Curriculum Committee
Meeting Agenda
3:30PM-5:00PM
October 29, 2013
S NY 15

Mary Stinnett  David Farrington  Bettie Wright  Ali Mageehon
Martha Joyce  Steve Mackey  Joan Campbell  Deborah Gresham

Business to be reviewed by Curriculum Committee:
Approval of Curriculum Committee Minutes- October 10, 2013

New Courses:
Following to be presented by Ian Fisher:
  • WLD 150- GTAW- Gas Tungsten Arc Welding I

Following to be presented by Dwayne Bershaw:
VESTA Supporting Documents
  • VIN 111
  • VIN 130
  • VIN 132
  • VIN 134
  • VIN 190
  • VIN 202
  • VIN 250
  • VIN 251
  • VIN 255

  • VIN 260
  • VIN 271
  • VIN 275
  • VIN 276
  • VIN 281
  • VIN 285
  • VIN 290
  • VIN 295

New Programs:
None

Program Revisions
Following to be presented by Ian Fisher:
  • Welding

Course Revisions:
Following to be presented by Paula Usrey
  • SP 111- Fundamentals of Public Speaking

Following to be presented by Mariah Beck:
  • MTH 243-Introduction to Probability & Statistics
  • MTH 251- Calculus I

Informational Items:
  • Admin Med Assistant Program- Bettie Wright
Curriculum Committee  
Meeting Minutes  
October 10, 2013

☐ Mary Stinnett  ☐ David Farrington  ☐ Bettie Wright  
☐ Martha Joyce  ☐ Joan Campbell  ☐ Deborah Gresham

1. Business to be reviewed by Curriculum Committee:
   a. Approval of Curriculum Committee Minutes- October 1, 2013
      i. Minutes approved with the following change: New program paperwork presented by Chris Lake was referred back to CC, not on to IC.

2. New Courses:
   Following to be presented by Mariah Beck:
      i. MTH 63- Using the Scientific Calculator--Sent on to IC after CIPS code and Activity codes should be switched.
      ii. MTH 93- Using the Graphing Calculator--Sent on to IC after CIPS code and Activity codes should be switched.
   Following to be presented by Dale Champion
      iii. Making Sense of Science--Sent on to IC after the following changes
         • Course number to be GS112.
         • Change course outcomes #4 and #5 to be measurable outcomes, such as in Bloom’s taxonomy
         • Change clock hours to be 66.
         • Add activity and CIPS codes.
         • Put outline in Week 1 through Week 11 format.
         • Indicate that there is no additional cost to the course (page 4)
         • Remove the question mark for Banner prerequisite and enter None.

3. New Programs:
   Following to be presented by Chris Lake:
      i. Wine Business and Entrepreneurship—The new program was not presented; they are still working on it.
      ii. Seventeen new courses presented by Chris Lake were referred on to IC with the following changes/notes.
         • Double check credits. Is it valid to have 4.5 credits?
         • Are outlines needed on these courses if they will not be taught at UCC.
      iii. Other changes CC recommended are shown below.
         • VIN111
         • VIN130
         • VIN132
         • VIN134
         • VIN190
         • VIN201
         • VIN202
         • VIN250
         • VIN251--Fix pre-req discrepancy between p. 2 & 4.
• VIN255--Fix pre-req discrepancy between p. 2 & 4.
• VIN271--Fix pre-req discrepancy between p. 2 & 4. Since this course will be taught at UCC, an 11-week outline should be added to the paperwork.
• VIN275--Fix pre-req discrepancy between p. 2 & 4.
• VIN276--Fix pre-req discrepancy between p. 2 & 4.
• VIN281--Fix pre-req discrepancy between p. 2 & 4. Fix pre-req discrepancy between p. 2 & 4. Since this course will be taught at UCC, an 11-week outline should be added to the paperwork.
• VIN285--Fix pre-req discrepancy between p. 2 & 4.
• VIN290
• VIN295--Fix pre-req discrepancy between p. 2 & 4.

4. Course Revisions:
   Following to be presented by Geoffrey Brownell:
   i. **NRS 11- Nursing Assistant**—Referred on to IC with the following changes.
      • Double check course credit and load factor.
      • Add development date and revision date to the outline.
      • Add CIPS and activity codes where needed.
      • Outcomes need to be measureable; use wording such as Bloom’s taxonomy.

