



# **Agriculture, Food and Natural Resource Department**

## **Advisory Meeting**

**November 25<sup>th</sup>, 2019**

### **Agenda**

**8:00-10:00am**

1. Welcome
  - a. Introductions- ADawn, Carr, Jessica, Catherine, Paul, Curtis, Greg, Brad, Jody, Mike, Darrel, Ross, Nate
2. Overview of Programs
  - a. Program Info-
    - i. General ag and advanced ag certificate (includes a class in every area)
    - ii. Dual Enrollment: Animal science degree is 2 year and then can finish at UMC
    - iii. Ag education (start here then finish at UMC)
    - iv. Online CHS and CHS Animal science, Intro to ag and Agribusiness offered
    - v. PAET (was intended to be for those intending to work for dealers), but many are taking it back to the farm and applying it there. There is a need to change in the curriculum. Will work on it during breakout.
    - vi. Trying to make these classes more alluring by changing what students get out of the program
  - b. Numbers-
    - i. Have small class sizes
    - ii. Could be a good stepping stone for those that want to attend a 4-year school
    - iii. We are not where we need to be.

- c. Where we are headed
  - i. We need to increase marketing and knowledge about the program.

### 3. Marketing/ Recruiting Idea's

- a. Field Days-
  - i. See attachment
  - ii. A way to get kids interested in ag, or at least get them aware of what ag is all about
  - iii. Have the kids bring home a paper to fill out to engage the parent as well
  - iv. No one has this as of right now, but it will be launched the first week in December
  - v. Everyone is getting flyers advertising STEM programs, but getting flyers from community leaders/businesses is going to come off differently than from the college
- b. Program Sustainability-
  - i. Trying to get the students from up north, where there isn't any ag programs. There is a need for Ag Education in NWMN.
  - ii. Try to get to the younger generation interested, especially young kids. The workforce NEEDS workers.
- c. How do we better engage the industry? –
  - i. Get a city/school/community calendar to know when events are
  - ii. Traditional advertising like mail, may be overused by everyone else
  - iii. Get the brochures into local businesses, in waiting areas, radio ads, blips for people on hold at businesses
  - iv. More online advertising like Facebook and other social media
  - v. Billboards aren't good enough to influence the kids now, need to show the cool stuff to impress and catch their eyes
  - vi. Bring in industry/community leaders to see what is going on
  - vii. If we can get the leaders interested, they will spread the word and help be our advertisers
  - viii. Going to local businesses to show cool toys and let people know that learning about this is something the program offers
  - ix. Have the parents come with the kids
  - x. Set up booths established events to get the kids and parents to experience it together
  - xi. Make some sort of challenge to win an item at shows/events
  - xii. replicate/ improve nursing program outreach,
  - xiii. Get advertising in all the high foot traffic areas in the surrounding small communities, create an infographic at the locations

xiv. Have a regular schedule in the areas that you go to and set up a booth

4. Update from Dean/Ag Center Concept- Giving credit for prior learning
  - a. Give students a start and then get them out into a hands on environment
  - b. The center is all about the connections to the community and people that will get students hands on experience
  - c. Partners need to know that kids aren't there get wages necessarily, they're there to learn and gain experience to go with their knowledge
  - d. Expressing what the insurance covers and risk assessments are is important to the partners and could help get others involve
5. Breakout into PAET and ANSC/GEN AG
  - a. Industry Trends/Needs
  - b. Curriculum Alignment and Industry
  - c. New partner's/Field Trip Idea's
  - d. Workforce Needs and Challenges