

Use this form to request authorization to plan a new baccalaureate major, associate degree program, or graduate program; formal approval or waiver of an Intent to Plan is required before a university may submit a related full proposal request for a new program. The Executive Director and/or their designees may request additional information. After the university President approves the Intent to Plan, submit a signed copy to the Executive Director through the System Academic Officer through the proper process. Only post the Intent to Plan to the university website for review by other universities after approval by the Executive Director, System Academic Officer or designee. This form is meant to capture critical elements for stakeholders to review prior to a full proposal.

University NSU - Northern State University

Degree BS : Bachelor of Science

Name of Major X999 : New Major Requested

Agricultural Business

No

Specialization Required?

Note: If the new proposed program includes specific specializations within it, complete and submit a New Specialization Form for each proposed specialization and attach it to this form. Since specializations appear on transcripts, they require Board approval.

College/Department

5B : NSU School of Business/NMAM : Management and Marketing

Intended Date of Full Proposal Spring 2024

Planned CIP Code 01.0101

Program Description

1. Provide the working program description that may appear in the university catalog.

Northern State University's Agricultural Business major applies the fundamentals of business to agriculture and related industries. Students study management of operations, financial analysis, data analytics, commodity markets, trade, and marketing through the program and apply and advance that knowledge in upper-level courses in agricultural business. The program includes a 3-credit internship in agricultural business where students apply what they learn with one of hundreds of agriculture business employers in the region.

Strategic Impact

2. Describe how the program fits in with the institutional mission, strategic plan, existing institutional program array, and academic priorities.

The mission of Northern State University is to “provide diverse academic, civic, social and cultural opportunities that prepare students through the liberal arts, professional education and E-learning for their future endeavors, while also enriching the local and regional community.” The NSU strategic plan further emphasizes the university’s aspiration to be recognized regionally for its performance in our key thematic areas, including Business. The BS in Agricultural Business program is closely aligned with the Distinctive Learning (through the required internship in agricultural business) and Distinctive Partnerships (with area agricultural businesses) themes of the University’s strategic plan.

Along similar lines, the BS in Agricultural Business program promotes the university’s Strategic Priority #1 (“Build a growth strategy to expand student access, success and educational attainment to increase students’ socioeconomic mobility while serving the public good”) and Strategic Priority #3 (“Build sustainable collaborative public/private partnerships to advance academic, cultural, health, recreational, and economic opportunities that serve the public good and produce value for NSU, Aberdeen and the region”).

The BS in Agricultural Business program will be housed in the School of Business and fits well in relation to the existing array of NSU programs. The program’s focus is recognizably different from and complimentary to those of the existing degree programs within the School of Business.

Northern State University has a key partnership with the Northern Innovation and Startup Center. Northern’s BS in Agricultural Business program includes a new course in Ag Tech and Innovation, which will support building a digital economy ecosystem in northeastern South Dakota by shaping organizational and business leaders who think creatively and who are focused on continued innovation.

If the program does not align to the strategic plan, provide a compelling rationale for the institution to offer the program.

3. How does the program connect to the Board of Regent’s Strategic Plan?

Northern State University’s BS in Agricultural Business helps achieve the SDBOR’s mission to enrich the state’s economic life and the vision to educate more individuals to enhance state workforce development.

The BS in Agricultural Business directly addresses Goal 4 of the SDBOR Strategic Plan by fostering strategic partnerships between Northern State University and agricultural businesses in northeastern South Dakota. Through the BS in Agricultural Business, Northern State University is engaging with multiple stakeholders in the region to meet a significant workforce demand.

Northern State University’s BS in Agricultural Business program capitalizes on the strengths of Northern State University and partnerships with business leaders and industry in northeastern South Dakota. Students gain a firm foundation of business courses in trade, cooperatives, leadership, analytics, finance, banking, economics, and marketing through Northern State University’s accredited School of Business. The new program adds additional coursework in agricultural business including a required internship. Students in the program will complete an internship with one of the hundreds of agricultural employers in Aberdeen and northeastern South Dakota. The program’s required internships with strategic partners address the SDBOR’s Strategic Focus Statement calling for additional bachelor’s degrees that create a more highly educated population through partnerships “with business and industry using high impact practices to prepare our students for gainful employment.”[1].

The BS in Agricultural Business directly addresses Goal 5 of the SDBOR Strategic Plan by attracting new students to Northern State University, improving financial health, while also capitalizing on existing excellence in the School of Business to efficiently create a new academic program. Northern’s Agricultural Business major will attract and retain non-resident students who are agriculturally-oriented from North Dakota and Minnesota. It will also reduce the loss of South Dakota residents from the northeastern and central parts of the state to universities that offer Agricultural Business in North Dakota and Minnesota.