   Following to be presented by Mariah Beck:
   ii. **MTH 111- College Algebra**—Referred on to IC with the following changes.
      • Change clock hours to 55.
      • Change the course content to be an 11-week outline.
Document brought forward by: **Ian Fisher**

Supervisor’s name: **Jesse Morrow**  Date  10/15/13

Course title: **GTAW I - Gas Tungsten Arc Welding I**

Division **CTE**  Department **Welding**  Program **Welding**

Course No **WLD 150**  Title **GTAW - Gas Tungsten Arc Welding I**  Offered **Spring Term**

Credits 3  Lec hrs/wk 1  Lec/Lab hrs/wk 4  Lab hrs/wk 4  Prac hrs/wk 48

Banner Pre-req. **WLD 101**  Instructor Pre-req. **Yes**  Co-requisites **No**  Length (wks) 3

Proposed implementation date Term **Spring**  Year 14  Grading Option Load Factor 3.7

**Catalog Course Description:** **WLD 150: Gas Tungsten Arc Welding GTAW - I (3)**

Develops knowledge and manipulative skills using the Gas Tungsten Arc Welding process. Common base metals used in industry such as; mild steel, high carbon steel, stainless steel, and aluminum. Welding exercises will be performed in all positions and all joint types. This class also covers safety, users, nomenclature, equipment operation, setup, and shut down procedures. This is an outcomes biased course utilizing a lecture/lab format. This course includes classroom discussions, video, and lab demonstrations of technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101

**VOCATIONAL TECHNICAL PROPOSALS ONLY**  **LOWER DIVISION COLLEGIATE PROPOSALS ONLY**

☐ Approved by Advisory Committee (Minutes Attached):

☐ Is this course on the "LDC Course List" of the State Department  ☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)  ☐ Occupational Supplementary

**Support Course:** Indicate all programs for which this course will be required.

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<th>PROGRAM</th>
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**Overlap**

COURSE DEVELOPED BY **Ian Fisher**  DATE: 5/11/12

**ATTACH the documents** 1. COURSE OUTLINE  2. COURSE JUSTIFICATION FORM
Course No: WLD 150
Course Credit: 3
Lecture Hrs/wk: 1
Lab Hrs/Wk: 3
Lecture/Lab Hrs/Wk: 4
Practicum Hrs/Wk: 4
Clock Hours: 55
Length of Course: 11 Weeks
Banner enforced Prerequisite: WLD 101
Instructor enforced Prerequisite: Yes
Co-Requisite:
Load Factor: 3.7
Activity Code: 210
CIPS: 480508

Course Title: GTAW – Gas Tungsten Arc Welding - I
Developed By: Ian Fisher
Development Date: 5/11/2012
Revision Date:

COURSE DESCRIPTION: WLD 150: Gas Tungsten Arc Welding GTAW - I (3)

Develops knowledge and manipulative skills using the Gas Tungsten Arc Welding process. Common base metals used in industry such as; mild steel, high carbon steel, stainless steel, and aluminum. Welding exercises will be performed in all positions and all joint types. This class also covers safety, users, nomenclature, equipment operation, setup, and shut down procedures. This is an outcomes biased course utilizing a lecture/lab format. This course includes classroom discussions, video, and lab demonstrations of technical skills. Registration Enforced Prerequisite/Co-requisite: WLD 101

COURSE OUTCOMES:

Safety practices
Continue to follow safe working practices demonstrated and tested on in WLD 101, Function safely in the UCC Welding Shop.

Skills Building and Development
- To build upon the skills learned in previous welding classes with a continuing emphasis on the fundamentals and mechanics of welding
- Demonstrate professional work habits (Ethics & Soft skills)
- Understanding Machine setup
- Polarity AC, DCEN, DCEP
- Weld pool manipulation All Positions (e.g. weave patterns why, when to, and how)
- Bend Test Specimens All Positions
- Horizontal rolled 1G
- 2G Pipe Vertical & fixed, welder moves around
- 3G Vertical groove welds in plate
• Welding of Pipe & Plate (1G, 2G, 3G, 4G, 5G, 6G and 6GR)
• AWS Sense Level I GTAW Performance Qualifications (Carbon, Stainless, Aluminum)
• Operate PAC or Plasma Arc Cutting systems in accordance with industry standards
• Have a basic understanding of GTAW, advantages & disadvantages, operating characteristics, and uses.
• Know and practice all five common weld joints (Butt, Corner, Tee, Lap, & Edge joints)
• Weld common joints with the ER70S-6, ER308L, and ER4043 electrodes to code quality standards in the flat, horizontal, vertical, and overhead positions
• Weld common joints to D1.1, D1.2, & D1.6 AWS code standards in all positions (methods will be demonstrated and practiced)
• Interpret drawing and symbols to accurately layout a project; prepare and assemble to specified tolerances
• Continued practice in Oxy fuel cutting and Scarfing (OFC)
• Air Carbon Arc Cutting (ACAC) and other methods of weldment repairs will be discussed, demonstrated and practiced
REQUIRED TEXT/MATERIALS:

Welding Principles and Applications (6th edition), Larry Jeffus, Thomson Delmar Learning (Required)

OUTLINE: [Topics taught by week 1-10.]
Week 1 Equipment and machine setup
Week 2 Polarity and electrical characteristics
Week 3 Shielding gas characteristics
Week 4 Base metals properties and welding techniques
Week 5 Filler metals, selection of type, diameter
Week 6 Joint configuration and base metal prep
Week 7 GTAW Plate
Week 8 GTAW Pipe
Week 9 Trouble Shooting equipment and weld flaws
Week 10 AWS Code and Industrial applications of GTAW
Document brought forward by: Ian Fisher, Welding Instructor/Coordinator/CWI

Student need for course:

Course Information:

