

**STATE BOARD OF COMMUNITY COLLEGES
CURRICULUM PROGRAM APPLICATION
Fast Track for Action [FTFA*]**

Request:

The State Board of Community Colleges is asked to approve the curriculum program at the listed college on the condition that equipment funds are available to the college and operating funds generated by the budget formula will permit the offering of this program without any special allocation of funds.

Mayland Community College
Agribusiness Technology (A15100)

Background:

Program applications must meet the following criteria in order to be placed on the Fast Track For Action (FTFA) program approval request presented to the State Board of Community Colleges as part of the consent agenda:

- The curriculum program title currently exists within the System and does not require the creation of a new program title and new curriculum standard;
- The application is complete, requires no further analysis or documentation, and has the endorsement of Academic Programs;
- There are no negative impact assessments from other colleges; and
- The college does not go outside of its service area for planning purposes.

Contact:

Ms. Jennifer Frazelle
Director

**PROGRAM APPLICATION
SUMMARY EVALUATION REPORT
Mayland Community College
Agribusiness Technology (A15100)**

Program Planning: Mayland Community College is seeking approval for the Agribusiness Technology (A15100) program to begin Spring, 2017. The planning area is defined as the college's service area of Avery, Mitchell and Yancey counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Mayland Community College on January 11, 2016. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Stanly Community College have certified the following:

- The proposed program will enhance the workforce of North Carolina, will provide educational and training opportunities consistent with the mission of the college, and will not duplicate the opportunities currently offered.
- They have assessed the need for the proposed program and the resources required to maintain a viable program and certify that the college can operate the proposed program efficiently and effectively within the resources available to the college.
- The college will complete a program accountability report including student success measures, enrollment trends, completion rates, and employment data three years after implementation of the program.

Program Rationale: Mayland Community College (MCC) indicates the following:

- Farmers and other agricultural managers can expect a median pay of \$30.85 per hour. (US Bureau of Labor Statistics)
- MCC plans to offer a Career and College Promise high school Agribusiness program if approved for the program.
- Student enrollment in the Future Farmers of America (FFA) chapters in the local three high schools has continued to increase. MCC has already completed their application to start a FAA chapter in order to allow student involvement in FAA as they continue their pathway towards a degree in Agribusiness.
- The Yancey County Government and the Yancey County Economic Development Commission recently created the Yancey County Agricultural Task Force. The role of the Task Force is to shape and enhance agricultural economic development in the county. MCC anticipates that this initiative will lead to increased student demand for the proposed program.
- Graduates of the program will also be able to pursue entrepreneurial opportunities. The college will provide assistance to entrepreneurs through their Small Business Center.
- Both the Mitchell and Yancey County Cooperative Extension Directors are supportive of the proposed program and stated that they: *recognize both the opportunity and*

imperative of developing a rural infrastructure and support mechanism to create jobs as the basis for long term economic advantage.

- A letter of support for the proposed program was received from the President of the Mitchell County Farm Bureau who stated: *This project is an essential initiative that will facilitate the growth of rural jobs in our region.*
- Letters of support were received from local businesses such as Tractor Food and Farms and Griffith General Store.
- According to the US Department of Agriculture, *half of all current farmers in the United States are likely to retire in the next decade.*
- *Direct-to-consumer channels such as farmers' markets, roadside stands, u-pick, as well as intermediated channels, such as direct sales to restaurants, institutions, or regional food aggregators, are growing.* (US Department of Agriculture, Trends in US, Local and Regional Food Systems. January 2015)

Impact of the Proposed Program on Other Programs: Eight community colleges are approved to offer the Agribusiness Technology program. None of these colleges are in counties contiguous to Mayland Community College's service area. **Therefore, an impact assessment was not required.**

Implementation of Collaborative Plan: Not Applicable

Curriculum Design: The proposed program of study is in compliance with the State Board approved curriculum standard.

Curriculum Description as Designated on Curriculum Standard:

These curriculum are designed to provide the entrepreneurial and technical skills necessary to manage a profitable, environmentally sound, community based small farm or agricultural business. The objective is the development of a workforce knowledgeable in sustainable agriculture practices. Students will learn the fundamentals of agriculture, focusing on crop production and business. Emphasis is placed on entrepreneurial and field training. Students will also learn the basic principles of our economic system and government policies and programs relating to agriculture. Graduates should qualify for a variety of jobs in agricultural businesses such as equipment, feed, and agricultural supply sales; store management; farm operations; wholesale and retail produce management; nursery operations; and environmental and agricultural education. Agribusiness Technology: A program that prepares individuals to manage agricultural businesses and agriculturally related operations within diversified corporations. Potential course work includes instruction in agriculture, agricultural specialization, business management, accounting, finance, marketing, planning, human resources management, and other managerial responsibilities.

Contact: Ms. Jennifer Frazelle, Director