[1] SDBOR Strategic Plan 2022-2027, p. 4.

Program Summary

4. If a new degree is proposed, what is the rationale?

This question refers to the type of degree, not the program. For example, if your university has authorization to offer the Bachelor of Science and the program requested is a Bachelor of Science, then the request is not for a new degree.

N/A

5. What modality/modalities will be used to offer the new program?

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

	Yes/No	Intended Start Date
On Campus	Yes	Fall 2024

	Yes/No	Location(s)	Intended Start Date
Off Campus Location	No		

	Yes/No	Delivery Method(s)	Intended Start Date
Distance Delivery	Yes	Online; HyFlex	Fall 2024

	Yes/No	Identify Institutions
Does another BOR institution already have authorization to offer the program online?	Yes	South Dakota State University

6. If the program will be offered through distance delivery, identify the planned instructional modality:

Both / HyFlex

Academic Quality

7. What peer institutions and current national standards will be referenced to develop the curriculum for this program? Include links to at least 3 comparable programs at peer institutions and links to national or accreditation standards, if any.

Three regional comprehensive state universities that are not land-grant colleges will serve as the peer institutions for Northern State University's BS in Agricultural Business. All three peer universities are located in towns in remote rural locations, similar in size and remoteness to Aberdeen:

- o Fort Hays State University in Fort Hays, Kansas
<https://www.fhsu.edu/agriculture/academic-programs/agriculture-business/>
- o Northwest Missouri State University in Maryville, Missouri
<https://www.nwmissouri.edu/academics/undergraduate/majors/ag-business.htm>
- o Truman State University (COPLAC institution) in Kirksville, Missouri
<https://www.truman.edu/majors-programs/majors-minors/agricultural-science-major/areas-of-specialization/agri-business-specialization/>

Northern State University School of Business is accredited by the ACBSP, and the University will follow ACBSP accreditation guidelines in the program curriculum and standards. The three peer institutions have different accreditations. Fort Hays State University's School of Business does not have a special business accreditation. Northwest Missouri State University is accredited by ACBSP. Truman State University is accredited by AACSB.

8. What program accreditation is available, if any?

ACBSP accreditation.

9. Will the proposed program pursue accreditation or certifications?

Yes

If no, why has the department elected not to pursue accreditation for the program?

Duplication and Competition

10. Do any related programs exist at other public universities in South Dakota?

A list of existing programs is available through the university websites and the RIS Reporting: Academic Reports Database. If there are no related programs within the Regental system, indicate none.

South Dakota State University offers a BS in Agricultural Business.

A. If yes, defend the need for an additional program within the state, Include IPEDS enrollment data and additional data as needed.

Northern State University is located in Brown County in northeastern South Dakota. Brown County has the second highest number of jobs within agriculture, forestry, and related industries. "Of the nearly 130,000 jobs related to agriculture and forestry in South Dakota, Minnehaha County accounts for over 19% (more than 25,000). Brown county accounts for a further 7% of the state's jobs within these industries," more than 9,200. [2]

Agriculture is a vital part of the economy of Brown County. Brown County has more than \$2.77 billion in economic output from agriculture, forestry, and related industries. This puts Brown County in second place, behind Minnehaha, and more than \$1 billion ahead of Brookings County in economic output from agriculture and forestry. [3]

Northern State University's BS in Agricultural Business will provide students in northeastern South Dakota the opportunity to work in the largest industry in our region. As a regional comprehensive university, Northern serves the region of northeastern South Dakota. The second greatest number of agricultural jobs in the state are in Brown County, and the greatest number of agricultural jobs in the state are in Minnehaha County. South Dakota State University is only 51 miles from Sioux Falls (Minnehaha County) and 149 miles from Aberdeen (Brown County). By offering a BS in Agricultural Business, Northern State University will better serve producers and industries in Brown County in northeastern South Dakota. Northern State University will educate a workforce prepared to contribute to the agriculture business industry in the region.

The Bureau of Labor Statistics estimates 88,000 openings for farmers, ranchers, and all other agricultural managers across the country each year. [4] In northeastern South Dakota, major agriculture industry employers support Northern State University offering an Agricultural Business major in order to help meet their workforce needs (see letters of support).

