# BOARD OF HIGHER EDUCATION <br> REQUEST FOR COMMITTEE AND BOARD ACTION 

COMMITTEE: Academic Affairs
NO: AAC 13-18
COMMITTEE DATE: March 5, 2013
BOARD DATE: March 12, 2013

## APPLICATION OF UNIVERSITY OF MASSACHUSETTS AMHERST TO AWARD THE BACHELOR OF SCIENCE IN TURFGRASS SCIENCE AND MANAGEMENT

MOVED: The Board of Higher Education hereby approves the application of the University of Massachusetts Amherst to award the Bachelor of Science in Turfgrass Science and Management

Upon graduating the first class for these programs, the University shall submit to the Board a status report addressing its success in reaching program goals as stated in the application and in the areas of enrollment, curriculum, faculty resources, and program effectiveness.

Authority: Massachusetts General Laws Chapter 15A, Section 9(b)
Contact: Aundrea Kelley, Deputy Commissioner for P-16 Policy and Collaborative Initiatives

# BOARD OF HIGHER EDUCATION March 2013 University of Massachusetts Amherst Bachelor of Science in Turfgrass Science \& Management 

## INTENT AND MISSION

The University of Massachusetts Amherst (UMA) has filed an expedited application for the approval of a proposed Bachelor of Science in Turfgrass Science \& Management

The UMA College of Natural Sciences plans to merge the agricultural teaching programs in the Plant, Soils and Insect Sciences Department (PSIS) and the Stockbridge School of Agriculture (SSA) to better serve the needs of students today and into the future. Faculty will be assigned to a new agriculturally focused department to be called the Stockbridge School of Agriculture. This restructuring proposal has received unanimous support from the members of the PSIS faculty.

The proposed Turfgrass Science and Management degree addresses the UMA mission of serving the public good in ways that are explicitly dedicated to the three "pillars" of sustainability: economic viability, environmental integrity, and social equity. UMA believes that a baccalaureate degree program will be recognized as a significant contribution to the life and vitality of the Commonwealth.

The proposed Bachelor of Science in Turfgrass Science and Management has obtained all necessary governance approvals on campus and was approved by the University of Massachusetts Board of Trustees on December 12, 2012. The required letter of intent was circulated on August 6, 2012. No comments were received.

## NEED AND DEMAND

## National and State Labor Market Outlook

UMA finds that Turfgrass Management occurs on over 40 million acres of managed turf areas in the United States with over 775,000 sports fields, 17,000 golf courses, 40,000 landscape contracting companies, and 4500 lawn care operators. Based on a 2006 survey, the economic impact of the golf industry within the Commonwealth of Massachusetts was approximately 2.8 billion dollars with a total impact on jobs generated to be over 29,000. UMA also finds that the recreational and landscape turf grass industries recognize the value of well trained employees who have specialized training in the science, ecology, and business of turfgrass management.

The proposed Turfgrass Science \& Management degree program will complement and build upon the current SSA Associate in Science (AS) in Turfgrass Management. UMA noted that the proposed baccalaureate degree program will be a draw for students in the existing AS degree program because it is offered within the same academic unit and articulation will be simple. The proposed reconfiguration will allow students in the AS program to transfer into the proposed BS program. UMA finds that employers in the turfgrass industry have an increased interest in graduates with a BS degree because they exhibit greater maturity and more advanced knowledge.

## Student Demand

The existing turfgrass concentration in the baccalaureate PSIS program has had a consistent enrollment of 40-60 students and UMA believes that this enrollment consistency will be reflected in the proposed program. UMA believes that opportunities for growth in turfgrass as a specialty will increase as urbanization and competition for limited green space increases.

## Duplication

UMA finds that only two institutions in New England offer a similar baccalaureate program:

- University of Rhode Island - The Environmental Horticulture and Turfgrass Management major is a program in the Department of Plant Sciences and Entomology.
- University of Connecticut - The Turfgrass and Soil Science major is housed in the Department of Plant Science and Landscape Architecture.

UMA finds these programs to be significantly smaller in student enrollment than the UMA proposed major in Turfgrass Science \& Management. In a survey of 27 institutions offering baccalaureate programs conducted in 2005 and 2006, the top five institutions in total student enrollment in Turfgrass Science were the Pennsylvania State University (92), Iowa State University (55), University of Massachusetts (48), Kansas State University (43) and Michigan State University (41). Connecticut graduated fewer than 15 students while Rhode Island graduated fewer than 10.

