

NOC Agriculture Advisory Board Meeting Minutes September 1, 2016

The annual meeting of the Agriculture Advisory Board was held in the Renfro Center 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, Dr. Kurt Campbell, Bart Cardwell, Scott Harmon, and Dr. Rae Ann Kruse.

After dinner, Dr. Evans welcomed the committee and gave an update on activities at NOC.

Tricia Moore gave a department report which included data indicating growth in program enrollment over the past five years (see attachment 1). Tricia also reported on division activities since the last meeting in February and activities with the livestock judging teams (see attachment 2).

Dr. Kurt Campbell reported on back-to-school activities with the Northern Aggies and scholarships provided to Agriculture students (see attachments 3 and 4).

Bart Cardwell shared information about the Sheep Center (see attachment 5). Bart and Dr. Campbell received a grant from the NOC Foundation to purchase equipment to perform artificial insemination (AI) on sheep. Bart and Kurt trained with Dr. Brent Pitts in Stillwater. The equipment will be used to improve the genetic productivity of the flock and provide students with hands-on learning experiences. Bart also reported on show ring success, sale success, and recent ram purchases. Keith James said his daughter in Oklahoma City hires AI scientists and she said the people she recently hired had been trained in Oklahoma and were some of the best in the nation. Dale asked if Dr. Pitts is doing flushing and embryo transfers (ET). Bart explained that the premiere person in the world is a guy named Crawford, out of New Zealand, who has developed a highly technical system and provides training. A lot of people in the industry say it goes back to him and his techniques. Dale complimented the instructors and by saying NOC has an elite group and surrounding states will be looking at this.

Calvin Crumrine asked what is needed for the Agriculture program to expand. Bart said that he and Kurt often talk about it. Dale DeWitt asked if the program needed land and if there was anything adjacent that was available. Bart and Kurt answered that there had been adjacent land available, but it wasn't now. There were multiple discussions of railroad land, no man's land, and who we needed to sit down with to discuss it. Calvin said it would be easy to find out who owns surrounding properties.

Dr. Evans asked the group, "When we are looking at growth, what partners and resources do you need to get where you need to be?" Bart reminded the group that the advisory committee often says to do one thing and do it well. Bart would love to see the program get into beef and do AI. Dale commented that the program wouldn't need

much money to get into cattle. Tricia specified that because of what Bart had been working on in ET, we have collected estimates on the cost of surgery rooms. If NOC could build surgery rooms, we could expand into other species. Tricia described her background in cell research and stated that if we built a lab and got something going with cells on the Agriculture side of the program, we could expand into our biological classes.

Dr. Evans asked Francie Tolle if there were any FDA resources available for program expansion. Francie didn't know of FDA resources, but said we might contact the tribes. Francie described partnership programs in the Ada area sponsored by the tribes to get youth involved. Dr. Evans informed the group that NOC's Native American student population is 11-12% and that we are awaiting news on a Native American-Serving Nontribal Institutions grant. Dale asked if program expansion would be eligible for a Rural Development grant.

Kurt asked Jeremy Johns where John Deere GPS techs go to get trained. Jeremy responded that they train for about six months locally, then go to a school in Florida, and/or John Deere University in Iowa. Dale said we need to look into the Two Rivers Co-op in Gueda Springs, which has a fully-automated mixer. They can mix specific chemical combinations and fill 1,000 gallons in 8-9 minutes. The technology is far advanced from Helena.

Dr. Rae Ann Kruse gave a brief report on Agriculture students who completed internships over the summer and those who are involved in internships and job shadowing for the fall (see attachment 6).

Scott Harmon led the discussion on old business and asked questions about the future direction of the Agriculture program.

Old Business

Kurt reminded the group about the information he researched on starting a Ranch Management option. TCU has a Ranch Management degree and our graduates could apply and be accepted to that program, but we don't currently offer any of the classes on TCU's degree sheet. Kurt doesn't see our program being a feeder program for TCU.

Based on the advisory committee's recommendation at the February 2016 meeting, Tricia Moore revised the degree sheets and expanded the division's degree options to include Agriculture Business, Agriculture Communications, Pre-Vet, and Plant and Soil Sciences. The recommendations were approved by NOC's Board of Regents over the summer and submitted to the Oklahoma State Regents for Higher Education (OSRHE). Oklahoma State Regents for Higher Education met on August 31 and September 1 and we should hear their decision in the next week or so. The new degree sheets have the same three core courses plus two program-specific options.

In looking at enrollment numbers for our Plant and Soil Sciences courses, Keith James said he isn't surprised that our enrollment hasn't increased. He said the subject is lagging in Oklahoma and that we have about the same number of students as OSU. He said Plant Sciences used to be called Agronomy and it has been a dead department at OSU for the past 5-6 years because many of the faculty are focusing on research. Bart added that he has former students who attend OSU come talk to his students and they guarantee NOC students that if they major in Plant and Soil Sciences they will have a job when they graduate.

Question 1: We want to make sure we stay current on business and industry trends. What equipment or technology have you purchased for your business that our students need to be familiar with?

Responses included:

Dale said, "GPS and mapping is phenomenal. I mapped my farms and now only apply nitrogen where needed."

Scott Harmon commented that he took his Plant and Soil Sciences class last fall on a field trip and the students got to experience driving the tractors and applying GPS'd chemicals.

Question 2: What do you see as the current state of our economy, its impact on business, and long-term effects of the economy?

Responses included:

(Lots of laughter) Calvin said it has got to go up, but let's skip that question.

Francie commented that it is always cyclical.

Keith James said he is older than Francie and not as optimistic.

Dale responded that all of Agriculture is really suffering as far as the markets. Young people are jumping into farming; he doesn't know if the banks will stay with them. He added, "You can say what you want about oil and gas, but Agriculture is Oklahoma's bread and butter."

Jeremy said customers who have historically been all about ownership are looking at leasing because the payments are lower, technology is improving rapidly, and the machines are so complicated that the average owner can't do their own repairs. It doesn't make sense to own when three years from now, the equipment will be worth 50% less.

Francie reminded the group that when leasing there is no equity.

Bart added that most leases come with a maintenance contract.

Question 3: Do you see a need to conduct two advisory committee meetings each school year? Should we meet again in the spring?

Responses included:

Francie remarked that two times a year isn't out of line, but what do you need?

Dr. Evans replied that she gets so much out of the meetings.

Lots of side discussions and general decision to meet once a year, which works best for faculty, and to meet early in the school year.

Closing comments:

Keith said he brought up this topic three years ago, last year, and wanted to bring it up again. He would like to see NOC offer a chemical application class, even if it is a 3-5 day workshop at the school. Co-ops would send people to it from northern Oklahoma and Kansas. He believes this is an untapped market if we get in on the ground floor.

Dr. Evans said we could look into serving as a host site.

Dale DeWitt commented that he is proud of the Agriculture program, the faculty, and the school.

Dr. Evans notified the group that NOC has been selected by SmartAssets as the third best value in the country. We were ranked #1 for return on investment. Dr. Evans stated we just need more resource and more students so please recommend students to NOC. She asked the advisory committee members to share our successes with people when they are speaking to legislators and community members.

Dale said, "Apples for apples, NOC is the best place in Oklahoma."

Keith reported to the group that NOC-Stillwater is looking to build a new building and three of the five employees from the architecture firm we are working with are NOC graduates.

Tricia reminded the group that although the advisory committee meets with us, what we do is reflected campus-wide. The Agriculture program and students are supported by the Foundation, Finance, and many others. Agriculture wouldn't be able to do what we do without the support of Dr. Evans and Academic Affairs.