



SR0558

LRB097 19276 KXB 64520 r

1

SENATE RESOLUTION

2

WHEREAS, In 1961, a new major in Agricultural Communications was formed within the General Education curriculum at the University of Illinois at Urbana-Champaign, then in 1966 became a 4-year curriculum; through a joint agreement, the College of Journalism and Mass Communications provided a core of professional courses for agricultural communications students; and

9

WHEREAS, In the late 1960s, a new Agricultural Communications Industry Advisory Committee was formed; members represented agricultural publications, broadcast stations, agricultural marketing firms, agricultural commodity and farmer organizations, and advertising and public relations firms that served agricultural clients; and

15

WHEREAS, By the 1970s, a strategic plan for the academic program resulted in development of 7 new agricultural communications courses; and

18

WHEREAS, The University of Illinois students collaborated with those from the University of Missouri and Iowa State University to lay the foundation for forming the national Agricultural Communicators of Tomorrow (ACT); and

21

1           WHEREAS, In the 1980s, the Agricultural Communications  
2 program launched several major international initiatives;  
3 through a new program for Agricultural Communications  
4 Education (PACE), University of Illinois personnel worked with  
5 colleagues at universities in Indonesia, Philippines,  
6 Australia, Pakistan, and the West Indies to plan and strengthen  
7 academic programs in this field of interest; and

8           WHEREAS, Agricultural Communications faculty members  
9 helped form a new interdisciplinary International Program for  
10 Agricultural Knowledge Systems (INTERPAKS) within the College  
11 of Agriculture; and

12           WHEREAS, In the 1990s, Academic programs and faculty  
13 members in Agricultural Communications, Agricultural  
14 Education, and Extension Education became part of a new  
15 Department of Human and Community Development in a restructured  
16 College of Agricultural, Consumer, and Environmental Sciences;  
17 and

18           WHEREAS, In the early 2000s, there was an erosion of  
19 Agricultural Communications faculty and staff positions due to  
20 budget squeezes, unfortunate timing, programmatic decisions  
21 and organizational restructuring, but at the same time,  
22 enrollment in the curriculum remained strong; and

1           WHEREAS, In 2007, members analyzed future needs and  
2 confirmed the growing importance of the academic program in  
3 Agricultural Communications at the University of Illinois;  
4 their report served as a foundation for a Memorandum of  
5 Understanding; and

6           WHEREAS, A core of 3 Agricultural Communications faculty  
7 members would include a new endowed chair to be established  
8 through external funding and to provide sustained leadership  
9 for the program; and

10           WHEREAS, In the late 2000s, a new joint-college  
11 Agricultural Communications Program Committee was established  
12 and began efforts for transition; a joint committee of faculty  
13 members developed a strategic vision for the program, "Six  
14 Dimensions for a Center for Excellence in Agricultural  
15 Communications at the University of Illinois."; and

16           WHEREAS, During 2010, the Illinois Board of Higher  
17 Education approved the Bachelor of Science degree in  
18 Agricultural Communications and formalized the new dual  
19 academic program; also, a joint committee of the 2 colleges  
20 developed a governing document, based on the Memorandum of  
21 Understanding, which outlined the mission, governing powers,  
22 administrative and academic structure, and provisions for  
23 changes to the Agricultural Communications program; and

1           WHEREAS, Enrollment in the Agricultural Communications  
2 curriculum continued during the early 2010s and was at 50-plus  
3 students with excellent talents and strong professional  
4 interest; the Illini Chapter of Agricultural Communicators of  
5 Tomorrow (ACT) experienced growth and increased service to  
6 members through enhanced student involvement and effective  
7 advisor support; and

8           WHEREAS, by 2011, the Agricultural Communications  
9 Documentation Center was expanding research resources and  
10 mission with Resources in the Center passing the  
11 37,000-document mark; documents in this unique collection  
12 involved agriculture-related communications in more than 170  
13 countries; therefore, be it

14           RESOLVED, BY THE SENATE OF THE NINETY-SEVENTH GENERAL  
15 ASSEMBLY OF THE STATE OF ILLINOIS, that we designate February  
16 17, 2012 as Agricultural Communications Day in the State of  
17 Illinois.