

ATTACHMENT "A"
Academic Year 2017-2018

Program (Discipline) or Department Name	TOPS (Required for programs)
Agriculture Business	0112.00 - Agriculture Business, Sal;

List the projects included in your 2017-2018 by name and number

Number	Project Name	Total Perkins Funds Requested
1.0	Technology	80000
2.0	Professional Development	6000
3.0	Agriculture Sales Manager	6000
4.0	Sales Materials	2000
5.0		
Total Amount of Perkins Funds Requested		94000

Perkins Discipline/Department Planning/Implementation Team

VTEA Primary Contact Name	Phone	Email Address
Chris McCraw	4053	chris.mccraw@bakersfieldcollege.edu

List other departments/discipline members/key staff who will be involved in the 2017-2018 Perkins plan and implementation:

Name	Phone	Email Address
Heather Baltis	4056	heather.baltis@bakersfieldcollege.edu
New Agriculture Business Hire	TBD	TBD

Signatures (Required)

Your signature below indicates that this proposal has the support of the department/discipline and that the plan is aligned with overall college objectives:

Gregg Cluff 1/4/2017
Department Chair (Date)

Dean, Career Technical Education (Date)

**ATTACHMENT “B” (Limit to one project)
Academic Year 2017-2018**

Program (Discipline) or Department Name	TOPS (Required for programs)
Agriculture Business	0112.00 - Agriculture Business, Sal;

Description of Project

Number	Project Name	Total Perkins Funds Requested
1.0	Technology	\$80,000

Limit to one project

<p>Briefly describe gap to be addressed (Briefly describe program improvement issue(s))</p>	<p><i>Brief Summary of Request:</i> The Agriculture Business program is requesting the technology purchase of a portable computer lab (laptops on a charging cart) for program and course use.</p> <p><i>Brief Rationale of Program:</i> The agriculture business industry covets employees with vigorous know of computer and several software programs. A large percentage of our students (>75%) are receiving financial assistance for their education. Most students only have access to computer technology through Bakersfield College resources and that accessibility can be limited due to overall demand. A portable computer lab that could be used in the program would dramatically increase the exposure to technology and skill development without the cost of a complete computer lab.</p> <p><i>Improvement Issue(s):</i> In the 2017-2018 year Agriculture Business’ Core 4 Employment indicator was ranked at 88.89%. One reason the level diminished was likely due students not completely prepared for the employment ranks.</p> <p><i>Core Indicators to Address: Labor Market:</i> Core 4 Employment</p> <p><i>Supporting Labor Market Data (data provided by SOC Code):</i> National Data from Standard Occupational Classification Employment: 4300 Employment RSE: 5.9% Mean hourly wage: \$34.89 Mean annual wage: \$72, 579</p>
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	Wage RSE: 2.5%
	EMSI Data: In 2014 there were 10 program completers from Bakersfield College for the 32 new positions in the area.
Briefly describe how the gap(s) will be addressed (Briefly describe how the issue(s) will be addressed)	Every agriculture business course attempts to utilize technology as a means to provide intensive, structured delivery for the SLO's, PLO's and ILO's. This is primarily due to the industry's demand for employees that are able to manage information (logistical data, marketing trends and other digital information). The technology will be available to all students in the AGBS courses to foster their knowledge, build their skill set and set them apart as exceptional candidates to local employers.
Measurement or Evidence of Project Success	Identify specific core indicator measures to be improved/evidence: Bakersfield college will demonstrate a 5% improvement in number of employable students after the program is implemented. Other measures to be improved/evidence: Core 1 skill obtainment: In order to become more valuable employees, Bakersfield College AGBS students will need to improve their marketable skill set using technology.

