MEMORANDUM

TO: Dr. Fred Hartmeister, Dean
   Graduate School

FROM: Norm Hopper, Associate Dean
      College of Agricultural Sciences and Natural Resources

RE: Post Graduate Program Review - Graduate Program in Masters of Agriculture

The Masters of Agriculture Degree is a “specialty degree” and remains a relatively small program, although it is growing. The number of calls inquiring about the program has risen the last few months. This may be related to the worsening economy and the realization that additional educational training is necessary to remain competitive.

It was noted in the previous report that three strategies, along with a more aggressive marketing program, would be explored to enhance the attractiveness of the program. Below is an accounting of the activities in these areas:

**Distance delivery** – since our review, we have continued to increase the number of courses offered for distance delivery. The total currently numbers about 75 and is growing each semester. In addition, we have become a charter member of AgIDEA (Ag Interactive Distance Education Alliance), an agricultural alliance of over 20 universities allied to offer distance courses in agriculture and natural resources under the umbrella of Great Plains IDEA. Our distance education program is continuing to grow.

**Unique programs in conjunction with the Principle Professional Certificate** -- this is a combined program between CASNR and the College of Education (COE) where a student, after completing a specified series of courses, will receive his/her Masters of Ag Degree and a certification to serve as a principle. We have had 2 students graduate in this program and 2 are currently enrolled.
International program with the Peace Corps – we currently have 2 students enrolled in this program. They will shortly complete all of their coursework for their degrees (one year) and receive their Peace Corp assignment this summer. I continue to receive 2 to 3 inquiries per month about the program.

More aggressive marketing strategy -- we continue to market this program aggressively. This includes a strong web presence on several sites (CASNR, Graduate School, Office of International Affairs, Peace Corps). In addition, we prepare marketing brochures, announce over our monthly radio ag program on Fox 950, and promote at all gatherings of our alumni (State FFA Convention, Ag Teachers Conference, Agricultural Consortium of Texas, 4-H functions, etc.)

In conclusion, we feel that significant progress has been made in the last year with the new additions to the Masters of Ag Program (Principle Professional Certification and Peace Corps). We plan to continue an aggressive promotion of the program.

NWH/lb

cc: John Burns