

Ventura College AG Advisory Board Minutes
October 22nd Meeting
Ventura College – Day Road Center 4:00-6:00pm

4:00pm

Welcome
Introductions of new members

Dorothy Farias

Attendees
Keith Barnard – Mission Produce
Brian Cook – Pete’s Living Greens
John Chamberlain – Limoneira
Mike Richardson – Quality Ag
Luis Calderon – Reiter Affiliated
John Krist – Ventura County Farm Bureau
Laurie Arnold – Ventura County Office of Education
Talia Barrera – Farmworker Resource Program
Israel Vasquez - Farmworker Resource Program
Fatima Pena - Farmworker Resource Program
Annemiek Schilder – Director, Hansen Agricultural REC
Felicia Duenas – Dean, Career Education II Division
Anne King - VC Foundation
Gerardo Pantoja – VC Foundation
Jennifer Garner – VC Biotech Program
Cynthia Herrera - VCCCD
Holly Correa – VCCCD
Scott Beylik – Beylik Farms

Orchard Tour

Keith Barnard

Working Dinner
Handouts for FSVP and HACCP Training
Dorothy will email a link for a short program survey to collect data

Review of minutes 2018 meeting
No objections

Goals of Mission of VG AG Program

- Fall 2020 courses
- New course Ag in Society (AG V01)
- Spring 2020
 - Plant propagation and plant science and plant identification (AG V30 and AG V06)
- New course Intro to Animal science F2020 (AG V61)

Update on current status of VC Agriculture Program

(see Program Handouts)
Approved - Ag Business AS-T,
In approval process - Certificate of Achievement (COA)

Fall 2020 approval - Plant Science AS-T, COA

In approval process - Food Safety AS, COA and COC
(Certificate of Completion)

In approval process - Registered Veterinary Technician AS and
COA

In approval process - Ag Field Supervisor COC

Potential Future Advisory Boards

- Ag Business/Plant Science/Food Safety - Will be putting full associate's degree into curriculum approval process now. VC will be the only Food Safety degree in CA. Ability to offer 100% online.
 - Registered Vet Tech (RVT) - VC approached by Ohana Pet Hospital to create program to fill employment gap and create a teaching vet hospital – accredited program requires a separate advisory board.
 - Ag Field Supervisor
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- Cynthia Herrera question – is COC no cost? Yes,
 - Brian Cook question – is adding RVT spreading program too thin? Desire to keep RVT under Ag umbrella. Food Safety needs federal certification for trainer, usually found in Ag industries.
 - Keith Barnard – How many students currently? 20, hoping to double each year. RVT and Food Safety bringing in more enrollment.
 - Anne King – How many students for college to fund a position? 35 per class (instructor and overhead)
 - East Campus has independent budget to fund classes (soil science)
 - Requesting assistance in recruiting instructors for Spring 2020 soil science and plant propagation courses.
 - Laurie Arnold – composition of student body – 50/50 local degree seekers/transfer students
 - John Krist – how soon will Field Supervisor degree be approved? Hopefully next fall?
 - John Chamberlain – How are faculty positions advertised? VCCCD process. – John will help advertise if he can.
 - Brian Cook – asking about adjunct professor cost and distance that faculty travel. (He has an idea for plant science instructor) Fall 2020 plant science can be partially online, once a week in person for lab.
 - Keith – Ben Faber as a possible plant science instructor or has info about potential instructors.
 - Annemiek – How do you know course has objectives to meet appropriate needs? Campus curriculum vetting, state CID, industry input, aligning individual campus learning outcomes in state with 4 year institution expectations.

Fall Events & Developments

CTE Open House (Wed 10/23) for students and parents (orchard and classroom demo)

Student Trips & Recruitment

Food Safety Trainings (Nov. and Dec.)

New Hire for Plant Science to start Jan/2020

Orchard Grand Opening/Ribbon Cutting – Tues 12/10/19 3pm

- Press releases
- Public tour
- Invited members to attend

Spring Events & Developments

Dual Enrollment Ag Bus. Pathway with Santa Paula HS o Guest speakers -

- Piloting with Santa Paula to extend to all Ventura County high schools. Intro to Ag Business and Ag Communication credit transferable to CSU
- Expanding soon to Fillmore
- Ag in Society planned for summer course for HS students.

Student Trips & Recruitment

- Ag Ambassador visits to local HS programs to increase enrollment
- Dual enrolled students count as VC student too (free to HS student)
- HS students can get halfway to Ag Business COA before graduating from HS.
- Israel asked about Oxnard HS (potentially connect to HS business programs)
- Laurie Arnold – need to provide different view of Ag for HS students
- Anne King – Diesel mech program benefitted from Adv. members bringing program flyers to their own events. Ag program can produce material for members. College website redesign should be helpful.
- John Chamberlain – can VC social media marketing program help Ag program advertise? CE division has marketing funds to pay specialists. Dorothy has a social media intern from the program to help Ag. Waiting to be able to place on website.
- Cynthia suggests putting videos of adv. members talking about new ag industry on program website (upgraded website should be more editable and responsive.)
- Brian Cook – how much conversation has been put into talking points for outreach and recruitment? (Students want to know about income potential and that Ag isn't their parent's ag experience.)
- Keith will send young, excited Mission people to HS to talk Global Ag. (Enter Ag and travel the world.)
- John – global food supply, sustainability, etc as talking points. Short videos HS students can view on their phone (SEEAG a partner for this.)

- Dorothy invited members to contribute talking points and join the outreach events
- Luis Calderon – help students see what global companies are here (most don't know just by driving by)
- Mike Richardson – use the young employees to pitch to the HS students (Ag Ambassadors from VC talk to HS students)
- Brian Cook – Academy of Business tour each year of their facility, questions answered by employees in different departments.
- Laurie Arnold – Navy invites HS teachers (Math and Science) to events to raise awareness. High school counselors are gatekeepers. (Most HS counselors don't understand opportunities at community colleges) Hosting a counselor day at VC for all CE programs December 13. Dorothy gave presentation for VCCCD college counselors.

Food Safety Trainings o Potential Food Safety Symposium for industry

Funding and Resource Allocations Equipment and Supplies Purchased

Purchases

- \$4k tools
- Class supplies
- Gator attachments (wagon, sprayer, cover)
- Technology upgrade to plant science classroom

Resource Needs

- Funded Lab/Facility Technician (share with water science) for upkeep of orchard and class preparation
- Student Travel funding
- Van (Ag program specific)
- Facility upgrades \$20K (Greenhouse, hoop house, ECT 8 classroom cabinet, table, lab space renovations)
- Luis wants more info about size/space for hoop houses and will check on a 10 year structure possibility

Industry collaborations

- Resource needs
- VC Ag Facilities
- Field Trips
- Internships
- Scholarships

Talia offering resources for outreach and can bring materials to families at their events.

John asked for a one page info sheet for students - Salaries, career potential, opportunities

Anne asked for member partnership in recruiting efforts, expertise

Cynthia – Title V STEM Grant DOE (capital outlay, outreach, program design funding) coming in March

Suggestions on future program direction

Courses

Certificates

Degrees

Current industry employee education opportunities

Summarize Discussion

Priorities Moving Forward

Next Meeting – potential dates March or April?

Thanks and Appreciation

6:00pm Adjournment

Members not present:

- Brett Chandler – Associate’s Insectary
- Griff Barkley – Barkley Insurance
- Jose` Antonio Gomez – Driscoll’s