

Development of Undergraduate Major Committee (DUMC)

2 October 2017

I Subcommittee Reports

A. Post-mortem of BSPM major (*Janet, Frank*)

Have reviewed historical documents to learn about previous major. Janet has a copy of the course catalog listing for the major and she will scan it and send it around.

They are interviewing senior faculty about previous major (Bill Jacobi, Elaine Roberts, Whitney Cranshaw, etc.). Will take Elaine Roberts to lunch next week, then will be pretty much done with the interviews.

They believe the failure of the past major boils down to the major not having any champions. They feel we need about four passionate people to champion the major to make it a success...recruiting, advising, etc.

Was the curriculum attractive to students? Frank thinks it wasn't exciting to faculty, which must come before students will show interest.

Also, we will need to set ourselves apart from other biological units on campus.

B. Focus groups with high school, undergraduate and graduate students (*Cini, Todd, Andrew*)

Bill thinks we only have to ask three questions:

- How do we recruit you?
- What would interest you?
- What do you think the major should look like?

The subcommittee met after the committee meeting and this is what we discussed:

Andrew: An important question to ask focus group is "How important is getting a job to you?"

"What are the essential skills you think you need to get the job you want?" Answers to these questions will give us insight into recruiting.

Groups to survey in focus groups:

1. Top undergraduate students who are taking our classes
2. Graduate students in our department
3. General biology students who have not identified a concentration
 - a. Find out about other majors that are biology-based
 - b. Vet Med, Biochemistry, Natural Resource management, Horticulture, Soil and Crop Sciences, Ag Business (check this to see what they are doing. Lots of students have Ag Bus as a minor)
4. Ag Ambassadors
5. Longmont FFA chapter
6. High school that is easy to access in Fort Collins
7. At least one Denver high school
 - a. We need to recruit where the numbers are, which is Denver, the urban areas
 - b. But still welcome rural kids

We discussed the possibility of targeting clubs on campus such as:

Zoology or biology club at CSU

Undergrad women in STEM

Minority women

Natural Resources Club

But we realized that will take more time due to having to identify leadership first, then plan a meeting, etc.

Alternatively, we can **create an email by major**...biology, or NR, organic minor using AriesWeb. We can use Google forms for responses regarding who can attend. Check with Amy about funds for pizza

Oct 19th 10th graders from the mountains will be here to visit Matt Camper. Maybe try to visit with them. We need to come up with the questions/methods for the focus groups.

Run questions/methods by **Ruben, Marshall Frasier, Shannon A-E,**

Check with business school about marketing. **Ask Ajay who to contact in the business school.**

SoGES students may be another group who might be interested in what we are doing.

In terms of the courses for the major, we should strive to set up program that makes it easy to double major in biology, biochemistry, Soil and Crop Sciences, Horticulture, etc.

Ask students which major name they would choose from a list (to try out different names for the major)

C. Assessment of business, industry, management needs (Kirk, Cris, Franck)

This subcommittee has not been able to meet yet. Members plan to get in touch with different commodity groups and industry to find out what skills, etc. they want to see in their employees.

Plant path has done some industry inquiry, so can use their work. Get from other professional societies, too.

II. Committee meeting schedule

A. Next meeting-October 25, 10 – 11 am, location to be determined

B. Objectives for subcommittees-make progress on your tasks.