Description of Project Activities and Spending Plan (add or delete rows as needed):

No.	Describe Activity	Timeline	Must Reference Requ'd. Use	Approx Amount of Funds Requested	Object Code	Description of Vendor
1.1	Purchase laptops and charging cart.	Early summer of 2018	1a, 1b, 3, 4b & 7	80,000	4500	Computer technology vendor (Apple, Dell, etc...)
1.2	Organize Ag 5 storage room to insure secure storage of computers and cart	Mid Summer of 2018				
1.3	Develop check out and check in SOP's to insure computers are well managed by users.	Late Summer of 2018				
Describe project details including: <ul style="list-style-type: none"> • who will responsible for project • when it will be done • what outcomes are expected or targeted and 						

- **how/when/who assessment will be reported**

Professor McCraw will be the lead for the project partnering with the new AGBS hire as well as individuals in IT.

The process will be started in summer of 2018 after funding has been allocated.

Agriculture Business students will be giving the opportunity to utilize the technology on a consistent basis. There is an expectation the technology engagement will positively impact the mastery of SLO's, PLO's and ILO's. Students that do not have normally have access to the technology will be targeted first.

The professors will assess the engagement on a semester-by-semester basis by developing rubrics to determine the quality of technology use. The rubrics will be designed in cooperation with the agriculture advisory committee to insure industries focused needs are met. The data will be analyzed at the advisory committee meetings and adjusted to better meet their employability needs.

**ATTACHMENT “B” (Limit to one project)
Academic Year 2017-2018**

Program (Discipline) or Department Name	TOPS (Required for programs)
Agriculture Business	0112.00 - Agriculture Business, Sal;

Description of Project

Number	Project Name	Total Perkins Funds Requested
2.0	Professional Development	4,500

Limit to one project

<p>Briefly describe gap to be addressed (Briefly describe program improvement issue(s))</p>	<p><i>Brief Summary of Request:</i> There are two major Agriculture In-services available for teachers at the community college level. These funds would assist in the participation at those events.</p> <p><i>Brief Rationale of Program</i> Agriculture is a multi-faceted industry that is always stretching and finding new and better ways to provide our product. Due to this constant growth, what would be considered relevant in the industry is consistently changing. Since the skill set employers are needing in a moving target, it is crucial that individuals that are teaching those skills stay abreast with industry needs and standards.</p> <p><i>Improvement Issue(s):</i> In the 2015-16 year Agriculture Business’ Core 1 Skill Attainment decreased by 8% from the precious year.</p> <p><i>Core Indicators to Address: Labor Market:</i> Core 1 Skill Attainment.</p> <p><i>Supporting Labor Market Data (data provided by SOC Code):</i> National Data from Standard Occupational Classification California has more employability in “11-9013 Farmers, Ranchers, and Other Agricultural Managers” than the next 4 states combined!</p>																
	<table border="1"> <thead> <tr> <th>State</th> <th>Employment(1)</th> <th>Employment per thousand jobs</th> <th>Location quotient (9)</th> <th>Hourly mean wage</th> <th>Annual mean wage (2)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	State	Employment(1)	Employment per thousand jobs	Location quotient (9)	Hourly mean wage	Annual mean wage (2)										
State	Employment(1)	Employment per thousand jobs	Location quotient (9)	Hourly mean wage	Annual mean wage (2)												

	California	1,070	0.07	2.22	\$40.89	\$85,060
	Texas	280	0.02	0.79	\$32.29	\$67,170
	Oregon	280	0.17	5.20	\$29.36	\$61,060
	Iowa	230	0.15	4.67	\$35.45	\$73,750
	Illinois	200	0.04	1.11	\$33.44	\$69,550
	EMSI Data: Buyers and Purchasing Agents, Farm Products; Although the employability data for Kern County did not change from 2014 to 2015, the state shows a 1.4% growth and the nation is growing at 1.3% each year.					
Briefly describe how the gap(s) will be addressed (Briefly describe how the issue(s) will be addressed)	Agriculture teachers host two major conferences a year that invites industry professionals (and provides tours) discussing the cutting edge direction of agriculture. Since agriculture business is applied to all facets of agriculture the information learned is always appropriate and immediately applicable to all courses. This keeps professors abreast of the newest skills that are coveted by industry and helps insure the skills being taught are current and our graduates continue to be ahead of others.					
Measurement or Evidence of Project Success	Identify specific core indicator measures to be improved/evidence: Bakersfield College AGBS will demonstrate a 3% increase in Core 1 Skill Attainment. This will be evidenced by student success in their coursework. Other measures to be improved/evidence:					