☐ AA  ☐ AS  ☐ AAS  ☐ Below 100 level  ☐ Elective  ☑ Certificate

☐ AAOT (Area of distribution):
  ☐ Arts & Letters
  ☐ Science/Math/Computer Science
  ☐ Social Sciences
  ☐ Electives

☐ Approved Disciplines Studies Listings
  ☐ Arts & Letters
  ☐ Science/Math/Computer Science
  ☐ Social Sciences
  ☐ Human Relations

Cost of this course:

☐ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of _________ course):

☑ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:
  a. Student enrollment in other courses:
  b. Current program: Welding

Replacement course for: Course Number: n/a  Title: n/a

Disposition: Signature Date Recommendation

Director of Curriculum Support  Vice President of Instruction
WLD 150: Gas Tungsten Arc Welding, GTAW (3)

Develops knowledge and manipulative skills using the Gas Tungsten Arc Welding process on mild steel, stainless steel, and aluminum. This class will cover all joint configurations and all positions, as well as, cover safety, users, nomenclature, equipment, operation, setup, and shut down procedures. This is an outcome based course utilizing both the lecture/lab format. This course includes classroom discussions, video, and lab demonstrations in the development of technical skills. Registration Enforced
Prerequisite/Co-requisite: WLD 101
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
PROGRAM OUTLINE

Introduction to Vesta

The National Science Foundation (NSF) funded the Viticulture and Enology Science and Technology Alliance (VESTA) as an Advanced Technological Education Regional Center of Excellence (RCE) on October 1, 2007 and, subsequently, the VESTA National Center of Excellence (NCE) on July 15, 2011. Since the initial grant, this center has been continuously expanding. It grew from an alliance of a dozen two-year colleges located in twelve Mid-America states under the RCE into a national center that is firmly established from coast to coast, with educational institutions in New York, North Carolina, Washington, Oregon and California in addition to the original Mid-America partners excluding Indiana which decided to withdraw from the alliance. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid foundation of courses in science, technology, engineering and mathematics (STEM) specifically focused on the needs of the wine and grape industry.

Here is an excerpt from the 2013 Annual Report to NSF by VESTA’s advisory panel, the National Visiting Committee (NVC):

1- As stated in previous reports, the success of the VESTA program is due to the overall strength and commitment of the VESTA leadership, the team members, and to the teamwork they exhibit. From the NVC’s perspective, it is almost unbelievable that this group of schools in different states has been able to overcome their institutional interests to create a program that delivers a highly successful curriculum (largely online) which permits students to take their coursework anytime and anywhere to meet their individual needs. Because a large number of these students are non-traditional due to jobs or other major time commitments such as family responsibilities, this has proven to be a significant benefit to those taking classes within the VESTA curriculum. This year we also had an opportunity to speak with six VESTA mentors and employers. These individuals reiterated things students had told us in the past but also indicated that their interaction with VESTA students was often a two way street. Students certainly learn from the mentors, but frequently the collaboration challenged the mentor or employer to rethink why they were doing things in the same way they had been doing them for years.

2- We strongly believe that VESTA has developed at least two Best Practices that other ATE Centers might wish to consider adopting. The first is the annual Curriculum Retreat that brings instructors and industry representatives together. This results in course material that is up-to-date and relevant to students, industry and mentors; it is thus a great quality improvement tool that allows VESTA’s educational material to grow and evolve as necessary. Another Best Practice is the progress Dashboard that the NCE has created using an EXCEL spreadsheet to track center objectives. This tool shows at a glance how Partner Institutions are doing in meeting their assigned responsibilities. However, since some of these goals are long term and complex, it might enhance the tool if the partners were to develop and track sub-goals at the local level. This would make it possible for team management to drill down and see why a particular objective was yellow or red
rather than green by allowing them to see if most of the sub-objectives were on track while there was just one specific thing holding back that metric.

3- The VESTA team is to be complimented on their great internal collaboration. Three examples are noteworthy. First, two partners are collaborating on the preparation of a 150 page booklet on how to create a teaching/research winery that will be shared among participating VESTA institutions. This effort will save considerable work on the part of any college wanting to establish its own winery. Second, sharing course development responsibilities among the various partners leverages the strength of individual institutions while at the same time giving other institutions the benefit of access to a course that they might need but have limited capability to create with their own resources. Third, Oklahoma has pioneered a creative mechanism to raise funds based solely on increased wine sales in their state, an outcome that should result as VESTA students begin to populate local workforces. The lessons learned in setting up the legislation to accomplish this are being shared with the VESTA partners so that each participant can adapt the concept to their state's environment if they choose to follow this example.

4- The VESTA team has demonstrated considerable agility and adaptability this past year in dealing with the inevitable changes that confront any institution. They have successfully moved the location of the NCE offices with no disruption to ongoing activities, dealt with the loss of a valued state coordinator, and replaced departed staff with equally competent individuals who have been able to step in and fill those vacancies without missing a beat. These are the hallmarks of a highly performing organization.

