



State FBM Advisory and Curriculum Committee Meeting

June 3, 2010

St. Cloud Technical College

10:00 a.m. to 3:00 p.m.

Tentative Agenda

- Welcome and Introductions
- 2009 Minutes
- System Director Report – Dick Joerger
- FBM Task Force Report - Del Lecy
 - ❖ Resources and Partnership Development – Ron Dvergstén
 - ❖ FBM Database – Al Brudelié
 - ❖ Curriculum and Program Development – Jim Molenaar
 - ❖ Next Steps – Dick Joerger
- Committee Members Perspectives: *What Should be Done to Position the FBM Program for a Strong Future?*
- Committee Review of Common Course Outlines for 2 courses in "Farm Commodity Marketing" – Ron Dvergstén
- Membership and Directory
- Next Meeting
- Adjournment

State FBM Advisory and Curriculum Committee Meeting

Friday, April 3, 2009
St. Cloud Technical College
10:00 a.m. to 2:00 p.m.

Chairman Randy Dufner opened the meeting at 10:00 a.m. Members present included: Kevin Clough, Robert Roesler, Sandy Seibert, Paul Oehlke, Gene Kuntz, Steve Zenk, Randy Dufner, Sue Meyer, Ted Brenny, Eric Deters, Al Bruderie, Jim Molenaar, Dr. Richard Joerger, and DelRay Lecy.

Approval of Minutes

The minutes from the 2008 regular meeting were not available for the meeting.

System Director Report – Dr. Joerger

Dr. Joerger presented a review of the current situation in Farm Business Management. He also commented on the relationships of Ag Education at all levels in Minnesota and outlined opportunities for strategies in the future.

Dr. Joerger also provided an overview of initial stages of data research efforts using the FBM database. He and his assistant worked to incorporate a holistic view to apply to the data from a 5-year term. Some of the presentation included:

- Low 20% and High 20% – What can we see out of the High 20% that we can move for acceptance/implementation by the Low 20%? High Profit farms re-occur in that group, but low farms do not have much repetition.
- <400 farms in database in 1998, are in database in 2007, tracking those farms (or farms from last 5 years) can be used to show economic impact, using a peer group/case study analysis.
- Lack of meeting student needs in delivery and keeping up with expectations of High 20% farmers.

Ideas discussed regarding this data included: Like/peer group meetings/discussion groups hosted by instructors, this would be good data for a Masters Management Education Course – which FBM should have in the offering, this could be valuable for a WebEx series (It was noted that the Dr. Kohl series was very successful).

Prioritizations within the 18 Month Work Plan & Activities – Deans

- Curriculum Update – Jim Molenaar
 - Jim opened with an informal role play using the Program Assessment Tool as a sample of the work completed by the FBM instructors over the past year
 - He indicated that the course syllabi are basically done, including outcomes
 - We are now setting up work teams to develop/organize instructor materials, which will be available on-line
 - There are 3 issues that must be kept in mind with this effort: meeting the immediate farmer needs, higher education expectations of curriculum, and the blending of the two.
- Marketing – Del Lecy

- One team of instructors has requested input from all to provide materials for a recruitment handbook. The basic format has been identified.
- Instructors have provided a list of contacts that should be considered for marketing, and a new logo is under consideration with input planned from college program students.
- The Farm Management Minute will begin yet this spring on a statewide basis, and expansion of the Northland College effort over the past several years.
- Gene Kuntz commented on the opportunity to provide instruction in the Animal Science Department at the University of Minnesota. There could be an instructor piece on financial management in several courses. Jeff Reneau in Dairy Science was mentioned.
- Professional Development – Eric Deters
 - We are having a successful year with PEP and Transition Grants through MAELC.
 - Two series of webinars were well received this year: FSA Webinars/Livestock Webinars and Dr. David Kohl (This series was for students but instructors gained much also).
 - Retirements continue in the profession
 - With the 25% on-line course expectation of Governor, we need to be considering the on-line learning implications for FBM. Hybrid courses were discussed briefly.
- Special Sorts in Annual Analysis Report – Al Brudelic
 - Al provided an overview of Selected Sort Summary info for Corn, Soybeans
 - In addition, he shared commented for the Dairy Farm Sort, the State Executive Summary, and the Crop Sort. Al noted the Working Capital as % GFI.