Description of Project Activities and Spending Plan (add or delete rows as needed):

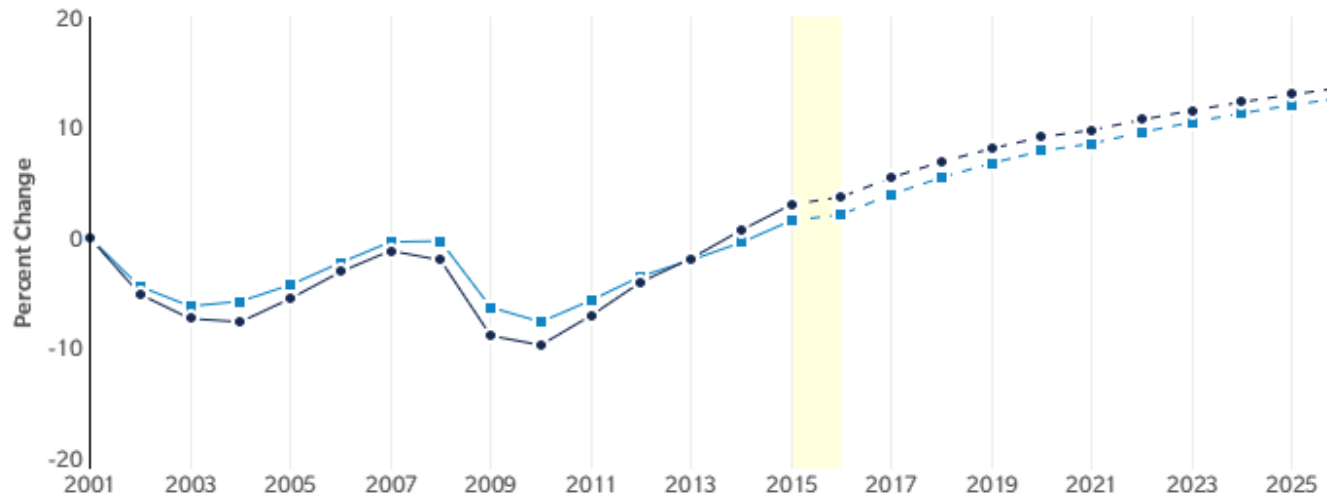
No.	Describe Activity	Timeline	Must Reference Requ'd. Use	Approx Amount of Funds Requested	Object Code	Description of Vendor
2.0	Register for professional development conference in fall semester.	November 2017	4a, 5a, 5aiv, & 5b,	1500	5220	California Agriculture Teacher's Association
2.1	Register for professional development conference in spring semester	February 2018	4a, 5a, 5aiv, & 5b,	4500	5220	California Agriculture

						Teacher's Association
Describe project details including: <ul style="list-style-type: none"> • who will responsible for project • when it will be done • what outcomes are expected or targeted and • how/when/who assessment will be reported 						
<p>Professor McCraw, Professor Balis and newly hired BC AGBS Professor will register for appropriate conferences and professional development prior to registration due dates. The professors will learn new technologies and their application to industry and modify curriculum to address the cutting edge information. Some of the professional development experiences will allow the professors to become trainers that can award industry base certifications. The success will be determined when the next round of Core 1 data is available.</p>						

		thousand jobs	quotient (9)	wage	wage (2)
Minnesota	12,340	4.45	1.68	\$61.51	\$127,940
California	66,200	4.27	1.62	\$62.65	\$130,310
Connecticut	6,990	4.21	1.59	\$70.64	\$146,930
Massachusetts	14,080	4.14	1.57	\$70.38	\$146,380
Hawaii	2,530	4.08	1.54	\$38.76	\$80,610

EMSI Data:

Regional Trends
[Jump to Regional Comparison by Occupation](#)