## ACADEMIC AND RELATED MATTERS

## Admission

Admission for new freshmen is determined in accordance with the Massachusetts Board of Higher Education minimum standards which emphasize strong academic preparation while in high school. Priority consideration for transfer admission is given to Massachusetts community college graduates who participate in the Joint Admissions or MassTransfer programs.

Program Enrollment Projection

|  | \# of Students <br> Year 1 | \# of Students <br> Year 2 | \# of Students <br> Year 3 | \# of Students <br> Year 4 $^{*}$ |
| :--- | :--- | :--- | :--- | :--- |
| New Full Time | 20 | 22 | 25 | 30 |
| Continuing Full Time | 30 | 38 | 45 | 50 |
| New Part Time |  |  |  |  |
| Continuing Part Time |  |  |  |  |
| Totals | 50 | 60 | 70 | 80 |

## Program Effectiveness

| Goal | Measurable <br> Objective | Strategy for Achievement | Timetable |
| :--- | :--- | :--- | :--- |
| Increase student <br> enrolment | Enrollment target of <br> 80 students | Marketing | Year 1-4 |
| Maintain dominance <br> in providing turf grass <br> industries with trained <br> employees | Of all trained <br> employees hired <br> by turf grass <br> industries, 80\% will <br> be UMass Turf grass <br>  <br> Management <br> graduates | Marketing graduates to industries <br> Maintain a future-focused educational <br> program that addresses industry needs | Year 1-4 |
| Continue to provide <br> individuals for graduate <br> education | Twenty percent of <br> graduates will pursue <br> advanced degrees | Provide greater opportunities for <br> fundamental scientific education and <br> science-based internships | Year 1-4 |
| Develop a specialty <br> regarding sustainable <br> Turf grass management | Twenty percent of <br> graduates employed <br> in sustainable <br> management jobs | New coursework and internship <br> opportunities | Year 2-6 |

## Curriculum (Attachment A)

The proposed degree program is a science-based program with primary emphasis on General Turfgrass Education, Pest Management Education, and Soil Sciences Education. Students in the proposed Turfgrass program will take courses in chemistry, biology, plant physiology, soil sciences, and business management as well as specific turf-related courses in weed science, plant pathology, entomology, and irrigation technology. Degree completion requires a total of 120 credits.

Students who plan on pursuing graduate degrees will be encouraged to choose the Science focus, which requires a greater number of basic science courses in chemistry, mathematics, and biology. Undergraduate students who are preparing to be managers of turf facilities will be encouraged choose the Business focus, requiring course work in business management, marketing, accounting, and economics.

## Field Resources and Internships

An opportunity for education and training is provided by a turf internship (or practicum) at a turf-related facility such as a golf course, sports, or turfgrass maintenance facility. The proposed degree program includes guidelines for the student and for the sponsor-facility supervisor.

## RESOURCES AND BUDGET

## Fiscal (Attachment B)

The proposed Bachelor of Science in Turfgrass Science and Management is built upon the existing Turfgrass concentration within the current PSIS baccalaureate degree program. Staff, facilities, equipment and library and information technology resources will be reallocated from the PSIS department to the SSA.

## Faculty and Administration (Attachment C)

Faculty will be assigned to the proposed program from the existing PSIS major (which will cease to exist). No other administrative changes are planned.

## Affiliations and Partnerships

UMA plans an annual survey of representatives of the various turfgrass industries to determine employer perceptions regarding UMass graduates. Annually after graduation, UMA plans to track graduates to determine their success in acquiring employment and completing graduate degree programs. UMA plans to engage businesses known for providing sustainable turfgrass management to help develop and keep current a curriculum that is particularly suited to this sector.

## EXTERNAL REVIEW AND INSTITUTIONAL RESPONSE

The proposed Bachelor of Science in Turfgrass Science and Management program was reviewed by Dr. Jack Fry, Professor in the Department of Horticulture, Forestry \& Recreation Resources at Kansas State University and Dr. Haibo Liu, Professor of Turfgrass Science and Management at Clemson University.

Both reviewers agreed that the proposed program is well prepared with appropriate degree requirements and a strong faculty for research and teaching. Both reviewers recommended a more detailed turf practicum plan to include a minimum requirement of 3 credits. One reviewer additionally suggested coursework in Spanish proficiency to align with current workforce needs.

Dr. Wesley R. Autio, Director of SSA at UMA, expressed appreciation for the positive reviews and responded that the suggested change to the practicum plan can be easily implemented. The university plans to address the reviewer's concern about Spanish language proficiency by calling on advisors to recommend that students pursue basic Spanish proficiency as part of their career path.

