

Graduate Council Report
October 6, 2011

Special Consideration Item:

Graduate Council approved the College of Agriculture and Life Sciences proposed Master of Equine Industry Management.

SC608

Texas A&M University

New Certificate, Bachelors, Masters, or Doctoral Program

♦ Proposal Checklist ♦

Requested by the Department or Unit of : Animal Science

Program Type, Level, Designation, Title, Description, Hours

Program Type Certificate Program Degree Program
Program Level Undergrad Certificate Grad Certificate Bachelor Master Doctoral
Degree Designation (i.e., BS, BA, MA, MS, MAg, Med, PhD, EdD, etc.) Master of Equine Industry Management
Title of proposed program: Equine Industry Management
Proposed CIP Code (if known): 01.0307.00 05

Brief program description (provide a catalog description for undergraduate and graduate certificates):
The Equine Industry Leadership program is designed to prepare graduates for a variety of careers in the equine industry. The curriculum focuses on developing skill sets in equine sciences, business, communication and leadership. Approximately 25% of the required semester credit hours are student-directed electives, allowing students the opportunity to complete certificate and/or minor programs in areas such as business, agricultural economics, animal science, journalism studies, agricultural communications and journalism, event management, or a foreign language. Students may also utilize their elective coursework to complete pre-veterinary requirements.

Minimum program semester credit hours (SCH) Certificates - 12 hours* Bachelors - 120 hours Masters - 30 hours
Proposed program hours: _____ 40
**12 hours minimum to appear on transcript*

Off-Campus or Distance Delivery

% of Program a student can take off-campus or through Distance Education	Program Start Date	SACS Approval**	When Provost needs to inform SACS
<input type="checkbox"/> 25%	_____	Notification Only	-----
<input type="checkbox"/> 50%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 80%	_____	Approval Required	6 months before first day of program
<input type="checkbox"/> 100%	_____	Approval Required	6 months before first day of program

**Notification letter arranged through the Assistant Provost and sent by TAMU President.

Program Delivery Mode

On-campus Location College Station
 Broadcast / TTVN _____
 Specific off-campus location*** _____
 Distance Education / Internet In-State Out-of-State Start Date _____
 Out-of-Country Will this program be offered with another institution? Yes No
If yes, contact Assistant Provost for additional reporting requirements.

***Is this an approved SACS location? Yes No If no, a program prospectus must be sent to SACS.
Approved locations as of September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)

Program Funding

Has program funding been finalized at the department or college level? Yes No
If no, explain or attach budget: _____
Will new costs for the first five years of the program be under \$2 million? Yes No
If new costs exceed \$2 million, coordinating board approval is required.

Submitted by (Contact Person):

Jim Heird

jimheird@tamu.edu

Name

Email

Executive Professor & Coordinator

979-845-6098

Title

Phone

Certification Statement

By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the *Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically*.

Use additional signature lines if program is between three or more departments or colleges.

David W. Forrest 9-16-2011
Signature, Department Head or Interdisciplinary Date
Program Chair

Signature, Department Head or Interdisciplinary Date
Program Chair (if joint program)

DAVID W. FORREST

Typed or Printed Name

Typed or Printed Name

David W. Heird 9/24/11
Chair, College Review Committee Date

Chair, College Review Committee Date

David W. Heird 9/24/11
Dean of College Date

Dean of College Date

[Signature] OCT 06 2011

Chair, University Curriculum Committee or Date
Graduate Council

Chair, University Curriculum Committee or Date
Graduate Council

Additional Approvals Required: Faculty Senate and President.