[Detailed data opens in new overlay](#)

Chart Symbol	Region	2015 Jobs	2016 Jobs	Change	% Change	Remove row links
A	Region	48,295	48,620	325	0.7%	
B	Nation	338,949	340,749	1,800	0.5%	Remove

Area County Employment Figures

County	2016 Jobs
San Bernardino County, CA	772
Kern County, CA	714
Tulare County, CA	147

Briefly describe how the gap(s) will be addressed (Briefly describe how the issue(s) will be addressed)	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.
Measurement or Evidence of Project Success	<i>Identify specific core indicator measures to be improved/evidence:</i> Bakersfield College AGBS will demonstrate a 3% increase in Core 1 Skill Attainment. This will be evidenced by student success in their coursework. <i>Other measures to be improved/evidence:</i>

Description of Project Activities and Spending Plan (add or delete rows as needed):

No.	Describe Activity	Timeline	Must Reference Requ'd. Use	Approx Amount of Funds Requested	Object Code	Description of Vendor
3.1	The KCCD Human Relations (HR) office will be contacted by Prof. McCraw and develop a job description for the Agriculture Sales Manager	Summer of 2017	1b, 3, 4b, 8, 9			
3.2	Professor McCraw, along with the Agriculture Department Head and the Dean will work with KCCD HR to follow district protocols to fly, interview and hire the position.	Fall of 2017	1b, 3, 4b, 8, 9	6000	2100	KCCD HR
3.3	Professor Baltis (along with the Ag Sales Manager's official supervisor) will train the hire assist in the product selection.	December 2017	1b, 3, 4b, 8, 9			
3.4	Sales product will be ordered (see project 4.0 below)	December 2017	1b, 3, 4b, 8, 9			
3.5	Sales manager will organize will organize and supervise the laboratory starting with the Spring 2018 Agriculture Sales and Communication	Spring 2018	1b, 3, 4b, 8, 9			

	Class					
Describe project details including: <ul style="list-style-type: none">• who will responsible for project• when it will be done• what outcomes are expected or targeted and• how/when/who assessment will be reported						
Professor McCraw will be coordinating this project. The hiring process (optimistic timeline) should be completed in the fall for the spring 2018 project launch. It is expected that students will have greater access to sales experiences and thereby increase in their sales skill set. The assessment will be reported based on CORE 1 indicators each semester.						

**ATTACHMENT “B” (Limit to one project)
Academic Year 2017-2018**

Program (Discipline) or Department Name	TOPS (Required for programs)
Agriculture Business	0112.00 - Agriculture Business, Sal;