## Curriculum Outline (Attachment A)



|  |  |  |
| :---: | :---: | :---: |
|  | Sub Total Required Courses Credits | 26-28 |
| Restricted Elective Courses (\# Total courses required = 4) |  |  |
| Course Number | Course Title | Credit Hours |
| Restricted Electives <br> Students in the Turfgrass Science and Management major must select at least 12 credits from those listed below. Of the 12 credits, 6 must be at or above the 500 level, and no more than 6 can be taken outside the School. Credits taken to satisfy concentration requirements in other areas of the Core and for other Requirements cannot be counted as Restricted Electives. |  | 12 |
| BIOLOGY 283 | Genetics 3 |  |
| ENVIRDES 335 | Plants in the Landscape I 4 |  |
| ENTOMOL 581 | Integrated Pest Management 4 |  |
| NRC 232 | Principles of Arboriculture 3 |  |
| PLSOILIN 385 | Introductory Biotechnology Laboratory 4 |  |
| PLNTSOIL 510 | Management and Ecology of Plant Diseases 3 |  |
| PLNTSOIL 535 | Diagnostic Plant Pathology 4 |  |
| PLNTSOIL 540 | Plant Breeding 3 |  |
| PLNTSOIL 555 | Urban Environment and Plant Growth 3 |  |
| PLNTSOIL 590A | Plant Stress Physiology 3 |  |
| PLNTSOIL 597A | Phyto-Bioremediation 3 |  |
| PLNTSOIL 597G | Plant Biotechnology 3 |  |
| PLNTSOIL 597M | Topics in Turf Pathology 2 |  |
| STOCKSCH 200 | Plant Propagation 3 |  |
| STOCKSCH 234 | Irrigation and Drainage 2 |  |
| STOCKSCH 240 | Turf Calculations 2 |  |
| STOCKSCH 255 | Herbaceous Plants 3 |  |
| STOCKSCH 515 | Soil Microbiology 4 |  |
| STOCKSCH 530 | Plant Nutrition 4 |  |
| STOCKSCH 550 | Plant Growth Regulators 3 |  |
| STOCKSCH 560 | Advanced Weed Science 3 |  |
| STOCKSCH 565 | Soil Formation and Classification 4 |  |
| STOCKSCH 570 | Soil Physics 3 |  |
| STOCKSCH 575 | Environmental Soil Chemistry 3 |  |
| STOCKSCH 580 | Soil Fertility 3 |  |
| STOCKSCH 585 | Inorganic Contaminants in Soil, Water, \& Sediment 3 |  |
| STOCKSCH 597V | Integrated Turf Management 3 |  |
|  | Sub Total Restricted Elective Credits | 12 |
| Science or Business Courses (\# Total courses required = 4-5) <br> A focus area is not a formal designation in the University, but students in Turf Sci. \& Mgmt. must complete a focus area of either Science or Business within this concentration selection. |  |  |
| Science Option: |  |  |
| CHEM 112 | General Chemistry II (PS) | 4 |
| MATH 127 or 131 | Calculus I | 3 |
| One of the following: |  | 3 |


| CHEM 250 | Organic Chemistry | 3 |  |
| :---: | :---: | :---: | :---: |
| CHEM 261 | Organic Chemistry I | 3 |  |
| BIOCHEM 285 | Cell and Molecular Biology | 3 |  |
| One of the following: |  |  | 4 |
| BIOLOGY 100 | General Biology | 4 |  |
| BIOLOGY 103 | Plant Biology | 4 |  |
| Business Option: |  |  |  |
| MANAGMNT 301 | Business Management |  | 3 |
| One of the following: |  |  | 3 |
| MANAGMNT 314 | Personnel Management | 3 |  |
| RES-ECON 142 | People in Organizations | 3 |  |
| One of the following: |  |  | 3 |
| MARKETNG 301 | Marketing | 3 |  |
| RES-ECON 241 | Introduction to Food Marketing | 3 |  |
| STOCKSCH 397M | Marketing for Green Industries | 3 |  |
| One of the following: |  |  | 3 |
| RES-ECON 324 | Small Business Finance | 3 |  |
| ACCOUNTG 221 | Accounting I | 3 |  |
| One of the following: |  |  | 3 |
| RES-ECON 102 | Introduction to Resource Economics | 3 |  |
| ECON 103 | Microeconomics | 3 |  |
| ECON 104 | Macroeconomics | 3 |  |
|  | Sub Total Science or Business Elective Credits |  | 12-14 |
| Advanced Elective Courses (\# Total courses required = 2) |  |  |  |
| Course Number | Course Title |  | Credit Hours |
| STOCKSCH 500+ | Students must select two additional courses at the 500-level or higher including those that have being used to satisfy a previously listed requirement. Courses not from STOCKSCH must be approved by the Academic Adviser. |  | 6-8 |
|  | Sub Total Advanced Elective Credits |  | 6-8 |
| Distribution of General Education Requirements <br> Attach List of General Education Offerings (Course Numbers, Titles, and Credits) |  |  | \# of Credits |
| Writing |  |  | 6 |
| Arts and Humanities, including Literature and Foreign Languages |  |  | 8 |
| Mathematics and the Natural and Physical Sciences |  |  | 6 |
| Biological and Physical Sciences |  |  | 8 |
| Social Sciences |  |  | 8 |
| Sub Total General Education Credits |  |  | 36 |
| Curriculum Summary |  |  |  |
| Total number of courses required for the degree |  | 30-40 |  |
| Total credit hours required for degree |  | 120 |  |
| Prerequisite or Other Additional Requirements: |  |  |  |