New Program Request Form for Certificate Programs, Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document *Standards for Bachelor's and Master's Programs*, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval, and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff-level approval. NOTE: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Administrative Information

1. **Institution:** Texas A&M University

2. **Program Name** – Show how the program would appear on the Coordinating Board's program inventory (e.g., *Bachelor of Business Administration degree with a major in Accounting*): **Master of Equine Industry Management**

3. **Proposed CIP Code:** 01.0307.00 05

4. **Brief Program Description** – Describe the program and the educational objectives: **The Equine Industry Management program is designed to prepare graduates for a variety of careers in the equine industry, and to graduate the future leaders of the equine industry. The objective of the program is to provide students with a core set of skills considered to be vital in the equine industry, and then guide students in customizing the supporting internships based on specific career path interests. Thus, graduates will have a consistent core set of skills as well as specialized skill sets that prepare them to be successful in specific careers. The curriculum focuses on developing skill sets in equine sciences, marketing, management, public affairs, communication and leadership.**

Number of Semester Credit Hours Required: 40

5. **Administrative Unit** – Identify where the program would fit within the organizational structure of the university (e.g., *The Department of Electrical Engineering within the College of Engineering*): **Within the College of Agriculture and Life Sciences**

6. **Proposed Implementation Date** – Report the first semester and year that students would enter the program: **Fall 2011**

7. **Contact Person** – Provide contact information for the person who can answer specific questions about the program:
Name: Jim Heird
Title: Executive Professor & Coordinator
E-mail: jimheird@tamu.edu
Phone: 979-845-6098

Program Information

I. Need

Note: Complete I.A and I.B only if preliminary authority for the program was granted more than four years ago. This includes programs for which the institution was granted broad preliminary authority for the discipline.

- A. Job Market Need – Texas is the most equine-rich state in the nation. According to a September 2008 report from the Texas AgriLife Extension Service, Texas has approximately 1 - 1.2 million horses – more than any other state, with over 500,000 equine industry participants residing in-state. According to a report from the Texas AgriLife Extension Service, the equine industry in Texas employs between 67,000-80,000 people. The direct contribution of the equine industry to the state’s economy is \$3 billion, with total contributions ranging between \$5.1 and \$11.2 billion.**

According to a national study conducted by the American Horse Council in 2005, the equine industry in the United States has a direct effect of \$39 billion annually on the US economy, and a \$102 billion indirect impact. The equine industry directly provides 460,000 full-time equivalent jobs, and indirectly impacts 1.4 million full-time equivalent jobs. (horsecouncil.org)

Job Placement	% of Graduates
Agribusiness relating to the equine industry	45
Professional study (MS, Ph.D., DVM, MBA)	20
Animal Production	20
Education (including extension)	5

- B. Student Demand – Existing enrollment in the equine courses offered by the Equine Section are evidence of strong student demand for equine education. The certificate program simply intends to offer students recognition for completing a structured set of equine courses.**
- C. Enrollment Projections – Use this table to show the estimated cumulative headcount and full-time student equivalent (FTSE) enrollment for the first five years of the program. (Include majors only and consider attrition and graduation.)**

YEAR	1	2	3	4	5
Headcount	8	10	10	10	10
FTSE					

II. Quality

- A. Certificate and Degree Requirements – Use this table to show the certificate and degree requirements of the program. *(Modify the table as needed; if necessary, replicate the table for more than one option.)*

Category	Semester Credit Hours
General Education Core Curriculum <i>(bachelor's degree only)</i>	NA
Required Courses	21
Prescribed Electives	19
Free Electives	0
Other <i>(Specify, e.g., internships, clinical work)</i>	0
TOTAL	40

- B. Curriculum – Use these tables to identify the required courses and prescribed electives of the program, and curriculum as it will appear in the undergraduate and graduate catalog. Note with an asterisk (*) courses that would be added if the program is approved. *(Add and delete rows as needed. If applicable, replicate the tables for different tracks/options as shown in the undergraduate catalog.)*

Prefix and Number	Required Courses	SCH
ANSC 621*	Issues in the Equine Industry	3
ANSC 612	Equine Reproduction	3
ANSC 611	Equine Nutrition	3
VLCS 622	Equine Disease/Epidemiology	3
ANSC 685	Directed Studies	3
ANSC 684	Professional Internship	6

