




CALIFORNIA
STATE
UNIVERSITY,
FRESNO

MEMORANDUM

DATE: May 20, 2010

TO: Michael Caldwell, Chair
Academic Senate

FROM: William A. Covino 
Provost and Vice President for Academic Affairs

SUBJECT: Proposed Department of Agricultural Economics Name Change

Enclosed please find the memo dated March 4, 2010, from Dean Charles Boyer, Jordan College of Agricultural Sciences and Technology, requesting a change in the department name from the Department of Agricultural Economics to the Department of Agricultural Business. Dean Robert Harper of the Craig School of Business has been consulted and he finds the name change acceptable. I am pleased to forward the request with my recommended approval.

As outlined in the *Academic Policy Manual* (APM 113, section IV, item F) *Procedures for Organizational Changes in Colleges/Schools, Divisions and Departments and Programs* I am forwarding this request to the Academic Senate.

I look forward to having this item on the Executive Committee agenda in the Fall semester.

WAC:am

Enclosure

c: Charles Boyer, Dean,
Sandra Witte, Associate Dean
Annette Levi, Chair

Office of the Provost
and Vice President
for Academic Affairs

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MEMORANDUM

CALIFORNIA
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Date: March 4, 2010

To: William Covino, Provost

From: Charles Boyer, Dean 
Jordan College of Agricultural Sciences and Technology

Re: Proposed Department Name Change

I am forwarding to you a proposal submitted by the Department of Agricultural Economics to change the department name to Department of Agricultural Business. The department proposal clearly outlines the rationale for this change. The Academic Programs Committee in the Jordan College of Agricultural Sciences and Technology has unanimously endorsed this change. I also fully support this request.

Thank you for your consideration. If I can provide you with any further information, please let me know.

Jordan College of Agricultural
Sciences and Technology
Office of the Dean

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CALIFORNIA
STATE
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FRESNO

Date: February 22, 2010
To: JCAST Curriculum Committee
From: Annette Levi, Chair of Agricultural Economics
Subject: Proposed Department Name Change

This memo is regarding the change in the name of the Department of Agricultural Economics to the *Department of Agricultural Business*. This proposal is supported by the faculty in the department. The reasons for this proposed name change are:

- 1) The Department of Agricultural Economics has been in existence approximately 40 years. Since that time the department has awarded students with a BS degree in *Agricultural Business*. This has led to confusion between our department name and the degree awarded. Nationally, a BS in Agricultural Economics is awarded from a Department of Agricultural Economics.
- 2) The curriculum of the degree reflects a traditional agricultural business approach with core courses in: agricultural accounting, agricultural business management, agricultural marketing, agricultural finance, and agricultural law. These areas of study are not typically found in a traditional degree in agricultural economics.
- 3) The JCAST-assigned outreach coordinator has indicated that during recruitment, students seeking a major in agricultural business do not make the association with our current department name. This is also likely the case for students who are inquiring about the agricultural business department at Fresno State.
- 4) Our stakeholders are supportive of the name change. In particular the department's advisory board expressed support.
- 5) Many companies at campus career fairs are looking for agricultural business majors, but they assumed Fresno State did not have this major. When faculty introduce themselves at these fairs, many agribusiness recruiters do not connect the Department of Agricultural Economics with the students graduating with a degree in Agricultural Business.
- 6) Please note that a precedent has been set by department names used at the three other agricultural universities in the CSU--CSU, Chico, Cal Poly Pomona and Cal Poly, SLO. Each of these has some variation of *agricultural business* or *agricultural management* in their department titles. The department name change proposal for CSU, Fresno adds consistency in the CSU system.

The department faculty and JCAST dean believe this name change will strengthen our brand recognition among high school applicants to the CSU and community college transfers choosing to continue their studies as Agricultural Business majors at one of the four CSU campuses offering such a program. We look for your support in this matter. If you need further information, please do not hesitate to contact me. Thank you for your consideration.

College of Agricultural
Sciences and Technology
Department of
Agricultural Economics

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