



## Career Education

### Wine, Hospitality, Culinary Arts Advisory Committee Meeting

Previously named Viticulture, Enology and Wine Making

March 29, 2019

#### ATTENDANCE:

Those in attendance:

Name	Organization
Toby Brannon	Temecula Valley USD
Stefano Butto	Mt. San Jacinto College
Amy Campbell	Mt. San Jacinto College
Karen Cranney	Mt. San Jacinto College
Maryann Edwards	Temecula Valley USD
Rick Halsey	Hospitality Industry
Rick Linsalato	Professional Chef
Stephanie Magana	Mt. San Jacinto College
Meghan Manion	Temecula Valley USD
Karin Marriott	Mt. San Jacinto College

Name	Organization
Sharon Mungo	Mt. San Jacinto College
Fred Peterson	Vinduino
Greg Pennyroyal	Wilson Creek Winery
Betsy Ramos	Mt. San Jacinto College
Avante Simmons	Mt. San Jacinto College
Carrie Tate-Meyer	Mt. San Jacinto College
Reinier Vanderlee	Vinduino
Sonia Verduzco	Mt. San Jacinto College
Gus Vizgirda	Wilson Creek Winery

#### CALL TO ORDER: 9:11AM

Executive Dean, Joyce Johnson opened the meeting and welcomed guest.

**Welcome and Introductions:** Dean Johnson discussed the importance of these advisory meetings and the input we receive from people working in the industry. This committee and meetings keep us on track and moving in the right direction. We want to make sure we have what's needed for training in the field.

All the participants introduced themselves.

#### PROGRAM UPDATES: (Executive Dean, Joyce Johnson)

The plan for this meeting is to provide updates regarding our Viticulture program and talk about the culinary program coming on board. Amy Campbell will provide some highlights for our non-credit culinary program. Between wine, culinary and hospitality, this is a well-rounded umbrella to offer in the valley.

#### Overview of Wine Program (Karen Cranney/Stefano Butto):

She advised the name of the program has been changed from Viticulture, Enology and Winery Technology to Wine. We are now approved in by curriculum committee to be science classes. When students look at the schedule, they will see that viticulture and enology are now science classes. This is the 15<sup>th</sup> revision of the wine program. She provided a hand-out of the wine program courses for certificate and employment concentrations. There are four required courses (12 units) and 14 elective courses offered. The required courses along with the electives offers students a certificate. Electives are currently part of an employment concentration, grouped by concentration as: Wine, Hospitality and Tasting Room Management (11 units), Viticulture (12 units), Winemaking/Enology (11 units). Karen asked the committee for any input they would like to offer of additional courses or changes they believe would make it a stronger program. These courses have not been written yet. Enology will probably have a course added. She's not sure what that will be yet. Probably something to do with barrel management. The next step is to go to the regional consortium in May. Once it passes that and "us" curriculum will be written. The first floor of the Temecula Valley Campus (TVC) will be the home to the wine program. We will be partnering with UCR and Spero Vineyards. Spero works with autistic children and our goal is to train our students to work with them and bring more funding. Karen turned it over to Greg to discuss this program further.

**Greg Pennyroyal:** Greg gave an update on the Spero program and how it ties into the high school. Mark and Eva Woodsmall have about a five acre vineyard with a house on the property that serves as a facility. The vision is for this to be a student learning vineyard with wine making. There are a couple of models for this. Napa and Prescott Community Colleges have similar programs. It is different as students are behind the counter and people know they're students. Greg has noticed in working with Spero that students respond better to students. Instructors create an environment where graduate students teach autistic students. Students can be laser focused and catch on quickly. On the high school side, there's a lot of interest. Toby brought his AP chemistry class to the vineyard and discussed the application for his AP biology classes. Once students realize they can apply chemistry and biology to the wine making industry they find it can be useful and fun. High school students have a huge interest in alternative agriculture and sustainability. He feels we aren't providing enough of that in this program. Greg mentioned that students are predominately older and perhaps a second career for them. However, he feels we are missing the boat with younger students who are looking at this as a career. At the high school level, counselors/teachers should notice those students who show interest and potential and suggest opportunities to take classes or volunteer at Spero or other wineries. The industry is growing fast and we don't have enough good people in our local areas.

Avante Simmons asked if there were guidelines or orientation for the Spero program. Greg answered no. He hasn't gotten that far yet. Still trying to figure out how Spero fits into the program here. He and the other faculty members are looking at Spero as a possible site. The high school is another possibility. He asked Meghan Manion, to discuss the Temecula High School's possibilities. She shared that Temecula Valley High School has about eight acres of land at the corner of Pauba and Margarita. She offered to have Greg visit. There is the ability to have an onsite vineyard, which will pair well with Toby's sustainability program and the culinary program. Toby Brannon mentioned that this sounds like where education needs to go, which is strength based education. This is hand-on education to help students find their strengths. With the Spero program, you are putting them in an area of strength with a base of knowledge that they can now apply. The Viticulture program is so varied, with wine making, chemistry, marketing, irrigation, every student can find a strength and capitalize on that strength. Whether it is a career or to gain knowledge. Temecula Valley High School has a very real interest, with a financial commitment from Temecula Valley High School's principal.

