



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Specialization

UNIVERSITY:	SDSU
TITLE OF PROPOSED SPECIALIZATION:	Industry Relations
NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED:	Animal Science (B.S.)
INTENDED DATE OF IMPLEMENTATION:	2021-2022 Academic Year
PROPOSED CIP CODE:	01.0901
UNIVERSITY DEPARTMENT:	Animal Science
BANNER DEPARTMENT CODE:	SANS
UNIVERSITY DIVISION:	Agriculture, Food & Environmental Sciences
BANNER DIVISION CODE:	3F

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.6](#), which pertains to new specialization requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



Institutional Approval Signature
President or Chief Academic Officer of the University

2/24/2021
Date

1. Level of the Specialization:

Baccalaureate Master's Doctoral

2. What is the nature/purpose of the proposed specialization? Please include a brief (1-2 sentence) description of the academic field in this specialization.

South Dakota State University (SDSU) requests authorization to offer an Industry Relations Specialization in the B.S. of Animal Science. The purpose of the Industry Relations specialization is to provide Animal Science majors with enhanced communications and public relations skills and is directed toward a growing career field of public relations or communications specialists within the livestock industry. These positions have a strong focus on developing relationships between and among livestock producers, allied industry and consumers.

The University does not request new state resources.

3. Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.

Livestock production contributes significantly to the South Dakota economy, through livestock sales and value-added activities. Livestock and poultry sales totaled over \$4.55 billion in 2017. Value-added activities associated with input manufacturing and food processing contributed another \$5.8 billion and 75,516 jobs. Furthermore, South Dakota is ranked in the top 15 states in the nation for beef cows (#5), cattle and calf sales (#7), other animals sales (#7), bison (#1), sheep, goat and wool sales (#8) and hog and pig sales (#12).¹ Research by the Center for Food Integrity indicates farmers, ranchers and food companies, along with federal regulatory agencies are held responsible by consumers for ensuring the health and safety of food, but not all are trusted to get that job done. To ensure continued economic growth of livestock and value-added industries in South Dakota and the United States, increased communication and consumer engagement is needed. Building trust with consumers requires communication, which provides greater transparency.²

Graduates of the proposed specialization will span the disciplines and occupations of agricultural and food scientists³ and public relations specialists⁴. According to the US Bureau of Labor, average median pay for these groups in 2019 was \$65,160 and \$61,150, respectively. Job growth was predicted to faster than average at 6% and 7%, respectively. Twenty-four percent of Animal Science graduates will spend at least a portion of their careers in management positions, another 14% in sales positions and another 7% in education. Those with “miscellaneous agriculture” degrees are also very likely to be employed in education (17%), management (17%) or sales (15%) positions. These types of positions require a high level of communication skills for success.⁵

Numerous career fields exist under the umbrella of “animal science”. As noted, many are oriented to business, management, and sales; however, a growing career field is public relations or communications specialists. The purpose of the Industry Relations specialization is to provide Animal Science majors with enhanced communications and public relations skills. Employers and stakeholders emphasize the need for graduates with excellent written and oral communication skills who can effectively communicate with diverse clientele and consumers. Many animal industry jobs continue to increase in the technical and science background required to be successful, yet there is a gap of science understanding between trained professionals and the general public. Furthermore, the animal industry and food processing workforces are very diverse, with approximately 45% of workers across all levels being a race or ethnicity other than white.⁶ Thus, a basic understanding of intercultural

¹ “2019 South Dakota Agriculture Economic Contribution Study”; prepared for SD Department of Agriculture; https://sdda.sd.gov/office-of-the-secretary/Photos-Publications/2019_FinalSD_AECS.pdf.

² “A Clear View of Transparency and How It Builds Consumer Trust”. 2015. Center for Food Integrity. <http://www.foodintegrity.org/>.

³ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Agricultural and Food Scientists, at <https://www.bls.gov/ooh/life-physical-and-social-science/agricultural-and-food-scientists.htm> (visited January 02, 2021).

⁴ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Public Relations Specialists, at <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm> (visited January 14, 2021).