5- VESTA employs high standards in selecting instructors for its courses including a requirement for a minimum of a master's degree. This means that there is a high probability that credits can be transferred among schools (both inside and outside of the VESTA partners) and is vital to students who may not take all of their courses at one institution. Moreover, students have told us that they appreciate the quality and knowledge of these teachers. Furthermore, they feel that they benefit in a significant way from their exposure to experts who are geographically dispersed around the country. These are important contacts for them to make that would be unlikely to happen if they attended a single brick and mortar institution where a small group of professors taught all the courses. Finally, unlike other viticulture and enology courses that are available online, VESTA requires that students take part in hands-on lab and field activities. This acquaints them with the practical aspects of subjects that cannot be acquired from books or classroom time alone.

Umpqua Community College's contribution to VESTA

The Southern Oregon Wine Institute at Umpqua Community College has been a member of VESTA since September 2011. We have performed many tasks for VESTA but have not hosted any of the VESTA curricula. In 2013, SOWI will develop two courses for a new VESTA curriculum in Wine Business and Entrepreneurship. We hope to have the entire curriculum adopted by UCC and begin to offer this new degree in the 2014-2015 academic year. An outline of the degree and course descriptions for the VESTA Wine Business and Entrepreneurship Program are provided here.
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
PROGRAM OUTLINE

<table>
<thead>
<tr>
<th>Business and Entrepreneurship Program</th>
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<tr>
<td><strong>Required Core Courses – (9 hours)</strong></td>
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<tr>
<td>VIN 130 (3) – Feasibility of a New Wine Business and Developing a Strategy for Success</td>
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<tr>
<td>VIN 132 (3) – Finance and Accounting for Wine Business</td>
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<tr>
<td>VIN 134 (3) – Survey of Viticulture and Enology for Wine Business</td>
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**Select a total of 15 hours minimum from the following.**

1. **Required – select from one of these:**
   - VIN 190 (1) - Vineyard Safety
   - OR
   - VIN 290 (2) – Winery Safety

2. **Required – select from one of these:**
   - VIN 201 (3) – Legal Aspects of Vineyard Operation
   - OR
   - VIN 202 (3) – Legal Aspects of Winery Management

3. **Required – select from one of these:**
   - VIN 251 (2) – Marketing Grapes
   - OR
   - VIN 271 (2) Winery Marketing for Entrepreneurs

4. **Required – select from one of these:**
   - VIN 250 (3) - Vineyard Equipment Technology for the Entrepreneur
   - OR
   - VIN 260 (2) - Winery Equipment Technology for the Entrepreneur

5. **Required – select from one of these:**
   - VIN 255 (3) – Financial Assessment of Vineyard Establishment and Management Systems
   - OR
   - VIN 275 (3) – Financial Aspects of Winery Management

6. **Required – select from one of these:**
   - VIN 111 (3) – Introduction to Viticulture and Vineyard Establishment
   - OR
   - VIN 276 (2) Advanced Tasting Room Management
   - OR
   - VIN 280 (2) - Winery Establishment & Design

**Required Capstone Courses – (6 hours)**

- VIN 285 (3) – Human Resources
- VIN 295 (3) – Business Plan

**Total Minimum Hours Required - 30**
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
COURSE TITLES AND TRANSCRIPTION HOSTS

VESTA course development and review occurs during the annual Curriculum Retreat. VESTA course-hosting assignments are determined at the Annual Meeting or as needed by the Program Director.

- **VIN 130 (3) Feasibility of a New Wine Business and Developing a Strategy for Success:**
  - Sonoma State - Fall 2013

- **VIN 132 (3) Finance and Accounting for Wine Businesses:**
  - Sonoma State - Fall 2013

- **VIN 134 (3) Survey of Viticulture and Enology for Wine Businesses:**
  - Northeast Wisconsin Technical College - Spring 2014

- **VIN 201 (3) Legal Aspects of Vineyard Operation:**
  - Northeast Iowa Community College - Fall 2014

- **VIN 202 (3) Legal Aspects of Winery Management:**
  - Northeast Iowa Community College - Spring 2014

- **VIN 250 (3) Vineyard Equipment Technology for the Entrepreneur:**
  - Kent State University - Ashtabula - Spring 2014

- **VIN 251 (2) Marketing Grapes:**
  - Redlands Community College - Fall 2014

- **VIN 255 (3) Financial Management for the Vineyard:**
  - Arkansas Tech University - Spring 2014

- **VIN 260 (2) Winery Equipment Technology for the Entrepreneur:**
  - Rend Lake College - Fall 2014

- **VIN 271 (2) Winery Marketing for Entrepreneurs:**
  - Umpqua Community College - Spring 2014

- **VIN 275 (3) Financial Management for the Winery:**
  - Yakima Valley Community College - Fall 2014

- **VIN 276 (2) Advanced Tasting Room Management:**
  - Redlands Community College - Spring 2014

- **VIN 280 (2) Winery Establishment and Design:**
  - Umpqua Community College - Fall 2014

- **VIN 285 (3) Human Resources:**
  - Northern New Mexico College – Spring 2015
  - *Plan B* – Arkansas Tech University