Program Budget (Attachment B)
EXPENDITURE ESTIMATES

|  | $\begin{gathered} \text { Year } 1 \\ 2013 \end{gathered}$ |  | $\begin{aligned} & \text { Year } 2 \\ & 2014 \end{aligned}$ |  | $\begin{gathered} \text { Year } 3 \\ 2015 \end{gathered}$ |  | $\begin{aligned} & \text { Year } 4 \\ & 2016 \end{aligned}$ |  | $\begin{gathered} \text { Year } 5 \\ 2017 \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | New Expenditur es required for Program | Expenditur es from current resources | New Expenditur es required for Program | Expenditure s from current resources | New Expenditur es required for Program | Expenditur es from current resources | New Expenditur es required for Program | Expenditur es from current resources | New Expenditur es required for Program | Expenditur es from current resources |
|  |  |  |  |  |  |  |  |  |  |  |
| Faculty | \$0 | \$145,994 | \$0 | \$151,104 | \$0 | \$156,392 | \$0 | \$161,866 | \$0 | \$167,531 |
| Administrators | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Support Staff | \$0 | \$9,188 | \$0 | \$9,510 | \$0 | \$9,842 | \$0 | \$10,187 | \$0 | \$10,543 |
| Others Lecturers | \$0 | \$14,578 | \$0 | \$15,015 | \$0 | \$15,466 | \$0 | \$15,930 | \$0 | \$16,408 |
| Fringe Benefits ___\% | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total Personnel | \$0 | \$169,760 | \$0 | \$175,629 | \$0 | \$181,700 | \$0 | \$187,983 | \$0 | \$194,482 |
|  |  |  |  |  |  |  |  |  |  |  |
| Operating Expenses |  |  |  |  |  |  |  |  |  |  |
| Supplies | \$0 | \$5,100 | \$0 | \$5,000 | \$0 | \$5,000 | \$0 | \$5,000 | \$0 | \$5,000 |
| Library Resources | \$0 | \$500 | \$0 | \$400 | \$0 | \$400 | \$0 | \$400 | \$0 | \$400 |
| Marketing/Promotional Expenses | \$0 | \$1,000 | \$0 | \$1,000 | \$0 | \$1,000 | \$0 | \$1,000 | \$0 | \$1,000 |
| Laboratory Expenses | \$0 | \$5,200 | \$0 | \$5,400 | \$0 | \$5,400 | \$0 | \$5,400 | \$0 | \$5,400 |
| General Administrative Overhead | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Other (specify) | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total Operating Expenses | \$0 | \$11,800 | \$0 | \$11,800 | \$0 | \$11,800 | \$0 | \$11,800 | \$0 | \$11,800 |
|  |  |  |  |  |  |  |  |  |  |  |
| Net Student Assistance |  |  |  |  |  |  |  |  |  |  |
| Assistantships | \$0 | \$22,137 | \$0 | \$22,912 | \$0 | \$23,714 | \$0 | \$24,544 | \$0 | \$25,403 |
| Fellowships | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Stipends/Scholarships | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total Student Assistance | \$0 | \$22,137 | \$0 | \$22,912 | \$0 | \$23,714 | \$0 | \$24,544 | \$0 | \$25,403 |
|  |  |  |  |  |  |  |  |  |  |  |
| Capital |  |  |  |  |  |  |  |  |  |  |
| Facilities / Campus recharges | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Equipment | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Other | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total Capital | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total Expenditures | \$0 | \$203,697 | \$0 | \$210,341 | \$0 | \$217,214 | \$0 | \$224,327 | \$0 | \$231,685 |