⁵ Carnevale, A.P., J. Strohl, and M. Melton. 2011. “What’s it Worth? The Economic Value of College Majors”. <https://repository.library.georgetown.edu/bitstream/handle/10822/559309/whatsitworth-complete.pdf?sequence=1&isAllowed=y>.

⁶ Data USA. <https://datausa.io/profile/soc/food-processing-workers-all-other#demographics>

communication will enhance productivity across all segments of these industries. This specialization will provide the strong science foundation currently provided by the Animal Science curriculum, along with an emphasis on written and oral communication skills, leadership, intercultural communication, and public relations. The University expects the demand for graduates to be high for communications/public relations specialists and management trainees in breed and industry associations (e.g., American Angus Association, National Pork Producers Council), livestock production and service organizations (e.g., Pipestone System, Christensen Farms, Wakefield Pork, Riverview), food companies (JBS, Seaboard), and others. Each of the examples provided are those for which students have recently been hired or completed an internship which had a strong communications and/or public relations focus. The specialization will also provide greater opportunities for individuals involved in a family farm/ranch to gain additional employment through freelance communications and to provide a foundation for additional leadership within livestock commodity and other related organizations.

4. List the proposed curriculum for the specialization (including the requirements for completing the major – *highlight courses in the specialization*):

Animal Science (B.S.) – Industry Relations Specialization	Credit Hours	Credit Hours	Percent
System General Education Requirements	30-32		
Subtotal, Degree Requirements		30-32	25-27%
College of Agriculture, Food & Environmental Sciences Requirements		1	1%
Major Requirements	57		
Animal Science – Industry Relations Specialization Requirements	18		
Subtotal, Program Requirements		75	63%
General Electives		12-15	10-13%
Degree Total ⁷		120	100%

System General Education Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ENGL	101	Composition I (SGR #1)	3	No
ENGL	201	Composition II (SGR #1)	3	No
CMST OR CMST	101 215	Fundamentals of Speech (SGR #2) Public Speaking (SGR #2)	3	No
ECON	201	Principles of Microeconomics (SGR #3)	3	No
		Student Choice (SGR #3)	3	No
		Student Choice (SGR #4)	3	No
		Student Choice (SGR #4)	3	No
MATH	114	College Algebra	3	No

⁷ Board Policy 2:29 requires each baccalaureate level degree program to require 120 credit hours and each associate degree program to require 60 credit hours. Exceptions to this policy require documentation that programs must comply with specific standards established by external accreditation, licensure, or regulatory bodies or for other compelling reasons and must receive approval by the Executive Director in consultation the President of the Board of Regents.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
BIOL OR BIOL	101-101L 151-151L	Biology Survey I and Lab (3 cr.) (SGR #6) General Biology I and Lab (4 cr.) (SGR #6)	3-4	No
BIOL OR BIOL	103-103L 153-153L	Biology Survey II and Lab (3 cr.) (SGR #6) General Biology II and Lab (4 cr.) (SGR #6)	3-4	No
Subtotal			30-32	

College of Agriculture, Food and Environmental Sciences Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
		Students who wish to complete a Bachelor of Science in Agriculture, Food and Environmental Sciences must complete a minimum of <u>11</u> credits from the approved list of Group 1 courses. Some departments require specific courses from the list, whereas others leave the selection entirely to the student and the advisor. *System General Education Requirements and/or major coursework may satisfy some or all of the above requirements. Review major requirements and the Group 1 list to determine if additional courses are required.		
		Select from Group 1 courses	1	No
AS	101-101L	Introduction to Animal Science and Lab (3, 1 cr.) <i>(Major requirement)</i>	--	No
AS	241-241L	Introduction to Meat Science and Lab (3 cr.) <i>(Major requirement)</i>	--	
AS	319-319L	Livestock Feeds and Feeding and Lab (3 cr.) <i>(Major requirement)</i>	--	No
Subtotal*			1	