- **VIN 295 (3) Business Plan:**
  - Texas State Technical College – Spring 2015
  - *Plan B* – Sonoma State University

*Course Titles Pending:*

- **VIN 174**
- **VIN 246**
- **VIN 247**
- **VIN 270**
- **VIN 272**
V.E.S.T.A. - WINE BUSINESS AND ENTREPRENEURSHIP
COURSE DESCRIPTION

VIN 111 (3) Introduction to Viticulture and Vineyard Establishment
This course is designed to introduce students to viticulture in general and to current practices for establishing a commercial vineyard. Topics covered include varietal selection, site preparation, equipment, site selection, first season establishment, vine growth development and training, trellis systems, weed control, vine disease control, and pruning for training purposes. Students are required to partner with an approved vineyard to participate in the required field experience portion of the course.

VIN 130 (3) Feasibility of a New Wine Business and Developing a Strategy for Success:
This course provides a systematic look at the different components of a successful wine or vineyard brand and assists students in creating a plan for a profitable business. Students will be exposed to key aspects of the business, including the regulatory climate for making and selling wine or grapes, financial frameworks to develop a vineyard and/or winery or to create a virtual brand, and different models for profitability. Every student will be given the tools and frameworks to critically evaluate this competitive landscape and make decisions on a course of action.

VIN 132 (3) Finance and Accounting for Wine Businesses:
This course covers industry specific accounting and reporting for wine business profit and loss statements and balance sheets, assets and depreciation, intangibles, cost segregation and inventory costing. It also examines best practices in winery business management, including key performance indicators and other winery expenses. Using financial ratios and benchmarking are explored for internal management reporting.

VIN 134 (3) Survey of Viticulture and Enology for Wine Businesses:
This course will review basic grape growing and wine making principals. An overview of viticulture, fermentation, winery operations, the physiology of wine consumption, wines produced in major wine-producing regions and the sensory evaluation of wine will be covered. The goal of this course is to provide the student with basic viticulture and enology education that can be applied to the business aspects of a wine business.

VIN 190 (1) Vineyard Safety
This course provides an introduction to safety and procedures specific to viticulture (grape growing.) This course will include general history of agricultural safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns.

VIN 201 (3) Legal Aspects of Vineyard Operation
This course will introduce students to the general concepts and issues relating to the creation and operation of a vineyard. The course will explain general legal concepts related to real estate ownership, review and analyze typical contracts affecting vineyard
ownership and operations, compare and contrast various business formation and operation concepts, outline insurance and other business operation needs of the vineyard owner/manager, identify and discuss governmental agencies and regulation affecting vineyard ownership and management, introduce and analyze employment relationships, and describe miscellaneous legal issues and areas specifically related to the operation of a vineyard.

**VIN 202 (3) Legal Aspects of Winery Management**
This course will introduce students to the general concepts and issues relating to the creation and operation of a winery. The course will explain general legal concepts related to contracts affecting winery management, compare and contrast various business formation and operation concepts for the winery owner and manager; outline insurance and other business operation needs for a winery; identify and discuss governmental agencies and specific regulations affecting winery management and operation; introduce and analyze employment relationships for winery employees and personnel; identify and describe the bonding process required for winery operations; compare and contrast the various taxes and tax entities that affect the management of a winery; and describe miscellaneous legal issues and areas specifically related to the management of a winery.

**VIN 250 (3) Vineyard Equipment Technology for the Entrepreneur**
This course covers equipment and technologies used in vineyard establishment and management systems used in modern commercial vineyards. An overview of vineyard establishment technologies will include soil mapping and preparation; irrigation set-up; planting systems; and vineyard trellis construction. Management equipment includes herbicide and air blast sprayers; irrigation and frost control equipment; cultivators; mechanisms used to bury the graft unions or vines for winter protection; equipment for either mechanical or manual pruning, shoot thinning, shoot positioning, fruit thinning, leaf removal and harvesting; soil mapping technology; climate monitoring equipment; fertilizer and lime application; and work place safety.

**VIN 251 (2) Marketing Grapes**
This course explores how to market wine grapes. During the course the students will learn how to identify markets for their grapes, how to develop and nurture relationships with wineries and other buyers, how to develop grower and winery marketing opportunities, how to write contracts, how to negotiate contracts and how to set prices. How to forecast grape demand by watching market trends in this constantly changing environment.

**VIN 255 (3) Financial Management for the Vineyard:**
Vineyard Management explores the interconnectedness between vineyard inputs, the dollars spent, and how to maximize profits. The class will help you to recognize and develop your own personal system to measure your inputs versus outputs in relationship to your vineyard health and performance, grape quality, and your buyers’ expectations. The class will also give you examples on how to negotiate and write grape purchase agreements and planting contracts, and how to develop a seasonal budget.
VIN 260 (2) Winery Equipment Technology for the Entrepreneur
This course covers process technologies and process systems that are used in modern commercial wineries. Overview of winemaking systems including winemaking operations and equipment, barrel aging and barrel management, membrane separation processes, specialized contacting systems, cleaning and sanitation systems, process control systems, refrigeration systems, air conditioning and humidity systems, electrical systems, waste water systems, solid waste handling, and work place safety.