Description of Project

Number	Project Name	Total Perkins Funds Requested
4.0	Sales Materials	2000

Limit to one project

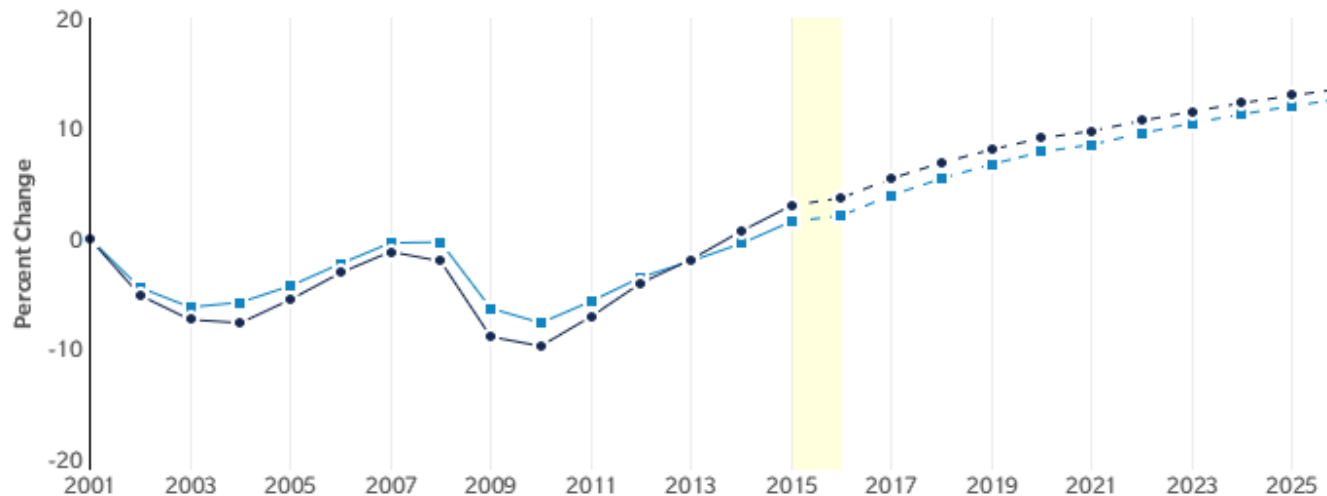
<p>Briefly describe gap to be addressed (Briefly describe program improvement issue(s))</p>	<p><i>Brief Summary of Request:</i> Program 3 and 4 are intertwined together. The agriculture sales manager makes the program possible (program 3). The sales materials bring the experience to life. The agriculture business’ sales learning laboratories can only be realized if the students have sales materials and product to work with. This portion of the application addresses this.</p> <p><i>Brief Rationale of Program</i> 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.</p> <p>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.</p> <p><i>Improvement Issue(s):</i> Skill attainment decreased by approximately 8.5% from 2015-2016.</p> <p><i>Core Indicators to Address: Labor Market:</i> Core 1 Skill Attainment.</p> <p><i>Supporting Labor Market Data (data provided by SOC Code):</i> National estimates for this occupation: <u>Top</u> Employment estimate and mean wage estimates for this occupation:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Employment <u>(1)</u></th> <th style="text-align: center;">Employment RSE <u>(3)</u></th> <th style="text-align: center;">Mean hourly wage</th> <th style="text-align: center;">Mean annual wage <u>(2)</u></th> <th style="text-align: center;">Wage RSE <u>(3)</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">364,750</td> <td style="text-align: center;">0.6 %</td> <td style="text-align: center;">\$62.69</td> <td style="text-align: center;">\$130,400</td> <td style="text-align: center;">0.4 %</td> </tr> </tbody> </table>	Employment <u>(1)</u>	Employment RSE <u>(3)</u>	Mean hourly wage	Mean annual wage <u>(2)</u>	Wage RSE <u>(3)</u>	364,750	0.6 %	\$62.69	\$130,400	0.4 %
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Measurement or Evidence of Project Success	<p><i>Identify specific core indicator measures to be improved/evidence:</i> Bakersfield College AGBS will demonstrate a 3% increase in Core 1 Skill Attainment. This will be evidenced by student success in their coursework.</p> <p><i>Other measures to be improved/evidence:</i></p>	

Description of Project Activities and Spending Plan (add or delete rows as needed):

No.	Describe Activity	Timeline	Must Reference Requ'd. Use	Approx Amount of Funds Requested	Object Code	Description of Vendor
4.1	Professor Baltis will work with the Agriculture Sales Manager to determine which sales materials would best fit the project objectives	December 2017	1b, 3, 4b, 8, 9			
4.2	Agriculture Sales Manager will order product and stock the sales area	Spring 2018	1b, 3, 4b, 8, 9	2000	4300	Will vary.
<p>Describe project details including:</p> <ul style="list-style-type: none"> • who will responsible for project • when it will be done • what outcomes are expected or targeted and • how/when/who assessment will be reported 						
<p>This project cannot be completed unless the Agriculture Sales Manager (see Project 3.0 above) is approved as well. Professor Baltis will be working with the Agriculture Sales Manager to coordinate the sales materials needed for the project. This will be completed in December of 2017 with the sales materials being used during the Spring 2018 semester. It is expected that students will have greater access to sales experiences and thereby increase in their sales skill set. The assessment will be reported based on CORE 1 indicators each semester.</p>						