

## NOC Agriculture Advisory Board Meeting Minutes August 24, 2017

The annual meeting of the Agriculture Advisory Board was held in the Rodgers Room on the NOC Campus in Tonkawa, Oklahoma, at 5:30 p.m. Board members present were Regent Dale DeWitt, Keith James, Jeremy Johns, and Allen Miller. NOC members present were Dr. Cheryl Evans, Dr. Pam Stinson, Sheri Snyder, Tricia Moore, Dr. Kurt Campbell, Bart Cardwell, Scott Harmon, Tim Hubbard, and Dr. Rae Ann Kruse.

After dinner, Dr. Evans welcomed the committee and provided campus updates. NOC received external recognition from WalletHub. WalletHub compares 740 community college based on 12 variables such as affordability and transfer rates. This year we were ranked 8<sup>th</sup> overall and #1 on return on investment (tuition cost vs. earning capacity).

Tricia Moore introduced Allen Miller, the northwest district representative for agriculture instructors from the OK Department of CareerTech. Mr. Miller is a great resource during our Agriculture Interscholastic contests. Mrs. Moore also introduced the new NOC Livestock Judging Coach Tim Hubbard. Tim began May 30 and hit the ground running with last minute recruiting.

Tricia provided a handout of the 2016-2017 Summary of Activities. She highlighted student success at livestock shows, in academics, and transfer students success.

Tim Hubbard gave a detailed introduction of himself and his judging success as a community college student and university student. Mr. Hubbard outlined his goals for the students serving on the judging team both academically and through competition. He also outlined his goals for the program. The team started two weeks before school began and have already travelled 3,500 miles.

Tricia Moore commented that institutional tuition waivers have been very beneficial to the livestock judging program.

Sheri Snyder reviewed the Scholarship handouts and provided details about in-kind donations to the Sheep Center program.

Bart Cardwell said the past year at the Sheep Center was "awesome." The program had success in the show ring. Bart attended the Midwest Stud Ram sale in Sedalia over the summer and sold 7 head for about \$14,000. The money is being used to upgrade the "horse barn" and used to purchase genetics.

The Sheep Field Day was very successful and Bart heard good comments from Agriculture teachers.

The Sheep Center has received grants from the NOC Foundation which helped buy AI equipment. Bart and Kurt Campbell showed a PowerPoint presentation of a recent AI procedure.

Bart said Leo Hutchins at Reproductive Enterprises, Inc. (REI) called and wants to try a new AI trans-cervical process that isn't nearly as technical as the current methods used at the Sheep Center. There is no charge to be involved with the research project so they are having the first event on September 6. Bart invited the advisory committee members to come watch at 10 a.m. or 2 p.m. Tricia Moore will bring her animal science classes to observe. REI is bringing a crew and wants all of the students to try the procedure. If successful, it will be revolutionary for the sheep industry. The procedure is similar to the procedure currently used in the cattle and swine industries.

Keith James bragged on Dale DeWitt's guidance at the first advisory committee meeting 10 years ago to "Do one thing and do it well." Mr. James commented that the NOC staff and faculty have done that.

Scott Harmon led the discussion questions about the future direction of the Agriculture program.

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:

- Mr. James indicated we need to continue to build the plant science courses with a focus on chemical application. Mr. James stated he has six figure chemical bills and recommended we ask someone from the education department at Winfield Solutions in Pond Creek to be a guest speaker. Contact with Winfield Solutions might even generate agronomy scholarship dollars.
- Regent DeWitt said Arkansas and Missouri are having problems with chemical application. The bean industry needs to come together and figure out what to plant and how to apply chemicals so you don't harm your neighbor.
- Dr. Campbell told the group that two people in Arkansas were murdered over a chemical application dispute.
- Scott Harmon agreed that it would be great if NOC students could be provided education for chemical licensing.

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:

- Regent DeWitt explained there are many exports going to China, but we aren't the only country exporting to China. When the market opened, we saw a bit of increase but it has fallen off.

Question 3: State budgets are tight right now, but we want to be ready with long-range planning ideas; i.e., program areas, facilities, etc.

General discussion about turning the horse barn into a surgery center and creating a show ring. Regent DeWitt said the faculty knows best about what is needed. Dr. Evans said we will begin strategic planning for the next five years and asked what the committee members were seeing in industry.

Responses included:

- Tim Hubbard said food science is a profitable degree to receive with high placement rates of graduates. At the May updates meeting at OSU, the Food Science department said they consistently have three times more position announcements than graduates.
  - Bart Cardwell commented we might be able to add a class like 2253 in meat science.
  - Community colleges haven't really launched meat science teams so the first group could dominate.
  - A meat judging team could be a farm team for OSU, specifically if we developed the team on the Stillwater campus.
- Bart Cardwell said there is also a high demand for Plant and Soil Sciences with more positions than graduates. If students show an interest, we should steer them toward these degrees.
- Dale DeWitt recommended a 2<sup>nd</sup>-level chemical certification program that might draw in the community and area farmers.
  - Jeremy Johns noted custom applicators are needed.
  - Kurt Campbell agreed producers are scared. Private farmers are selling their sprayers.
  - Tim Hubbard suggested an Agriculture Service Technician certificate so students could go to work at a co-op.

Tricia referred the committee to the degree sheets in their packets and thanked the committee for their input on expanding the Agriculture degree offerings.

Question 4: What are your thoughts on marketing the Sheep Center's AI services?

Responses included:

- Bart said if the new AI procedures work, we will market ourselves out of business. We would need to focus on training.
- Tim Hubbard recommended increasing semen sales
- Allen Miller said there is room for expansion in the sheep industry. There is room to grow if we charge so much per donor and so much per recipient.
- Dr. Evans ended the comments by saying, "I'm interested in programs that generate profits and serve our students."

Dr. Evans wrapped up the discussion by expressing her gratitude to the faculty in Agriculture and sharing their passion, the hours they put in, and creating a well-known program. She is excited about the future of the program. Dr. Evans thanked Tricia as

the department chair and Pam Stinson for the job she does as VP of Academic Affairs. She assured the committee that results come out of these meetings.

Regent DeWitt echoed Dr. Evans comments by sharing, "I'm a cattle guy, but when I'm out and people are talking sheep, they talk about NOC."

Tricia closed the evening by stating successful programs drive enrollment.