

Classified Position Request Form

Instructions: Complete one form for each classified position requested

♥ New Position (not in last year's budget)

Replacement Position (in last year's budget)

Conversion Position (from grant to general funds not in last year's budget)

Formerly Eliminated Position (not in last year's budget)

Title of Position Requested: Agriculture Business Sales Manager

Program/Department/Area: Agriculture

Number of Hours per Week: 15

Number of Months per Year: 8

Brief Abstract: (How does position impact present area status, affect workload reduction, impact students or provide support/services?)

The Agriculture Business program would hire a classified person to manage the program's sales experience laboratories.

Brief Rationale of Program

After a product is developed, produced or engineered in agriculture, it must then be marketed and sold. The skill set that needs to be garnered developing excellence in this area is challenging to be taught in a classroom. Students need to interact with potential customers negotiating through cold calls, sales interactions, relationship development and eventually yielding a product sale.

The Bakersfield College Agriculture program owns a sales trailer (Renegade Ranch Market) that was proposed to be used as a point of sale for agricultural merchandising. Without staffing to manage the trailer and develop sales markets for the students to engage in, the resource is not being used to its full potential and the students are missing opportunities to hone skills the industry is clamoring for. Although the curriculum in the Agriculture Sales and Communication is solid and applicable to industry, our students do not have ample opportunities to practice the skills needed to prosper in the world of agriculture sales. We need to create a "laboratory" that provides students with an opportunity to showcase their skills, be guided in the evaluation of their failures and successes and utilize that evaluation as the foundation for future success.

Rationale and Applicability to College Strategic Goals: (**Substantiate recommendations with data and the guidelines listed in the Budget Decision Criteria document and College Strategic Goals.** Does this need fulfill a compliance/mandated position, i.e. State, Federal, regulatory boards, contracts? Does this need address grant partnership commitments and/or critical community needs?)

Bakersfield College has an affinity for promoting healthy lifestyles. One of the developing trends in agriculture sales lies in marketing organic, fresh produce. Farmer's markets are springing up throughout Kern County. This is certainly a "hot topic" that could easily fall in partnership with the college's mission of promoting healthy choices.

Impact on College/District if position is not filled: (Include how having the position or not having the position impacts FTES, services to students.)

Exposing students to the skills and techniques of marketing any agriculture product certainly fills in an industry need and helps our students become more employable. There were 4,200 jobs left unfilled in this area last year alone. Providing student with a opportunity to learn a lifelong valuable skill set is probably the greatest service that can be applied.

Total Cost:

Salary	\$10000
Benefits	\$2000
Computer/office space etc.	\$0

Total Amount: \$ 12000.