Committee Discussion

- On-line – better for younger students who are used to that delivery, cannot lose the one-on-one component. Good consideration for secondary students, other college students as well. Could also be valuable for specialized topics in webinar or face-to-face format.
- Virtual instructional meetings – use of WebEx meetings rather than at-the-farm meetings gains efficiency but do not replace on-site meetings.
- Team approach to delivery – share expertise across locations. A directory of expertise for instructors was collected last fall, but may need to be shared with all again.
- Consider a directory of specialists - (i.e. Mn Grape Growers session with Steve Z. and Mike M. – presentation to 600 growers at a conference in the cities. The organization had not experienced training in this area.)
- It was suggested that we meet with Commodity groups to get acquainted and to present/assist.
- The tuition subsidy situation was discussed. The subsidy consists of a base amount of \$13.50, with an additional amount from the 1997 legislature of \$5.00, and another increase in 2006 to a current total of \$28.21. Unfortunately, the 2006 amount will be lost for FY10.
 - Quote shared by Bob Roesler – “It is the difference between knowing the cost of something versus knowing the “WORTH/VALUE” of something that is important.” We need to have significant discussion about this concept.
- Livestock issues – instructors working primarily with forecasting currently, and must stay in the small group setting in order for it to be of value. Large group delivery has limitations for current situations that would not be effective in these times. We need to consider the other producers out there who are not part of the program. Discussion also included the

changing dimension of the hog producers in the program, with the move to the manager role rather than the owner. Concern was also expressed over the move of these economic problems to the grain farm students through 2009 and into 2010. How do we handle working with the farmers who cannot afford the tuition – student, college, lender, or whose problem is it?.

- Program Staff Transitions
 - It was suggested to look at taking advantage of opportunities related to unemployed individuals and those in transition in the current economy
 - It was noted that these individuals will need to meet the credentials requirement of FBM

Membership Directory

There is a rotational plan set up. This will be sent out to the membership.

Next Year's meeting

We have historically met on the first Friday of April but will schedule the second Friday of April in 2009. We could consider using a Webex format to hold our State Advisory Meeting, but the annual meeting should be fact-to-face. Special Meetings will be held in a Webex format. The Advisory Council could be invited to our Fall Management Instructor in-service.

The meeting was adjourned at 2:00 p.m.

Respectfully submitted,

DelRay Lecy
Recorder

State Advisory & Curriculum Committee
Farm Business Management

Member Position Description

Position Overview

The committee member is responsible for supporting the mission of the MnSCU Farm Business Management education programs and providing direction for program focus and curriculum change.

Duties and Responsibilities

- Promote the mission and vision of the Farm Business Management Program
- Attend and participate in committee meetings and activities as time permits
- Act on recommendations related to FBM program activities and curriculum change
- Provide input and leadership, based on individual knowledge and expertise
- Communicate with other members as needed to accomplish goals
- Recommend improvements or changes in advisory committee processes

Term of Position

- Three (3) years – Instructor Representatives
- Six (6) years – Business Representatives

Rotation

- Two (2) Business positions elected every other year
- Two (2) faculty positions elected annually
- Maximum of two (2) consecutive terms

2009-2010 State Advisory & Curriculum Committee

<u>Name</u>		<u>Role(s)</u>	<u>Organization</u>	<u>Community</u>
Kevin	Clough	Farmer		Lake Lillian
Sue	Meyer	Farmer		New Prague
Bruce	Penning	Farmer		Kiester
Sandy	Seibert	Farmer		Lewisville
Curtis	Swanson	Farmer		Thief River Falls
Randall	Dufner	Chairman	FSA	Willmar
Dennis	Kasper	Vice Chairman	Security State Bank of Wanamingo	Wanamingo
Ted	Brenny	Alt. for Kasper	Security State Bank of Wanamingo	
Gene	Kuntz	Instructor	South Central College	No. Mankato
Jack	LaValla	Instructor	Riverland Community College	Austin
Paul	Oehlke	Instructor	Northland Community and Technical College	Thief River Falls
Bob	Rick	Instructor	Central Lakes College	Staples
Robert	Roesler	Instructor	Minnesota West Community & Technical College	Jackson
Steve	Zenk	Instructor	Ridgewater College	Willmar
Al	Brudelic	Dean	South Central College	Mankato
Eric	Deters	Program Director	Riverland Community College	Kenyon
Ron	Dvergsten	Dean	Northland Community and Technical College	Thief River Falls
Dave	Hietala	Dean	Riverland Community College	Owatonna
Del	Lecy	Dean	Central Lakes College	Brainerd
Jim	Molenaar	Dean	Ridgewater College	Willmar
Richard	Joerger	System Director	Minnesota State Colleges and Universities, Office of the Chancellor	St. Paul

Farm Business Management Advisory & Curriculum Committee
Membership Status
 Updated April, 2008

Current Membership Summary:

	<u>Term #:</u>	<u>Term Ends:</u>	<u>Representing:</u>
<u>Voting Members:</u>			
<u>Business:</u>			
Kevin Clough	2	2008	Farm Business, Lake Lillian
<i>Randy Dufner</i>	<i>1</i>	<i>2010</i>	<i>Farm Service Agency, Willmar</i>
Dennis Kasper	2	2009	Security State Bank, Wanamingo
Bruce Penning	2	2008	Farm Business, Kiester
<i>Sandy Seibert</i>	<i>2</i>	<i>2010</i>	<i>Farm Business, Lewisville</i>
Curtis Swanson	2	2009	Farm Business, Thief River Falls
<u>Faculty/Curriculum:</u>			
<i>Jack LaValla</i>	<i>2</i>	<i>2010</i>	<i>Riverland College, St. Charles</i>
Gene Kuntz	1	2008	South Central College, Faribault
Bob Rick	1	200?	Central Lakes College, Little Falls
<i>Robert Roesler</i>	<i>2</i>	<i>2010</i>	<i>MN West College, Welcome</i>
Greg Tullis	2	2008	Northland College, Moorhead
Steve Zenk	2	2009	Ridgewater College, Olivia
 <u>Ex officio:</u>			
<u>State Director:</u>			
Dr. Richard Joerger	NA		Office of the Chancellor
<u>Regional Deans:</u>			
Ron Dvergsten	NA		Northland College
Al Brudelic	NA		Minnesota West & South Central
<u>Colleges</u>			
DelRay Lecy	NA		Central Lakes College
Jim Molenaar	NA		Ridgewater College
Dave Hietala (Dean)	NA		Riverland College
Eric Deters (Prog. Director)			Riverland College
 <u>Current Officers:</u>			
Chair:		Dennis Kasper	
Recorder:		_____	

Draft

FBM Task Force Member Rankings of Work Group Recommendations
April 9, 2010

Work Group Recommendations	f^1	M^2	Rank ³
Implement alternative program and course delivery methods.	13	3.8	1
Establish a comprehensive marketing plan to support revenue generation and program development efforts.	11	3.8	1
Investigate the feasibility of generating revenue from individuals, organizations, and/or businesses with interest in gaining access to information from the FBM database.	12	2.8	3
Explore new approaches to partnering and programming that maximize the inputs (financial, educational, marketing, etc.) provided by partners from business, industry, and education.	16	2.7	4
Work with key partners to leverage the economic development aspects of the program to secure additional resources.	14	2.7	4
Conduct research of the FBM database for information that can be used to: (1) enhance curricula and instructional materials, and (2) identify other factors that contribute to producer success.	9	2.2	
Develop an electronic data transfer process for one or more accounting programs to selected FINPACK programs.	7	3.4	
Develop and execute stakeholder and learner analyses.	7	3.1	
Market the program to unserved and underserved populations.	7	2.1	
Expand grant writing efforts with partners from within and outside of the Minnesota State Colleges and Universities system for the purpose of securing resources for educational programming, research, and development.	6	2.8	
Ensure that all program marketing efforts include information about the features and ways to gain access to information generated from the FBM Database.	2	3.5	

Notes: ¹Frequency of responses. ² Mean of Ranks. ³ Ranks of recommendations.

Combined FBM Task Force Member Rankings (Draft)

	f^1	M^2	Rank ³
Implement alternative program and course delivery methods.	13	3.8	1
Develop and execute stakeholder and learner analyses.	7	3.1	
Develop an electronic data transfer process for one or more accounting programs to selected FINPACK programs.	7	3.4	
Establish a comprehensive marketing plan to support revenue generation and program development efforts	11	3.8	1
Ensure that all program marketing efforts include information about the features and ways to gain access to information generated from the FBM Database.	2	3.5	
Market the program to unserved and underserved populations.	7	2.1	
Explore new approaches to partnering and programming that maximize the inputs (financial, educational, marketing, etc.) provided by partners from business, industry, and education.	16	2.7	4
Investigate the feasibility of generating revenue from individuals, organizations, and/or businesses with interest in gaining access to information from the FBM database.(NOTE: moved down from top 5)	12	2.8	3
Expand grant writing efforts with partners from within and outside of the Minnesota State Colleges and Universities system for the purpose of securing resources for educational programming, research, and development.	6	2.8	
Work with key partners to leverage the economic development aspects of the program to secure additional resources.	14	2.7	4
Conduct research of the FBM database for information that can be used to: (1) enhance curricula and instructional materials, and (2) identify other factors that contribute to producer success.	9	2.2	

