

NOC Agriculture Advisory Board Meeting Minutes February 4, 2016

The spring meeting of the Agriculture Advisory Board was held at the Magnolia Room on the NOC Campus in Tonkawa, Oklahoma, at 5:30 p.m. Board members present were Calvin Crumrine, Keith James, Francie Tolle, Jeremy Johns, and Dale DeWitt. NOC members present were Dr. Cheryl Evans, Dr. Pam Stinson, Tricia Moore, Kirby Tickel-Hill, Dr. Kurt Campbell, Bart Cardwell, Scott Harmon, Dr. Rae Ann Kruse, and Austin Kindschi.

Dr. Evans welcomed the committee and gave an update on activities at NOC. Dr. Kurt Campbell gave the invocation and dinner was served.

Following dinner, Tricia Moore made introductions and gave a department report. The division continues to see an increase in the number of students declaring Agriculture as their major and an increase in program graduates. Many former students go on to attend OSU and provide good feedback on how well prepared they were to attend the University.

Tricia Moore, Division Chair, introduced the idea of expanding degree options. Currently the Agriculture program only has one degree sheet for agricultural sciences that is geared more toward Animal Science and Agriculture Education, with options for recommended electives that would transfer to four-year programs in a variety of agriculture degree programs. The department members believe it would be a good recruitment tool to expand degree options to include Agriculture Business, Agriculture Communications, Pre-Vet, and Plant and Soil Sciences. Expanding degree sheets wouldn't include creating new classes, just breaking up the degree sheets to more clearly show additional options but we are open to offering courses that aren't listed.

Austin Kindschi, Livestock Judging Coach, presented on recruiting 10 students for the livestock judging team. All students, except one, are freshmen. Students on the team originate from New York, Idaho, Ohio, and Oklahoma. Only two of the students had judged competitively in high school. Austin brought several trophies the team won during their successful fall season and complimented the members for their many good qualities—teachable, ambitious, driven, and headed in the right direction. Fifteen or twenty high school students who are interested in joining the judging team have completed campus tours.

Dr. Kurt Campbell, Agriculture faculty, gave a report on the recent high school Agriculture Interscholastic competitions. The Livestock Judging Contest was held on January 18 and the other interscholastic contest areas were held on January 27. A total of 787 students attended the events on campus in Tonkawa and competed in 11 different events. A total of \$5,305 was raised in entry fees.

Bart Cardwell, Sheep Center Manager, reported on activities at the Sheep Center. He reported that 77 lambs had been born so far for the 2016 spring lambing season and that the Sheep Production Class had a good outing at the Fort Worth Stock Show & Rodeo where they showed 15 head of the NOC flock. They are currently preparing for the Houston Stock Show and Rodeo the end of February. Bart also reported that we have been awarded a grant to purchase necessary equipment to begin an AI program at the sheep barn and Dr. Pitts, DVM, in Stillwater has been helping us get started on that. He also shared that the success of the sheep center is largely due to the generosity of private donors that have helped build the genetic base for our flock. Larry and Christy Shell, inaugural donors to the NOC sheep center, will be honored in March at the Presidential Partners ceremony in Oklahoma City.

Dr. Rae Ann Kruse, Dean of Academic Services, asked the group to fill out the Internship Survey in their packets. Dr. Kruse is new to NOC and requested the Board Members' assistance in setting up internships, job shadowing opportunities, serving as mock job interview judges, or volunteering as a guest speaker in the classrooms.

Kirby Tickel-Hill, Development and Donor Relations, presented on the availability of Agriculture scholarships. At a previous Advisory Board meeting, the members requested an Agriculture scholarship flyer be created. Kirby distributed the flyer and several faculty members discussed the recruiting benefits of having the flyer. Tricia explained that the scholarships have recently changed from a credit hour basis to a dollar amount. This change also assists in recruiting efforts so students and parents can more accurately compare scholarship offerings. Dale DeWitt commented that our scholarship program looks very attractive.

Austin Kindschi led the discussion.

Question 1: We are updating our big, overall academic goals and would like your input to further develop our program. Austin asked, "As employers, what academic expectations would you have for students who graduate from the Agriculture/Science programs?"

Responses included:

Come to work on time

Explore as many internships as possible

Recommended summer internships, rather than fall or spring, to spend more time on the job

Recommended summer internships so student could live and work in one area rather than commute after class

Recommended summer internships for decreased school responsibilities

Agriculture students have good verbal and presentation skills but need better writing skills. Students need to be able to read and interpret policy.

Agriculture students need to be exposed to job shadowing.

Question 2: We want our students to have up-to-date skills. What equipment or technology have you purchased for your business that our students need to be familiar with?

Responses included:

The John Deere world has shifted to downloading apps that allow customers, who might not be tech savvy, to troubleshoot on site. iPads and iPhones are integrated into sprayers and combines. The majority of operators at the farms didn't have this technology when they were growing up so this is a big shift.

P&K Equipment is open to hosting field trips to show their latest technology to students. We are desperate for Geographic Information System people. People who can do aerial photography and soil testing.

Question 3: What trends or changes do you see in the industry which will affect the courses we offer?

Responses included:

Interested in division's ideas of expanding beyond one degree sheet. When parents look online, they will appreciate seeing something more specific.

Recommendation to look into Farm and Ranch Management degree offering. Farms are getting bigger and owners want people to manage the business for them. Predicted more and more farms getting larger.

Recommended looking at TCU program. Kurt contacted a former student (Charlie Brandon) who attended the program and found out that TCU requires students to have an associate's degree, third year of the program is devoted to business classes, and fourth year of the program is Agriculture courses.

Committee recommended having Human Resources as part of the curriculum. Need to be "people person."

Also recommended interpersonal communication coursework.

Question 4: Other issues or concerns?

Responses included:

Tricia asked about a certificate in spray rig operator. Discussed a 30 hour certificate program. Would need to do our due diligence in whether the certificate would help get students employed.

Committee asked about our presence in marketing the program.

Bart goes to the sheep sales in Sedalia, Missouri

Oklahoma Youth Expo

State FFA Convention

Attend local shows

Booth space is expensive at Farm Shows

Need to be on social media

Would like to implement a "Signing Day" similar to athletes

Austin said we need to be on a first-name basis with recruits by their junior year of high school

Dr. Evans asked the group what they hear about the program when they are out in the communities.

For the short length of time the program has been in existence, they have done a "tremendous job."

Sheep program is known across the state and nation. Everybody talks about it.

Member was in Kingfisher and heard people talking about the livestock judging team.

Regent James ended the comments by saying that at the very first Advisory Committee meeting, Dale Dewitt said to pick what you are going to do and do it well. Don't have a shotgun approach. Regent James believes the program has stuck to that advice and has served the program very well.