related to agriculture and society (not just administration and public service). Changing the name to A&S will strengthen the ability of our students to market themselves to a broader array of companies, government agencies, and non-governmental

organization that work on agricultural issues and who are increasingly interested in hiring graduates who are able to apply and communicate social scientific knowledge to agricultural issues. Graduates from our program will have the skills and knowledge to work in a range of fields related to agriculture, including policy analysis, government relations, public relations, communications, marketing, and sales.

A&S will take advantage of faculty strengths in the sociology department who teach courses relevant to agriculture, including the sociology of agriculture, rural institutions and organizations, environment, technology, and development. A&S will emphasize the application of social science knowledge to issues related to agriculture and society, thereby complementing existing programs in CALS, including Global Resource Systems, and Agricultural Studies.



3. If this is a department name change, describe how the proposed name is consistent with the mission of the college.

A degree in A&S fulfills CALS mission to: “Educate future leaders, conduct mission-oriented basic and applied research and share new knowledge for the betterment of Iowa and the world” by developing the following skills and competencies in our graduates:

1. Recognize, analyze and evaluate the critical human and social factors (e.g. practices, policies, laws, institutions) impacting agriculture.
2. Understand the social dimensions of agriculture and its connections with food and environmental systems.
3. Develop problem solving, critical thinking, and leadership skills to positively influence human impacts on agriculture.
4. Understand the perspectives of diverse stakeholders and develop strategies to communicate clearly and effectively to a range of audiences.

4. Will the proposed name change be consistent with other institutions? Identify other institutions that have the same or similar name to the proposed name.

The proposed name Agriculture & Society is unique.

5. Is the proposed name consistent with association/accreditation designations? Not applicable.
6. Describe program configuration changes that will result from the proposed name change, e.g., change in number of credit hours required, etc.

The overall number of credit hours will remain the same.

Currently, the core PSA requirements are 46 credits in Sociology, Political Science, and Economics. The Core requirements for the A&S major will be 31.5 required credits and then students can choose 15 credits from a list of classes that apply a social science understanding of issues related to agriculture. This will allow some flexibility for students to work with their advisor to select courses that reflect their specific career interests and will enhance their capacity to develop expertise based upon their skills and interests that they can then use to market to future employers. The political science classes that focus on local government, public administration and management of the public sector (Pol Sc 310; Pol S 371; Pol S 475) will no longer be required.

7. Describe how current students will be affected by the proposed department/program name change.

Current students will have the option of either remaining with the PSA major or changing to the A&S major. It will not affect their coursework.

8. What costs will be incurred by the proposed name change? Identify new resources that will be needed in connection with the proposed name change, e.g., facilities, faculty, funds, etc.

Costs incurred by the proposed name change will be minimal. We will draw on the human and technological resources that exist within the department of sociology to revise the PSA website and promotional materials with the new name of A&S. We will share these materials with CALS to minimize their costs involved in revising their website and promotional materials.