Major Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
ACCT OR AGEC	210 354	Principles of Accounting Agricultural Marketing and Prices	3	No
AS	101-101L	Introduction to Animal Science and Lab	4	No
AS	119	Opportunities in Animal and Veterinary Science	1	No
AS OR VET	120 120	Survey of Animal Science (1 cr.) Introduction to Veterinary Medicine (1 cr.)	1	No
AS	219	Principles of Nutrition	3	No
AS	241-241L	Introduction to Meat Science and Lab	3	No
AS	285-285L	Livestock Evaluation and Marketing and Lab	3	No
AS	319-319L	Livestock Feeds and Feeding and Lab	3	No

Prefix	Number	Course Title	Credit Hours	New (yes, no)
AS	332	Livestock Breeding and Genetics	4	No
AS	333-333L	Livestock Reproduction and Lab	3	No
AS	389	Current Issues in Animal Science	3	No
ABS OR AS OR AS OR AS OR AS	482	<i>Experiential Learning Requirement, select at least 1 credit from the following list:</i> International Experience (2-4 cr.)	1	No
	322	Advanced Livestock Evaluation (1 cr.)		
	400	Judging Team (1-2 cr.)		
	494	Internship (1-12 cr.)		
	498	Undergraduate Research/Scholarship (1-3 cr.)		
AS OR AS OR AS OR AS OR AS OR AS	445-445L	<i>Capstone Requirement: Select a minimum of nine credits from the following:</i> Value-Added Meat Products and Lab (3 cr.)	9	No
	450	Meat Product Safety and HACCP (3 cr.)		
	474-474L	Cow/Calf Management and Lab (3 cr.)		
	475-475L	Feedlot Operations and Management and Lab (3 cr.)		
	476-476L	Horse Production and Lab (3 cr.)		
	477-477L	Sheep and Wool Production and Lab (3 cr.)		
	478-478L	Swine Production and Lab (3 cr.)		
CHEM OR CHEM	106-106L	Chemistry Survey and Lab (3, 1 cr.)	4	No
	112-112L	General Chemistry I and Lab (3, 1 cr.)		
CHEM	108-108L	Organic and Biochemistry and Lab (4, 1 cr.)	5	No
VET	223-223L	Anatomy and Physiology of Domestic Animals and Lab	4	No
VET	403	Animal Diseases and Their Control	3	No
Subtotal			57	

Animal Science – Industry Relations Specialization Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
		Select a total of 6 credits from the following. Must select from a minimum of 2 prefixes.	6	No
ADV	314	Digital Promotions (3 cr.)		
OR				
ADV	411-411L	Media Analytics and Studio (3 cr.)		
OR				
MCOM	219	Social Media Strategies (3 cr.)		
OR				
MCOM	270	Data Analysis in Communication (3 cr.)		
OR				
MCOM	331-331L	Video Production and Lab (3 cr.)		
OR				
MCOM	336	Feature Writing (3 cr.)		
OR				
MCOM	430	Media Law (3 cr.)		
OR				
PUBR	243	Public Relations Principles (3 cr.)		
OR				
PUBR	345	Public Relations Writing (3 cr.)		
OR				
CMST	201	Interpersonal Communications (3 cr.)		
OR				
CMST	320	Communication in Interviewing (3 cr.)		
OR				
CMST	434	Small Group Communication (3 cr.)		
GLST	280	Developing Intercultural Competence (3 cr.)	3	No
OR				
GLST	489	Capstone Intercultural Competencies (3 cr.)		
OR				
CMST	470	Intercultural Communication (3 cr.)		
OR				
ADV	476	Global and Multicultural Advertising		
LDR	210	Foundations of Leadership (3 cr.)	3	No
OR				
LDR	310	Leadership in Context (3 cr.)		
OR				
LDR	435	Organizational Leadership and Team Development (3 cr.)		
MCOM	210-210L	Basic Newswriting and Lab	3	No
CMST	311	Business and Professional Communication	3	No
Subtotal			18	

5. Delivery Location

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital

University Center, Black Hills State University-Rapid City, etc.) or deliver the entire specialization through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	2021-2022 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the specialization through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

45% of the Animal Science (B.S.) - Industry Relations Specialization is available online.