**Marketing:** Karen Cranny discussed the numbers within the VEW program, with an 85 percent success rate and 97 percent retention. However, there aren't enough students. Stefano has been concerned about that. The program needs more marketing. We need more help spreading the word. Karin Marriott is waiting for pictures so she can create marketing materials. However, Karen said we're waiting to put the whole program together. Stefano Butto said hospitality is more in the front of the house. Seemed to him the program was started with a heavy emphasis on production. It was called Viticulture and Enology in the Wine Making Industry (something lie that). Over the years, he has seen the size and ages of students change. With the wine hospitality class and wine business class, and the name change, hopefully this will help grow the program. Stefano has attempted to create a Facebook page to draw more attention, but has limited skills and put out a "cry for help" with social media.

Carrie Tate-Meyer asked if these classes can help students study for the Certified Sommelier Examination (CSC) for the stackable, which can be added to the potential of marketing. Stefano replied, yes. In fact, he jokes, that the hospitality course is the level .5 of the Court of Master Sommeliers. We work a lot on wine regions, tasting skills and how to communicate wine.

Fred Peterson brought up the point that Facebook is utilized more by people in his age group. Whereas, LinkedIn and Twitter is a better to target the younger market. Toby said that TVHS's social media platforms are student run. He recruits students who are active on social media. The Temecula Valley Winegrowers Association poses a concern as they have their own program. There may be confusion on which program to choose. We need to differentiate ourselves in our marketing. We need to show that we are a career development program that includes all the pieces.

After looking at the program changes, Dean Johnson asked if we're missing anything. Once individuals complete these concentrations, will they be well-rounded and employable? She asked for feedback on the hand out identifying the Employment Concentrations; Wine Hospitality and Tasting, Viticulture and Winemaking. We want to ensure when these courses are taken, it is a concentration that is recognized by the industry. Did we package it right? Did we make it solid? Are we preparing students?

A committee member asked what this gives a student who is looking for a job. Another member replied that Temecula has the best wine market in the world. The market is ahead of where we are technically. Whereas, places like Napa had to rise up to the level of sophistication before the market picked up. Once Temecula gets to that level, there is more opportunity here. Right now, anyone willing to work hard can get a job at a winery. But, they don't know the basic knowledge of the wine they're promoting.

The question was asked what a student can expect to be paid after earning an employment concentration. It is suspected that Temecula has the highest per bottle price and pay for grapes and their employees at the lowest rates. If we can show they can earn a higher wage with the education they attain, then that's our advantage. Carrie pointed out that students are more aware that if they are going to invest in their education, they want to know what that means as far as a living wage. Carrie pointed out that even though the marketing is important, students want to know what the end game is. If they are going to school, they don't want to be a grape picker. They want to be on the selling floor and create a career, not just a job.

One of the advantages of the Temecula region is that we are not restricted like Napa and Sonoma are. They are limited to how many guest per week they can have, if they can have a restaurants, etc. Temecula doesn't have those restrictions, so we have open opportunities. Although, those regions have many more wineries than Temecula, we only had about 300,000 fewer guests last year. We have much more traffic per vineyard.

We need to present a global view to be able to make it an employable industry. The wine industry is not a high paying industry. Students interested in this industry are looking for quality of life and a positive social environment. That's the biggest struggle. But, they can make a decent living. Younger students are more concerned with environment than highest paying job. Meghan pointed out that in Greg's class he's using regenerative practices. Students coming out of his program with bio-sustainability, they may be interested in a wine program that offers course in biodynamic wine, organic farming practices, or dry farming. Students are more aware and want sustainability agriculture. They want green houses. Meghan suggested that we be aware of that as we form our programs.

Reiner Vanderlee agreed with Meghan. He thought about what would bring students in and made a note, "Introduction to Sustainable Agriculture." He stated that we aren't focusing on wine making to begin with, we're focusing on a hot button that will get them interested, and then will lead to other opportunities. Meghan expressed her experience with elementary aged students and their desire to learn more about soil and grow and eat new foods. She believes that teaching students from pre-school to be good environmental stewards to our earth, is a good way to educate our future.

Fred believes we are missing an important part, which is technology in farming. He has experience working with other colleges with "Farms of the Future" programs. He offered to help build a curriculum around agriculture. Many regents are talking about sustainability, but no one has the technology.

Greg shared that the Temecula Wine Society raises money each year for its scholarship program. They are now targeting only Temecula instead of California. We have an amazing market here and we have a financial model that supports excellence. What we're missing is a vision of what excellence looks like. A group like this can build a great vision for wine makers and this region can produce some of the best wines in the world.

It was stated that a food establishment would be opening downstairs. In order to project this to the public, it is hoped for that there will be 20,000 students in the building, plus the public that will come here to eat. It would benefit us to put together some type of infomercial or pictorial, to talk about Temecula, the wine country, the different things MSJC can do for student and tie all this together.

#### *Overview of Culinary Arts Program (Amy Campbell):*

Amy explained her Adult Education, Non-Credit program. Adult Education is open to anyone over 18 years of age. They serve about 2500 students a year between GED (students who dropped out of high school) and language acquisition. Language acquisition can be someone from another country who has a degree and is an expert in their field, but want to learn the language so they are comfortable moving into the field they are trained in. The program support classes from Temecula to Banning. Amy is also a member of the Southwest Riverside County Adult Education Regional Consortium where she supports the adult schools from Temecula to Banning and Beaumont, RCOE, and MSJC adult programs. There are over 10,000 students per year moving through the adult programs. A new area for us is the career training courses in non-credit field.

The goal is to have marketing materials created and offer it to current winery employees.

**Adjournment:** Meeting was adjourned at 11:06 AM

Respectfully Submitted by: \_\_\_\_\_  
Signature of Recorder