Prefix and Number	Prescribed Elective Courses*	SCH
ALED 340	Professional Leadership Development	3
MGMT 675	Leadership & Organizations	3
MKTG 670	Marketing Leadership	1
AGCJ 303	Agricultural Media Writing II	3
AGCJ 306	Theory of Ag Public Relations	3
AGCJ 404	Communication Ag Information to the Public	3
AGEC 619	Managerial Economics in Agribusiness	3
MKTG 621	Survey of Marketing	3
MKTG 656	Marketing Communications Management	3
MGMT 658	Managing Projects	3
	TOTAL SCH	40

*Student selects 19 credit hours from the list of prescribed elective courses.

C. Faculty – Use these tables to provide information about Core and Support faculty. Add an asterisk (*) before the name of the individual who will have direct administrative responsibilities for the program. (Add and delete rows as needed.)

Name of <u>Core</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
e.g.: Robertson, David Asst. Professor	PhD. in Molecular Genetics Univ. of Texas at Dallas	MG200, MG285 MG824 (Lab Only)	50%
*Jim Heird, Executive Professor	PhD in Agriculture, Texas Tech University	ANSC 621	15%
*Anna McNaught, Program Coordinator	MA in Agriculture, Colorado State University	ANSC 621	15%
Josie Coverdale, Asst Professor	PhD in Animal Nutrition, Iowa State University	ANSC 611	10%
Dennis Sigler, Professor	PhD in Animal Nutrition, TAMU	TBD	5%
Clay Cavinder, Asst Professor	PhD in Physiology of Reproduction, TAMU	TBD	5%
Martha Vogelsang, Senior Lecturer	PhD in Physiology of Reproduction, TAMU	ANSC 612	10%
Noah Cohen, Professor	DVM, PhD, MPH, John Hopkins University	VLCS 620	5%

Name of <u>Support</u> Faculty and Faculty Rank	Highest Degree and Awarding Institution	Courses Assigned in Program	% Time Assigned To Program
Dickson Varner, Professor	DVM, University of Missouri	ANSC 612	5%
Terry Blanchard, Professor	DVM, University of Missouri-Columbia	ANSC 612	5%
Steven Brinsko, Associate Professor	DVM, University of Florida, PhD, Cornell University	ANSC 612	5%
Katrin Hinrichs, Professor	DVM, UC Davis, PhD, University of Pennsylvania	ANSC 612	5%
Charles Love, Associate Professor	DVM	ANSC 612	5%

- D. Students – Describe general recruitment efforts and admission requirements. In accordance with the institution's Uniform Recruitment and Retention Strategy, describe plans to recruit, retain, and graduate students from underrepresented groups for the program.

Incoming students must have their transcripts reviewed by the department. There will be a minimum requirement of a 3.25 GPA. Students may have to submit personal statements, letters of recommendation and complete an interview as a part of the admissions process. Adequate performance on the GRE will also be required. A maximum of 10 students per year will be accepted into the program. This is a cohort program. This policy may be reviewed annually.

Academic and career advising will be provided in the home department for all program majors. Students will be required to meet with their advisors a minimum of one time per semester, thus fostering the opportunity to develop a strong connection to the program faculty.

Program administrators will seek opportunities to speak to student organizations with underrepresented populations such as Minorities in Agriculture and Natural Resources to describe the objectives of the Masters program.

- E. Library – Provide the library director's assessment of library resources necessary for the program. Describe plans to build the library holdings to support the program.

Current library resources are adequate.

- F. Facilities and Equipment – Describe the availability and adequacy of facilities and equipment to support the program. Describe plans for facility and equipment improvements/additions.

Current university, college and department facilities are adequate for program initiation.

- G. Accreditation – If the discipline has a national accrediting body, describe plans to obtain accreditation or provide a rationale for not pursuing accreditation.

Not applicable.

- H. Evaluation – Describe the evaluation process that will be used to assess the quality and effectiveness of the new degree program.