[2] 2021 Economic Contribution Study <https://danr.sd.gov/AboutDANR/docs/2021AgEcStudy.pdf>

[3] 2021 Economic Contribution Study <https://danr.sd.gov/AboutDANR/docs/2021AgEcStudy.pdf>

[4] Bureau of Labor Statistics. <https://www.bls.gov/ooh/management/farmers-ranchers-and-other-agricultural-managers.htm#tab-1>

B. If yes, would this program be a candidate for Regental system collaboration?

Northern State University has sufficient resources, faculty, and courses to deliver the Agricultural Business major. Northern already collaborates across the SDBOR system using common courses for our degrees in business. While collaboration works well for smaller, niche or specialized programs like physics, student demand for the Agricultural Business major is great enough that collaboration would be inefficient for this program. The Northern State University will reallocate resources within the School of Business (through faculty retirements) to teach the new courses specific to the Agricultural Business major.

11. Do any related programs exist at any non-Regental college or university within 150 miles of the university?

List those programs here:

No 4-year universities within 100 miles offer a BS in Agricultural Business. North Dakota College of Science in Wahpeton, ND is 105 miles from Aberdeen and offers an associate degree in Agricultural Business.

A. If yes, use IPEDS to identify the enrollment in those programs.

North Dakota State College of Science graduated 34 students from their 2-year degree in Agricultural Business in 2021-2022. [5]

[5] IPEDS. <https://nces.ed.gov/collegenavigator/?q=north+dakota+college+of+science&s=all&id=200305>

B. What evidence suggests there is unmet student demand for the proposed program, or that the proposed program would attract students away from the existing program?

Northern State University will attract students from the region who may be drawn to North Dakota State University (NDSU) or the University of Minnesota-Crookston for programs in agricultural business.

Located in Fargo, 175 miles from Aberdeen, NDSU's cost of attendance is higher than Northern State University's. NSU cost of tuition and fees is \$8,843 for in-state and South Dakota Advantage students. NDSU cost of tuition and fees is \$11,057 for ND students and \$12,918 for SD students.

Located 247 miles from Aberdeen, University of Minnesota Crookston's cost of attendance is higher than Northern State University's. NSU cost of tuition and fees is \$8,842 for in-state and South Dakota Advantage students. University of Minnesota-Crookston's cost of tuition and fees is \$13,120 for MN, ND, and SD students.

Northern State University's BS in Agricultural Business will be competitive in cost and a 4-year degree, providing an advantage over North Dakota State College of Science's (NDSCS) 2-year degree.

NSU cost of tuition and fees is \$8,842 for in-state and South Dakota Advantage students.

NDSCS cost of tuition and fees is \$7,114 for South Dakota and other out of state students.

Within South Dakota, one of the key takeaways of the Emsi program gap analysis study is the high demand and low supply of graduates with bachelor's degrees in agriculture. "Agriculture oriented programs are performing well within the state, with many of these programs showing room for growth or being currently aligned with the workforce demand in the state." [6] The Emsi report does not break down agriculture into sub-fields like agricultural business and precision agriculture.

[6] Emsi. South Dakota Board of Regents. Program Demand Gap Analysis: Economic Overview and Review of Academic Programs, p. 9

Market Demand

This section establishes the market demand for the proposed program (eg Regental system need, institutional need, workforce need). Use the following sources for your data:

- [South Dakota Department of Labor & Regulation](#)
- [O-Net](#)
- [US Department of Labor Projections Central](#)
- SDBOR Workforce and Degree Gap Analysis Report

12. What is the expected growth of the industry or occupation in South Dakota and nationally?

Include the number of openings, as well as the percentage of growth when possible.

Purdue University reports an average of 1,415 new job openings in agriculture each month. With a average salary in the Midwest of \$60,485. Purdue University's analysis of agriculture job postings reveals more than 29% of the postings are in economics and 54% of the postings are in sales. Among the postings, more than 68% point to education requirements in agriculture; 88% require experience, 78% require leadership, 74% require communication, and 34% require quantitative skills.[7]

[7] Purdue University. Agricultural Job Market Report. March 2022. https://ag.purdue.edu/department/agecon/_docs/ag-jobs-reports/ag_job_report_march_2022.pdf

13. What evidence, if any, suggests there are unfilled openings in South Dakota or nationally?

The Emsi study found a significant gap between the number of graduates from agricultural, general programs and the number of positions available. The Emsi report shows 191 posts available, while SDSU graduated 55 students in the same year, creating a gap of 136 positions. [8] The Emsi report is not able to accurately gauge demand or supply in the agricultural sector because so many positions in agricultural business are self-employed. [9] The Bureau of Labor Statistics reports that 74.54% of employees in the "farmers, ranchers, and agriculture manager" sector are self-employed. [10]

[8] Emsi. South Dakota Board of Regents. Program Demand Gap Analysis: Economic Overview and Review of Academic Programs, p. 38.

