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## News

University News & Information



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### *Cal Poly's Agricultural Communications Program Ranks in the Top 10 Nationwide*

SAN LUIS OBISPO —Cal Poly's agricultural communication bachelor's degree has been ranked eighth best in the nation based on a study by researchers at the University of Arkansas.

The peer-reviewed study, led by University of Arkansas professor Jefferson Miller, examined 40 such programs across the nation. Cal Poly's academic program ranked in the top 10, along with Texas Tech University, University of Florida, Oklahoma State University, Texas A&M University, Kansas State University, The Ohio State University, University of Arkansas-Fayetteville, University of Nebraska and Purdue University.

"Our No. 8 ranking is a testament to the work we have been doing for many years to build Cal Poly's reputation in agricultural communication," said J. Scott Vernon, a professor in agricultural communication at Cal Poly. "We continue to evolve to meet the changing demands of the communication landscape and look to get better every day. Our students deserve it, our alumni appreciate it, and the agriculture industry expects it."

The program prepares students to become professional communicators in agriculture by encouraging them to enroll in diverse courses such as digital communication, graphic design, journalism and technical agriculture. In the fall, a new course focused on digital video and social media management will be offered to prepare students for emerging careers in online and visual communication strategies.

"Our bachelor's degree in agricultural communication is just two years old, but we have been working to prepare professional agricultural communicators for many years," said Bill Kellogg, head of the Agricultural Education & Communication Department.

#### **About Cal Poly's College of Agriculture, Food & Environmental Sciences**

Cal Poly is a nationally ranked, comprehensive polytechnic university located in San Luis Obispo, Calif. The university's College of Agriculture, Food & Environmental Sciences is comprised of expert faculty members who take pride in their ability to transform academically motivated students into innovative students ready to solve the complex challenges associated with feeding the world in sustainable ways. Students have access to state-of-the-art laboratories including ranchland, orchards, vineyards and forests, all of which provide the basis for Cal Poly's Learn by Doing methodology.

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