An assessment plan will be developed to evaluate the effectiveness of the program. The assessment plan will include a minimum of three student learning/development outcomes. Assessment results will be collected and reviewed on an annual basis at

minimum. Assessment methods may include, but are not limited to, entrance exams, exit exams, student interviews, student surveys, graduate placement surveys, internal review committees, external review committees and employer surveys.

The assessment plan will itself be revisited on an annual basis to ensure that the outcome objectives and assessment methods reflect and assess the goals of the program as accurately as possible.

III. Costs and Funding

Five-Year Costs and Funding Sources - Use this table to show five-year costs and sources of funding for the program.

Five-Year Costs		Five-Year Funding	
Personnel ¹ - percentage of salary of existing faculty teaching the two new courses	\$125,000	Reallocated Funds	\$125,000
Facilities and Equipment	\$0	Anticipated New Formula Funding ³	\$0
Library, Supplies, and Materials	\$0	Special Item Funding	\$0
Other ²	\$0	Other ⁴	\$0
Total Costs	\$125,000	Total Funding	\$125,000

1. Report costs for new faculty hires, graduate assistants, and technical support personnel. For new faculty, prorate individual salaries as a percentage of the time assigned to the program. If existing faculty will contribute to program, include costs necessary to maintain existing programs (e.g., cost of adjunct to cover courses previously taught by faculty who would teach in new program).
2. Specify other costs here (e.g., administrative costs, travel).
3. Indicate formula funding for students new to the institution because of the program; formula funding should be included only for years three through five of the program and should reflect enrollment projections for years three through five.
4. Report other sources of funding here. In-hand grants, "likely" future grants, and designated tuition and fees can be included.

Signature Page

1. Adequacy of Funding – The chief executive officer shall sign the following statement:

I certify that the institution has adequate funds to cover the costs of the new program. Furthermore, the new program will not reduce the effectiveness or quality of existing programs at the institution.

Chief Executive Officer

Date

2. Board of Regents or Designee Approval – A member of the Board of Regents or designee shall sign the following statement:

On behalf of the Board of Regents, I approve the program.

Board of Regents (Designee)

Date of Approval

3. Board of Regents Certification of Criteria for Commissioner of Assistant Commissioner
Approval – For a program to be approved by the Commissioner or
the Assistant Commissioner for Academic Affairs and Research, the Board of
Regents or designee must certify that the new program meets the eight criteria under
TAC Section 5.50 (b): The criteria stipulate that the program shall:

- (1) be within the institution's current Table of Programs;
- (2) have a curriculum, faculty, resources, support services, and other components of a degree program that are comparable to those of high quality programs in the same or similar disciplines at other institutions;
- (3) have sufficient clinical or in-service sites, if applicable, to support the program;
- (4) be consistent with the standards of the Commission of Colleges of the Southern Association of Colleges and Schools and, if applicable, with the standards or discipline-specific accrediting agencies and licensing agencies;
- (5) attract students on a long-term basis and produce graduates who would have opportunities for employment; or the program is appropriate for the development of a well-rounded array of basic baccalaureate degree programs at the institution;
- (6) not unnecessarily duplicate existing programs at other institutions;
- (7) not be dependent on future Special Item funding
- (8) have new five-year costs that would not exceed \$2 million.

On behalf of the Board of Regents, I certify that the new program meets the criteria specified under TAC Section 5.50 (b).

Board of Regents (Designee)

Date

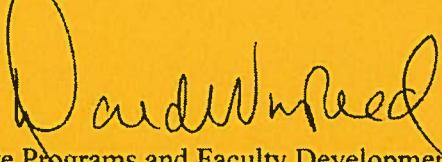
September 15, 2011

MEMORANDUM

To: Dr. Mark Zoran
Chair, Graduate Council

From: David W. Reed
Associate Dean for Graduate Programs and Faculty Development

Subject: Animal Science Master of Equine Industry Management



Animal Science Master of Equine Industry Management has been approved by the Graduate Program Council and would like to submit to the Graduate Council for consideration.

Please contact me if you have any questions.