[9] Emsi. See footnotes, page 6.

[10] <https://myfuture.com/career/farmers-ranchers-and-other-agricultural-managers>

14. What salaries can program graduates expect to earn in South Dakota and nationally?

Across the United States, the average salary is \$91,765, and in South Dakota, the average salary is \$87,802. [11]

[11] South Dakota State University Catalog. https://catalog.sdstate.edu/preview_program.php?catoid=49&pooid=11145&returnto=8345

15. Optional: Provide any additional evidence of regional demand for the program.

e.g. prospective student interest survey data, letters of support from employers, community needs...

Northern State University will benefit employers in Aberdeen and across northeastern South Dakota by offering a BS in agricultural business. Agtegra, the #1 ag retailer in North and South Dakota [12], is headquartered in Aberdeen. Agtegra employs 340 people in Aberdeen and a 30-mile radius and 406 who report to work within a 30-mile radius. [13]

Dacotah Bank, the 15th largest ag lender in the United States, is headquartered in Aberdeen. More than 33% of Dacotah Bank's loans are concentrated in agriculture. Graduates of Agricultural Business programs are needed in the 8 banks headquartered in the state that make the American Banker Association's top 100 Agricultural Banks by Dollar Volume, including Wells Fargo (#2), Dacotah Bank (#15), First Dakota National Bank (#39), Bankwest (#49), First National Bank in Sioux Falls (#55), First Bank & Trust (#57), American Bank & Trust (#62), and Citibank (#74). [14]

[12] Croplife 100: Top 5 Ag Retailers Based in the Dakotas. <https://www.croplife.com/croplife-top-100/croplife-100-top-5-ag-retailers-based-in-the-dakotas/>

[13] Agtegra Human Resources, digital communication, November 2023.

[14] American Bankers Association. Top 100 Agricultural Banks by Dollar Volume. Updated 13 October 2023. <https://www.aba.com/news-research/analysis-guides/top-100-agricultural-banks-by-dollar-volume>

Student Demand

16. Provide evidence of student completers/graduates at that degree level at peer institutions that offer the same/similar program using data obtained from IPEDS.

Choose programs not already listed in question 11. Use the most recent year available.

University Name	State	Program Name	Number of Degrees Conferred in Program	Total Number of Conferrals at Level (Undergrad or Grad)
Fort Hays State University	KS : Kansas	BS in Agricultural Business	55	3001
Northwest Missouri State University	MO : Missouri	BS in Agricultural Business	60	1118
Truman State University	MO : Missouri	BS in Agricultural Science, Agricultural Business Specialization	23	913

17. What evidence suggests there is interest from prospective students for this program at the university?

Data from Northern State University Office of Admissions for 2021, 2022, 2023, or 2024 starts reveals 557 inquiries and applicants who listed an interest in agribusiness or agriculture. Of the 557 students interested in agriculture who are inquiries or applicants, only 32 applied to Northern State University.

Among this pool of inquiries and applicants, the vast majority (71.5%) are from North Dakota, Minnesota, northeastern South Dakota, and northwestern South Dakota. Students in South Dakota and North Dakota are underserved for 4-year degrees in Agricultural Business and are inquiring about pursuing the degree at Northern State University.

Enrollment

18. Are students enrolling in this program expected to be new to the university or redirected from existing programs at the university?

Include the number of openings, as well as the percentage of growth when possible.

Students are expected to be new to Northern State University, as demonstrated by the current gap between inquiries for agricultural business programs at Northern State University and the number of those students who apply or enroll.

19. Narrative Description of the preliminary estimates on annual enrollment in this program by year six

Include all students within the program, not just those new to the program.

Northern expects 12-15 students to enroll in the BS in Agricultural Business in fall 2024, with an expected 5% growth annually following, leading to 16-20 students new to the university each year by year 6. Students earning the associate degree in Agricultural Business at the North Dakota College of Science account for 6.7% of graduates at that nearby college. Using that statistic, Northern State University conservatively estimates that 5% of graduates will earn the BS in Agricultural Business, with an average of 18 graduates per year by year 6.