Faculty Form (Attachment C)

| Name of faculty member (Name, Degree and Field, Title) | Tenured Y/N | Courses Taught Put (C) to indicate core course. Put (OL) next to any course currently taught online. | \# of <br> sec <br> tio <br> ns | Division or College of Employment | Full- or Parttime in Program | Full- or part- time in other department or program (Please specify) | Sites where individual will teach program courses |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barker, Allen <br> Ph.D. in Soil Science <br> Professor | Y | - Plant Nutrients <br> - Org Farm \& Gardeners (OL) <br> - Plant Nutrition <br> - Soil Fertility <br> - Hydroponics | (1) <br> (5) <br> (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Bhowmik, Prasanta Ph.D. in Weed Science Professor | Y | - Principals Weed Managmnt <br> - Organic Weed Control <br> - Advanced Weed Science | (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Childs, Robert M.S. in Entomology Extension Educator | N | - Insects \& Related Forms <br> - Insects of Ornamentals <br> - Prin. Pesticide Man | (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Cox, Douglas Ph.D. in Floriculture Associate Professor | Y | - Plant Propagation <br> - Greenhouse Management <br> - Herbaceous Plants | (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Craker, Lyle Ph.D. in Agronomy Professor | Y | - Herbs/Spice/Med Plant <br> -Technical Writing (C) | (2) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| DaCosta, Michele Ph.D. in Turfgrass Sci. Assistant Professor | Y | - Turfgrass Physiology/Ecology (C) <br> - Turf Challenge Preparation <br> - Introductory Plant Physiology <br> - Plant Stress Physiology | (1) <br> (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | Yes | - Main Campus |
| Ebdon, J. Scott Ph.D. in Turfgrass Sci. Associate Professor | Y | - Intro to Turfgrass Manag (C) <br> - App Calc in Turfgrass Manag <br> - Advanced Turfgrass Man (C) <br> - Integrated Turf Management <br> - Turf Practicum | (1) <br> (1) <br> (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | Yes | - Main Campus |
| Gerger, John Ph.D. in Olericulture Professor | Y | - Botany for Gardeners (OL) <br> - Sustainable Living <br> - Sustainable Agriculture <br> - Writing for Sustain (C) <br> - Project Development in SFF | (6) <br> (1) <br> (2) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Greene, Duane Ph.D. in Horticulture Professor | Y | - Deciduous Orchard Science <br> - Small Fruit Production <br> -Plant Growth Regulators | (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Griffin, Thomas M.S. in Turf Science Instructor | N | - Turf Machinery <br> - Irrigation and Drainage | (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Hashemi, Masoud <br> Ph.D. in Agronomy <br> Ext. Assistant Professor | N | - Crop \& Soil Management <br> - Pasture Management | (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |


| Herbert, Stephen Ph.D. in Agronomy Professor | Y | - Tropical Agriculture <br> - Crop Physiology | (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Jung, Geunhwa <br> Ph.D. in Plant Pathology <br> Associate Professor | Y | - Horticultural Plant Pathology <br> - Topics in Turf Pathology | (1) <br> (1) | College of Natural Sciences | Full-time | Yes | - Main Campus |
| Simkins, Stephen Ph.D. in Env. Soils Associate Professor | Y | - Introductory Soil Science (C) <br> - Soil Microbiology <br> - Environmental Toxicology <br> - Organic Contaminants Soil | (1) <br> (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Spargo, John Ph.D. in Soil Fertility <br> Ext. Assistant Professor | N | - Introductory Soil Science (C) | (1) | College of Natural Sciences | Full-time | No | - Main Campus |
| Vittum, Patricia Ph.D. in Entomology Professor | Y | - Turfgrass Insects <br> - Integrated Turf Management | (1) <br> (1) | College of Natural Sciences | Full-time | Yes | - Main Campus |
| Xing, Baoshan <br> Ph.D. in Env. Soil Chem. Professor | Y | - Environmental Soil Chemistry <br> - Inorganic Contaminants Soil <br> - Advanced Soil Chemistry <br> - Environ Impacts Nanomaterials | (1) <br> (1) <br> (1) <br> (1) | College of Natural Sciences | Full-time | No | - Main Campus |

