

WACANE

Washington Association of Collegiate Agriculture and Natural Resource Educators

Washington Association of Collegiate Agriculture & Natural Resource Educators (WACANE)

Wednesday May 13, 2015

Conference Call

3:00pm – 4:00pm

WACANE Members in Attendance:

Trent Ball, Yakima Valley Community College; Andy Winnett, Walla Walla Community College; Melissa Holecek, Walla Walla Community College; Jason Selwitz, Walla Walla Community College

Others in Attendance:

Bill Griffith, Agriculture Center of Excellence; Lindsey Williams, Agriculture Center of Excellence; LaKatherine Stanger, Agriculture Center of Excellence, Tawnya Todd, Agriculture Center of Excellence

Welcome & Introductions

Bill Griffith, Agriculture Center of Excellence Director, welcomed WACANE members and thanked them for making time to call in to the meeting.

What has the Ag Center been up to?

The Ag Center has been very busy with travels, meetings, presentations, and new marketing tactics. Bill has been traveling weekly for the past three weeks from Indiana to Spokane and Seattle. The Centers of Excellence accepted the Exemplary Leadership Award in Burien, WA in March. Precision Ag conference will be potentially held in another location in addition to Walla Walla this next year. Planning for the conference will begin this summer for an enhanced marketing approach.

The website Job Board has been kept up and currently has over 20 jobs listed. There are industry positions, along with student internship opportunities. If you know of any openings send them to Bill or LaKatherine to post on the Job Board.

What can the Ag Center do for your program?

Bill explained what the Ag Center is looking for from WACANE members to help programs across the state. He asked that if there are any announcements or information to share about your program that you send it to the Ag Center for advertising. The Ag Center is able to post program information on Facebook and the website at any time. If instructors contact the staff with details the posts will be made and shared. By sharing more program information programs will stay in front of people for knowledge of options across the state.

Bill is willing to have one-on-one meetings with instructors and is looking to schedule campus visits and meetings now for the following fiscal year. Involving industry in program needs and curriculum alignment is a high priority to ensure the programs are relevant for current skills.

The Center purchased a new Inspire Drone and is excited to share this resource with any faculty across Washington State to use in their classrooms or for specific events. Bill will provide a short training on the use and the laws of using the Drone before using.

Bill announced the completion of data compilation/entry for the high school Ag program interest cards. If any instructors are interested in the data and student information, email LaKatherine Stanger at lakatherine.stanger@wwcc.edu. These cards can help increase program enrollment for anyone that has areas of concern with student interest in their program area. Bill strongly encouraged the group that it may not be just high school students we need to convince, but maybe the parents are a better target; that a 2 year degree is highly valuable.

Feedback and Discussion

Andy Winnett, WWCC, spoke about WWCC's John Deere program hosting an Open House for prospective students and their parents. He is concerned there are a high percentage of students that are honestly unaware of the opportunities in different Ag programs and the potential careers available upon graduation. Andy asked Bill what his first steps should be, and if the Ag Center can help coordinate and advertise the event. Bill and Andy are setting up a meeting to discuss this opportunity.

Andy asked; 'Will the Ag Center put awareness of each program out to high school students, high school career counselors, and parents?' Bill is willing to sit down with each interested instructor and put together materials and information to present to the target groups about programs. The ability is there with the Ag Center to promote each program and assist the instructors with their needs, upon staff contact and requests. Each WACANE member is offered the same opportunities from the Ag Center to assist each Ag program available.

Trent, YVCC, discussed the high demand in the Yakima Valley for compliance training course; relative to third party audits like Global Gap and etc for the agriculture farm production industry. There are records that growers must keep as part of certification programs, and Trent is suggesting the Ag Center take a look into assisting the industry with a training event. Bill suggested putting together a market analysis for the needs of industry in the area and in regard to the program to get a sense of the majority and the training that is in demand. The Ag Center is willing to assist in the training.

Trent announced the new joint grant for YVCC Wine program in partnership with South Seattle and Wenatchee Valley that starts in August and will last for 3-years. The grant is to increase employable graduates for the wine industry using online and hybrid AA degrees in enology and viticulture programs. Bill encouraged the group to apply or reach out to the Ag Center for help in

applying for grants to help their programs and with funding for needs for the students in their programs.

Bill asked if another Summer WACANE Conference is of interest to participants. Andy didn't get a chance to participate last year, and asked Bill what the value is of attending. Bill listed possible topics: Budget, Current Program Enrollment, Specific Target Audiences-Parents, 2yr education vs. 4yr education and the value of, and any other topics of interest. Bill will send out a Doodle Poll with topic ideas for those attending the conference.

Melissa, WWCC, thanked Lindsey, Ag Center Marketing, for publishing videos for the 2year programs and the marketing for Ag and Ag related programs. She mentioned that they are not specific to any certain program or college so anyone could use the videos to promote their programs to high school students.

Jason encouraged the discussion to address participation in WACANE, and how to engage more instructors across the State. He would like to see the instructors gaining from the Ag Center and WACANE to contact other instructors to give authentication of what they are receiving to encourage their participation. He suggested putting together a list of contacts and dividing it up between everyone and start making contacts to increase the participation in WACANE and give a broader opportunity to help other programs and other instructors. Jason also requested to visit high schools with the Ag Center occasionally to promote his program, and mentioned other instructors should request to do the same. This would put more of a face to the programs and get more questions answered.

Next Meeting

A Doodle Poll will be sent out to the WACANE email list for dates and location options for a Summer Conference.