VIN 271 (2) Winery Marketing for Entrepreneurs
This course explores the strategies and tactics that a winery would utilize to develop a strong marketing program. The students will develop a marketing plan, incorporating online technology, social media, including the application of blogs and social networking accounts to market both winery retail and wholesale markets. The course will conclude with a student presentation of a marketing package directed at a specific target market.

VIN 275 (3) Financial Management for the Winery:
This course integrates wine production with the management of a winery and its strategic business units. In the process wine marketing, financial management, strategic winery business management, legal structures, leadership, organization development and the breadth of the value chain are all examined as these relate to an actual winery.

VIN 276 (2) Advanced Tasting Room Management
This course explores the key components needed to optimize sales and profitability for tasting room management. The class will focus on direct sales and tasting room activities, wine club management, direct shipping, inventory control, promotions and merchandising, customer relationship management, winery events management, employee compensation issues and employee training.

VIN 280 (2) Winery Establishment and Design
This course will discuss the major aspects of winery establishment and design, including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

VIN 285 (3) Human Resources:
Learn about the different specialties that fall under the broad heading "Human Resources" and the skills necessary to succeed in them. We will cover topics such as labor relations, global HR, executive compensation, employee development, employment law, organization styles, leadership, motivation, adaptation, employee/employer rights and responsibilities, employee manual, and communications. This course will help you to create a successful work environment for your wine business.

VIN 290 (2) – Winery Safety
This course provides an introduction to safety and procedures specific to enology (wine making.) This course will include general history of food and beverage safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns specific to the winery.
VIN 295 (3) Business Plan:
Students will use the knowledge and skills gained from the previous courses in the business and entrepreneurship track to create a wine industry business plan. The primary course outcome is a major project in the form of a realistic and fully integrated 5-year strategic business plan including a financial model and supporting materials.
VIN 111 - Introduction to Viticulture and Vineyard Establishment

**Need for course:** The VIN 111 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

**Course Information:**

- AA
- AS
- X AAS
- Below 100 level
- Elective
- Certificate
- AAOT (Area of distribution): ______________

**Cost of this course:**

- X No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

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**Disposition:**  

Curriculum Committee Chair  
Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 111
Course Title: Introduction to Viticulture and Vineyard Establishment
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5   Lecture hrs/wk: 4.5   Lec/Lab 0   Practicum hrs/wk   0
Banner Pre-req.: □   Instructor Pre-req.: □   Co-requisites: 0   Length (wks): 11

Proposed implementation Year: 2014   Grading Option: S   Load Factor: 4.5

Catalog Course Description:
This course is designed to introduce students to viticulture in general and to current practices for establishing a commercial vineyard. Topics covered include varietal selection, site preparation, equipment, site selection, first season establishment, vine growth development and training, trellis systems, weed control, vine disease control, and pruning for training purposes. Students are required to partner with an approved vineyard to participate in the required field experience portion of the course.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)

□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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<td>Viticulture &amp; Enology</td>
<td>Fall, 2014</td>
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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Introduction to Viticulture and Vineyard Establishment

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course is designed to introduce students to viticulture in general and to current practices for establishing a commercial vineyard. Topics covered include varietal selection, site preparation, equipment, site selection, first season establishment, vine growth development and training, trellis systems, weed control, vine disease control, and pruning for training purposes. Students are required to partner with an approved vineyard to participate in the required field experience portion of the course.

COURSE OUTCOMES:

1. Demonstrate the ability to distinguish between seasonal activities in the V&E industry.
2. Demonstrate an understanding of the major vitis species in the world.
3. Demonstrate an understanding of the characteristics of grape growing regions and vitis species and hybrids suitable to the region
4. Demonstrate the ability to select and identify viable cultivars of red and white wine grapes and table grapes
5. Demonstrate an understanding of the basic principles of pest control and disease management, with a focus on weed control and management.
6. Demonstrate the ability to calculate number of vines per acre as a function of vine spacing and row spacing.
7. Demonstrate an understanding of the procedures involved in the proper implementation of a soil fertility program in the vineyard.
8. Demonstrate the ability to evaluate and apply proper site selection criteria.
9. Demonstrate an understanding of planting practices.
10. Demonstrate an understanding of processes and strategies involved in the first season of vineyard establishment.
11. Demonstrate an understanding of vine growth development and training.
12. Demonstrate an understanding of trellis systems.
13. Demonstrate an understanding of training practices.
14. Demonstrate an understanding of economic factors involved in vineyard feasibility.
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 130 - Feasibility of a New Wine Business – Strategy for Success

VIN 130 - Feasibility of a New Wine Business

Need for course: The VIN 130 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

AA    AS    X    AAS    Below 100 level    Elective    Certificate
AAOT (Area of distribution): ______________

Cost of this course:

X No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

Disposition: Signature Date Recommendation

Curriculum Committee Chair Vice President of Instruction
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course No: VIN 130  
Course title: Feasibility of a New Wine Business  
Terms Offered: 1 Term per Year  

