

Program Research & Recommendation

New Program Proposal Form

New Program Title:	Agricultural Media and Communications
Initiator:	Jennifer Charles-Tollerup
First Semester Intended to Offer:	Fall 2027

Type of Program

Use AS for any Science, Technology, Engineering, or Mathematics (STEM) field and for all CTE programs. Use AA for all others.

- AA-T/AS-T
- AA/AS (18 units minimum w/o GE)
Vocational programs must be approved by NFN
- CA-Certificate of Achievement (16 units minimum)
Vocational programs must be approved by NFN
Non-vocational programs are not eligible for Financial Aid and will not be shown in CCC Apply, CAP tool, or Degree Planner
- CA-Certificate of Achievement (8 units minimum)
Only needed if required on a student's official transcript; All others use Certificate
Vocational programs must be approved by NFN
Non-vocational programs are not eligible for Financial Aid and will not be shown in CCC Apply, CAP tool, or Degree Planner
- Certificate – Certificate in... (15.5 units maximum)
Not chaptered, not FA eligible, will not be shown in CCC Apply or student's official transcript
Non-vocational programs will not show in CAP tool or Degree Planner
- Noncredit Certificate of Completion (*Leads to job; minimum 2 courses*)
- Noncredit Certificate of Competency (*Bridges to credit coursework; minimum 2 courses*)

Program Codes

TOP Code:	0103.00
CIP Code:	01.0000
What COI will this program be in?:	Industrial Technologies and Agriculture

Program Description:

This program is meant to align with the CSU, Chico major in the Agriculture Communication and Leadership option of the Agriculture Science BS as of the 2025-26 articulation agreement published on assist.org.

Agriculture Communication weaves a broad foundation in agriculture with various communication modalities. Courses cover areas of scientific principles, economic marketplaces, societal food systems, production agriculture, and communications to equip you with the skills to effectively communicate all aspects of agriculture to a wide variety of audiences. Discover how agriculture communication can impact our world.

Program Courses:

Course No.	Title	Units
AB22	Agricultural Economics	3
AGS75	Introduction to Agricultural Education	3
AET34	Farm Machinery	3
AGS40	Introduction to Animal Science	3
AGS20	Plant Science	3
AGS50	General Soils	4
AB25	Computer Applications in Agriculture	3
AGS45	Feeds and Feeding	3
CHEM 51	Elementary Inorganic Chemistry	5
AB15	Agriculture Communications and Sales	3
EH66	Orchard Production and Management	3
CMST9	Intercultural Communication	4
JOUR2	Introduction to Newswriting	3

How does the program align with the College Mission Statement, District Educational Plan, and Strategic Plan?

This program fits with the Mission Statement of the college by providing a transfer pathway that allows students to earn both an associate's degree and eventually a bachelor's degree. It fits with the Strategic Plan under initiative #1 Enhancing a Culture of Completion and Goal Achievement by allowing students to complete a program at Butte prior to transfer. It specifically fits under objective 1.2 that we will "Ensure students understand their options for educational goals and that the college provides a clear pathway for reaching their chosen goal."

Explain how the program is appropriate to the Community College mission of providing the first two years of a baccalaureate degree?

This program articulates with the first and second year curriculum at Chico State for the Agriculture Communication and Leadership option of the Agriculture Science major.

How does the proposal demonstrate need for the program?

Since Chico State is our students' number one transfer destination, it is important that we provide pathways such as the Agriculture Communication degree that mirror the curriculum required by their programs. Our goal is to facilitate our students' education and transfer to baccalaureate institutions in the most seamless fashion. We can achieve this by offering name recognition degrees such as Agriculture Communication that match Chico State degrees to message our current and potential students of the direct pathway from Butte College to Chico State.

Annual Completers: How many students do you anticipate completing this program each year?

Less than 65 based on previous awards in AGS.

What are the impacts on existing programs (enrollment, staffing, section offerings)?

Students are currently enrolling in all the courses in the proposed Agriculture Communication program required for the AS and BS as the courses align with all the Agriculture Communication and Leadership option of the Agriculture Science major at Chico State. The Agriculture Communication AS degree provides a straightforward curricular path to follow to the Agriculture Communication and Leadership BS

at Chico State ensuring students access to all possible undergraduate preparation that we offer towards that goal.

Enter the number of new faculty positions, both part- and full-time. If existing faculty are sufficient, enter zero (0)

0

Is there sufficiency of institutional resources to support the long-term vitality of the program?

Yes, the program courses are currently offered and staffed.

New Equipment needed (include cost)

None

New/Remodeled Facilities (include cost)

None

Library Acquisitions (include cost)

None

Is the program compliant with all applicable laws, regulations, and curriculum standards?

Yes

Will the program be eligible for Financial Aid (CA's with vocational TOP and degrees)?

Yes

Distance Education - Indicate the extent to which the courses associated with the degree are conducted via distance education _____0%, _____1-49%, ___X___50-99%, _____100%

For Career Education Programs: Provide labor market information (LMI) and other employers demand documentation demonstrating that there are jobs and careers available for program graduates

Signature: _____

Date: _____

Contact Information: charles-tollerupje@butte.edu

Return This Form to Scheduling Center for processing at Centersh@butte.edu