

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

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

Isothermal Community College
Equine (A15270)

Randolph 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(s):
Dr. Lisa Eads
Director

STATE BOARD OF COMMUNITY COLLEGES

Program Application

Summary Evaluation Report

Isothermal Community College

Equine Business (A15270)

Program Planning: Isothermal Community College is seeking approval for the Equine Business (A15270) program to begin Fall, 2019. The planning area is defined as the college's service area of Polk and Rutherford counties. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Isothermal Community College on September 12, 2018. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Isothermal 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: Isothermal Community College (SCC) indicates the following:

- Isothermal's service area has a variety of equine sporting venues. Rutherford and Polk counties are home to over 10,200 horses, a surgical equine hospital, three equestrian centers (one of these is recognized as an international equestrian center), and 22 equestrian organizations.
- There are approximately 140 equine business and equine related businesses within the colleges service area. Opportunities for graduates will include horse extension specialist, barn managers, equine appraiser, feed and equipment suppliers, equine training, therapeutic horsemanship professionals etc.
- There are over 877 certified facilities in Equine Assisted Activities and Therapy (EAAT) that involve over 5,000 instructors nation-wide. In the U.S. these EAAT operations generate \$575 million in revenues to the economy with an additional workforce of 9, 556 jobs. In the state of North Carolina, there are 64 certified facilities generating \$18.5 million in revenue.
- The horse industry's economic contribution to the U.S. economy is \$122 billion, with a total employment impact of 1.7 million jobs. (American Horse Council).
- The horse industry shows a direct contribution of two billion to the state of North Carolina, along with 36,180 jobs. (American Horse Council Foundation, Economic Impact on the US Horse Industry).
- Isothermal's service area is noted as being the 3rd best place to live in the U.S. for equestrian interests. (National Equine Magazine).

- The Tryon International Equestrian Center facility includes tack rooms, 12 riding arenas, a 6,000-seat stadium, 1,300 horse stalls and a regulation polo field. The center also includes 9 restaurants and multiple gift shops. Plans are underway for continued growth by adding a luxury hotel with a sports complex. In 2018, this facility hosted the World Equestrian Games (WEG) which is one of the largest global sporting events to be held in the middle of an Olympic cycle with over 70 countries represented with an economic impact of approximately \$400 million.
- Many graduates of the program will be able to pursue entrepreneurial opportunities. The college will provide assistance to entrepreneurs through their Small Business Center and content designed specifically for the entrepreneur within the program.
- Isothermal Community College has worked closely with community partners to prepare to offer the proposed program. Marydell Farms will assist in providing experiential learning through a variety of topics such as raising foals and handling various ages and genders of horses, proper grooming techniques, stable management equine behavior and interpersonal skills and teamwork. Therapeutic Riding of Tryon will align with ICC to help with the delivery of therapeutic horsemanship skills. An engaged advisory committee comprised of area equine business representatives, entrepreneurs, breeders and educators have assisted in putting together the proposed program.
- Isothermal will be able to provide facilities and equipment to successfully offer the program. Through grants provided by the Golden Leaf Foundation, Appalachian Regional Commission, Carolina Farm Credit, Cannon Foundation and the Center for Occupational Research and Development, ICC has been able to begin construction of a 3,500 square foot barn with stalls, a covered arena, and the necessary fencing for the structure.
- The college currently offers a curriculum track in Equine Business through its Agribusiness Technology program. Student enrollment continues to increase in the courses primarily devoted to an Introduction to the Equine Industry and Equine Production.
- Over the past four years Isothermal CC has trained over 289 students in continuing education courses covering content such as grooming, horsemanship, equine health, and careers in the equine industry.
- If approved for the program, ICC plans to provide a Career and College Promise pathway for high school students.
- FENCE (Foothills Equestrian Nature Center) provided a letter of support for the proposed program and stated: *We are proud of the promising future of our region and recognize that the equine and human health, equestrian sport, animal science and agribusiness industries are emerging as driving forces in our economic development. It is important to find ways to leverage this development so that all segments of our community benefit from the job opportunities created in these industries.*
- Marydell Farm provided a letter of support and indicated: *There is a significant need in developing our agriculture region in animal and equine science, specifically as it addresses the skills and knowledge needed in genetics, disease, farm management, business and marketing, and therapeutic animal assistance. We believe our community will strengthen as a result.*

Impact of the Proposed Program on Other Programs: One community college is currently approved to offer the Equine Business program. This college is not contiguously located to Isothermal Community College, **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:

This curriculum is designed to prepare students for positions within the horse industry. The curriculum is management oriented, preparing graduates for the widest range of available equine jobs; areas of specialization may be pursued during the internship. Course work includes farm management, breeding, nutrition, selection/judging, and health. Training, teaching, and riding are also included. Students are assigned a horse and practice day-to-day management at an equine facility. Graduates should qualify for jobs with many different types of equine operations: grooms to assistant managers; private to recreational and racing barns; breed to discipline-oriented farms. Equine Business: A program that prepares individuals to manage the selection, breeding, care, and maintenance of work, athletic, show and/or therapeutic horses; and to manage horse farms, stables, tracks, or equine assisted-activity therapeutic centers, and related equipment and operations. Potential course work includes instruction in applicable principles of animal science, care, and health; stable and track management; design and operation of facilities and equipment; and related issues such as regulations, business management; and logistics.

Contact(s):

Dr. Lisa Eads
Director

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

Program Planning: Randolph Community College is seeking approval for the Agribusiness Technology (A15100) program to begin Fall, 2019. The planning area is defined as the college's service area of Randolph County. All colleges were notified of the planning process for this program.

The proposed program was approved by the Board of Trustees at Randolph Community College on November 15, 2018. Minutes from this Board meeting were attached to the program application. The President and the Board of Trustees of Randolph 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: Randolph Community College (RCC) indicates the following:

- Community stakeholders have identified agriculture as a gap in their current workforce related to knowledge and available educational opportunities that would support agriculture in Randolph County. It was identified that farmers know how to farm but don't always know how to run a business.
- Within the state of North Carolina, Randolph County is rated #1 in beef and goat production, #2 in dairy cattle production and #6 in hay production. (NC Cooperative Extension Office).
- Over 150,000 acres of land are dedicated to farming in Randolph County, across almost 1,500 farms, which accounts for over 30% of the land in the county. (USDA National Agriculture Statistics Service)
- There is an aging of the farmers in Randolph county with the average age of 58 years. It is therefore important for the county's economic stability to support the next generation of farmers and agricultural industry workers.
- There will be entrepreneurial opportunities for graduates. Randolph CC supports entrepreneurs through their Small Business Center.

- If approved for the program, RCC plans to pursue bilateral agreement with NC State University and University of Mount Olive.
- The high schools within the college's service area have active Future Farmers of America clubs.
- Randolph CC plans to develop a Career and College Promise high school pathway if approved for the program.
- The Associate Dean and Director of the College of Agriculture and Life Sciences at North Carolina State University provided a letter of support and indicated that *Agriculture is a significant driver of the economy in Randolph County, and this program will allow a new generation of farmers to enter the agriculture industry. There are 600-700 students currently participating in Randolph County school agricultural education programs. There are 19 Future Farmers of America teachers and advisors in Randolph County at the high school and middle school levels. This figure puts Randolph third in the state behind only Johnston and Wake County.*
- The Interim County Extension Director from the NC Cooperative Extension office provided a letter of support and stated *More and more high school students, especially our more traditional agriculture students are turning to the community colleges to help them meet their educational goals.*
- The President of the Asheboro/Randolph Chamber of Commerce provided a letter of support and indicated: *Those of us that actively monitor the health and well-being of local industries are keenly aware of the vital role agriculture plays in Randolph County's overall economy. It stands as our most significant industry and ranks 10th in North Carolina in the combined production of eight essential agricultural categories. The younger general in Randolph County sees a very optimistic future in agriculture. During the 2017-2018 school year, a combined total of 6,025 students from Asheboro City Schools and the Randolph county School System participated in agricultural-related classes and programs and 9,910 students participated in 4-H programs.*
- The President of the Randolph Farm Bureau submitted a letter of support and stated: *Randolph County Farm Bureau Federation supports agriculture education programs in the county through funding FFA Chapters at the high school and middle school level, 4-H programs, and agriculture-related programs and farm field trips at the elementary school level. The agribusiness technology program would be a valued addition to other courses provided at Randolph community College.*
- The President of the Randolph County NC Economic Development Corporation provided a letter of support and indicated that they are *fully supportive of the success of this initiative and they look forward to serving as a partner with Randolph community College with this program if approved.*

Impact of the Proposed Program on Other Programs: There are thirteen colleges currently approved to offer the program. These colleges are not contiguously located to Randolph Community College; **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(s):

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