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk  0  
Banner Pre-req.: ☐  Instructor Pre-req.: ☐  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:  
This course provides a systematic look at the different components of a successful wine or 
vineyard brand and assists students in creating a plan for a profitable business. Students will be 
exposed to key aspects of the business, including the regulatory climate for making and selling 
wine or grapes, financial frameworks to develop a vineyard and/or winery or to create a virtual 
brand, and different models for profitability. Every student will be given the tools and 
frameworks to critically evaluate this competitive landscape and make decisions on a course of 
action.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY
☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department ☐  To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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<td>Fall, 2014</td>
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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Feasibility of a New Wine Business

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course provides a systematic look at the different components of a successful wine or vineyard brand and assists students in creating a plan for a profitable business. Students will be exposed to key aspects of the business, including the regulatory climate for making and selling wine or grapes, financial frameworks to develop a vineyard and/or winery or to create a virtual brand, and different models for profitability. Every student will be given the tools and frameworks to critically evaluate this competitive landscape and make decisions on a course of action.

COURSE OUTCOMES:

1. Demonstrate an understanding of the different components of a successful wine business.
2. Explain and discuss the financial frameworks in developing a vineyard, winery or virtual brand.
3. Analyze the feasibility of an intended project against the costs and reserves identified in a financial model.
4. Recognize various tools for the use in a business plan specific for vineyards and wineries.
5. Demonstrate an understanding of the regulatory environment.
6. Identify federal, state, county, and local regulatory requirements for vineyard and winery operations.
7. Explain and discuss the marketing plan in developing a vineyard, winery or virtual brand.
8. Identify the components of a successful marketing model.
9. Recognize various tools for the use in a marketing plan specific for vineyards and wineries.
10. Critically evaluate the competitive landscape of the vineyard and wine industry as part of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
11. Create a feasibility study and course of action for developing a future business plan.
12. Describe and explain the different components of a wine business and how it will be successful.
13. Analyze the feasibility of an intended project against the cost identified in a financial model.
14. List the components of a business plan.
NEW COURSE JUSTIFICATION – Page 1 of 4

Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 132 - Finance and Accounting for Wine Business

X__________________  X_____________________
Program Director Signature, Chris Lake  Supervisor Signature, Jason Aase

VIN 132 - Finance and Accounting for Wine Business

Need for course: The VIN 132 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐AA  ☐AS  X☐AAS  ☐Below 100 level  ☐Elective  ☐Certificate
☐AAOT (Area of distribution): ________________

Cost of this course:

X No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

Disposition:  Signature  Date  Recommendation

________________________________________  _____________________________
Curriculum Committee Chair  Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 132
Course Title: Finance and Accounting for Wine Businesses
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5   Lecture hrs/wk: 4.5   Lec/Lab 0   Practicum hrs/wk   0
Banner Pre-req.: □   Instructor Pre-req.: □   Co-requisites: 0   Length (wks): 11

Proposed implementation Year: 2014   Grading Option: S   Load Factor: 4.5

Catalog Course Description:
This course covers industry specific accounting and reporting for wine business profit and loss statements and balance sheets, assets and depreciation, intangibles, cost segregation and inventory costing. It also examines best practices in winery business management, including key performance indicators and other winery expenses. Using financial ratios and benchmarking are explored for internal management reporting.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)
□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Finance and Accounting for Wine Businesses

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course covers industry specific accounting and reporting for wine business profit and loss statements and balance sheets, assets and depreciation, intangibles, cost segregation and inventory costing. It also examines best practices in winery business management, including key performance indicators and other winery expenses. Using financial ratios and benchmarking are explored for internal management reporting.

COURSE OUTCOMES:

1. Demonstrate an understanding of Financial Accounting principles, terms and concepts as they pertain to the vineyard and winery industry.
2. Demonstrate an understanding of the use of Cost Accounting in regards to vineyard and winery accounting.
3. Demonstrate an understanding of a vineyard and winery management reporting system.
4. Demonstrate an understanding of the importance of using budgets, forecasting and best practices in vineyard or winery businesses.
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 134 - Survey of Viticulture & Enology for Wine Business

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 134 - Survey of Viticulture & Enology for Wine Business

Need for course: The VIN 134 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:
☐ AA   ☐ AS    X☐ AAS    ☐ Below 100 level    ☐ Elective    ☐ Certificate
☐ AAOT (Area of distribution): 

Cost of this course:

   X No other costs are anticipated that will impact existing UCC courses.

   a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

   b. Current program: Unique course.