March 18, 2024

Dear Members of the Board of Regents and Executive Director Lukkes,

As CEO of Agtegra, I write in support of Northern State University offering a BS in Agricultural Business degree.

Headquartered in Aberdeen, we employ more than 900 employees in South Dakota and North Dakota. Like many employers, we are experiencing workforce shortages across our company and at various levels and roles, and we have a need for employees with degrees in agricultural business.

It is my understanding is that Northern State University's BS in Agricultural Business will apply the fundamentals of business to agriculture and related industries. Students will study management of operations, financial analysis, data analytics, commodity markets, trade, and marketing and advance that knowledge in upper-level courses in agricultural business.

NSU's proposed program requires a 3-credit internship in agricultural business where students apply what they learn with agriculture business employers in the region.

Agtegra would actively recruit Northern State University students majoring in agricultural business to apply to our internship program. Agtegra would also like the opportunity to engage with students in a variety of ways throughout the Agricultural program. This may include classroom presentations or visits by company subject matter experts; company location tours and on-site education/information sessions; continued participation in career fairs; and other events that may be mutually beneficial for the agriculture business students and Agtegra.

Northern State University's BS in Agricultural Business will provide students the opportunity to work in the largest industry in the region. Agriculture is a vital part of the economy of Brown County and surrounding counties. By offering a BS in Agricultural Business, NSU will better serve industries in northeastern South Dakota and neighboring counties and states by educating a workforce that is prepared to contribute to the agriculture business industry for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Klootwyk", is written over the typed name.

Jason Klootwyk, CEO



Dear Members of the Board of Regents and Executive Director Lukkes,

As Director of HR at Glacial Lakes Energy, LLC I write in support of Northern State University offering a BS in Agricultural Business degree.

Headquartered in Watertown and with locations in Mina, Aberdeen, and Huron we employ more than 200 employees in northeastern South Dakota.

We have experienced workforce shortages across our company, and one need we have is for employees with degrees in agricultural business.

Northern State University's BS in Agricultural Business will apply the fundamentals of business to agriculture and related industries. Students will study management of operations, financial analysis, data analytics, commodity markets, trade, and marketing through the program and apply and advance that knowledge in upper-level courses in agricultural business.

Northern's proposed program requires a 3-credit internship in agricultural business where students apply what they learn with one of hundreds of agriculture business employers in the region. Glacial Lakes Energy, LLC would actively recruit Northern State University students majoring in agricultural business to our internship program.

Northern State University's BS in Agricultural Business will provide students in northeastern South Dakota the opportunity to work in the largest industry in the region. Agriculture is a vital part of the economy of Brown County. Brown County has the second highest number of jobs within agriculture, forestry, and related industries. Brown County also ranks second in economic output from agriculture, forestry, and related industries – at more than \$2.77 billion. By offering a BS in Agricultural Business, Northern State University will better serve industries in northeastern South Dakota by educating a workforce prepared to contribute to the agriculture business industry in the region.

Sincerely,

Tara Crowder
Director of HR



January 22, 2024

Dear Members of the Board of Regents and Executive Director Lukkes,

As CEO of Ag Processing Inc (AGP), I write in support of Northern State University offering a BS in Agricultural Business degree.

Headquartered in Omaha, we employ more than 60 people in northeastern South Dakota at our Aberdeen, SD facility. We are experiencing workforce shortages across our company, and one need we have is for employees with degrees in agricultural business.

Northern State University's BS in Agricultural Business will apply the fundamentals of business to agriculture and related industries. Students will study management of operations, financial analysis, data analytics, commodity markets, trade, and marketing through the program and apply and advance that knowledge in upper-level courses in agricultural business. Northern's proposed program requires a 3-credit internship in agricultural business where students apply what they learn with one of hundreds of agriculture business employers in the region. AGP would actively recruit Northern State University students majoring in agricultural business to our internship program. Northern State University's BS in Agricultural Business will provide students in northeastern South Dakota the opportunity to work in the largest industry in the region.

Agriculture is a vital part of the economy of Brown County. Brown County has the second highest number of jobs within agriculture, forestry, and related industries. Brown County also ranks second in economic output from agriculture, forestry, and related industries – at more than \$2.77 billion.

By offering a BS in Agricultural Business, Northern State University will better serve industries in northeastern South Dakota by educating a workforce prepared to contribute to the agriculture business industry in the region.

If you have any questions or concerns, don't hesitate to contact me at 402-498-5559.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Schaffer". The signature is fluid and cursive.

Chris Schaffer – Chief Executive Officer (CEO) AGP