Disposition:       Signature       Date       Recommendation

___________________________________________________________________________
Curriculum Committee Chair       Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 134
Course Title: Survey of Viticulture & Enology for Wine Business
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5   Lecture hrs/wk: 4.5   Lec/Lab 0   Practicum hrs/wk  0
Banner Pre-req.: ☐   Instructor Pre-req.: ☐   Co-requisites: 0   Length (wks):  11

Proposed implementation Year: 2014   Grading Option:  S   Load Factor:  4.5

Catalog Course Description:
This course will review basic grape growing and wine making principals. An overview of viticulture, fermentation, winery operations, the physiology of wine consumption, wines produced in major wine-producing regions and the sensory evaluation of wine will be covered. The goal of this course is to provide the student with basic viticulture and enology education that can be applied to the business aspects of a wine business.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

☐ Is this course on the "LDC Course List" of the State Department
  ☐ To be ☐ Yes  ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee  
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Survey of Viticulture & Enology for Wine Business

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course will review basic grape growing and wine making principals. An overview of viticulture, fermentation, winery operations, the physiology of wine consumption, wines produced in major wine-producing regions and the sensory evaluation of wine will be covered. The goal of this course is to provide the student with basic viticulture and enology education that can be applied to the business aspects of a wine business.

COURSE OUTCOMES:

1. Demonstrate an understanding of grape growing regions in the U.S. and appropriate wine grape species, vineyard size and financial impacts implied.
2. Demonstrate the ability to recognize grapevine phenology and its financial impacts.
3. Demonstrate an understanding of vineyard establishment and its financial impacts.
4. Demonstrate an understanding of vineyard maintenance and its financial impacts.
5. Demonstrate an understanding of winery scale, operations and management and its
6. Demonstrate an understanding of the wine production processes and the financial impacts.
7. Demonstrate an understanding of factors affecting wine quality, types and styles.
NEW COURSE JUSTIFICATION – Page 1 of 5

Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 190 - Vineyard Safety

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 190 - Vineyard Safety

**Need for course:** The VIN 190 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

**Course Information:**

☐ AA    ☐ AS    X☐AAS    ☐ Below 100 level    ☐ Elective    ☐ Certificate

☐ AAOT (Area of distribution): _________________

**Cost of this course:**

X No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

**Disposition:** Signature    Date    Recommendation

__________________________________________
Curriculum Committee Chair

__________________________________________
Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 190
Title: Vineyard Safety
Terms Offered: 1 Term per Year

X ___________________________ X ___________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 1.5  Lecture hrs/wk: 1.5  Lec/Lab 0  Practicum hrs/wk  0
Banner Pre-req.: ☐ Instructor Pre-req.: ☐ Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 1.5

Catalog Course Description:
This course provides an introduction to safety and procedures specific to viticulture (grape growing.) This course will include general history of agricultural safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY
☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Vineyard Safety

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course provides an introduction to safety and procedures specific to viticulture (grape growing.) This course will include general history of agricultural safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns.

COURSE OUTCOMES:

1. Demonstrate an understanding of historical and present agriculture safety issues and procedures.
2. Demonstrate an understanding of vineyard policies and procedures.
3. Demonstrate an understanding of Injury and Illness Protection Programs (IIPP).
4. Demonstrate an understanding of and proficiency in OSHA reporting procedures and applicability.
5. Demonstrate an understanding of hazardous occupation order in agriculture (family operation).
6. Demonstrate an understanding of ergonomics.
7. Demonstrate an understanding of blood borne pathogens (BBP).
8. Demonstrate an understanding of Personal Protective Equipment (PPE).
9. Demonstrate an understanding of machinery safety and guarding.
10. Demonstrate an understanding of equipment maintenance.
11. Demonstrate an understanding of spray application.
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course Title: VIN 202 - Legal Aspects of Vineyard and Winery Operation

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 202 - Legal Aspects of Vineyard and Winery Operation

Need for course: The VIN 202 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA   ☐ AS   X☐AAS   ☐ Below 100 level   ☐ Elective   ☐ Certificate

☐ AAOT (Area of distribution): ________________

Cost of this course:

X No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

Disposition:    Signature                   Date                   Recommendation

___________________________________________________________________________
Curriculum Committee Chair                                Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 202
Course Title: Legal Aspects of Vineyard and Winery Operation
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5   Lecture hrs/wk: 4.5   Lec/Lab 0   Practicum hrs/wk   0
Banner Pre-req.:  □   Instructor Pre-req.: ☑   Co-requisites: 0   Length (wks): 11

Proposed implementation Year: 2014   Grading Option: S   Load Factor: 4.5

Catalog Course Description:
This course will introduce students to the general concepts and issues relating to the creation and operation of a vineyard and winery. The course will explain general legal concepts related to real estate ownership, review and analyze typical contracts affecting vineyard/winery ownership and operations, compare and contrast various business formation and operation concepts, outline insurance and other business operation needs of the vineyard/winery owner or manager, identify and discuss governmental agencies and regulation affecting vineyard/winery ownership and management, introduce and analyze employment relationships, and describe miscellaneous legal issues and areas specifically related to the operation of a vineyard.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be ☑ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)
□ Occupational Preparatory (organized degree/cert program)
□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
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Course Title: Legal Aspects of Vineyard and Winery Operation

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

**COURSE DESCRIPTION:**

This course will introduce students to the general concepts and issues relating to the creation and operation of a vineyard and winery. The course will explain general legal concepts related to real estate ownership, review and analyze typical contracts affecting vineyard/winery ownership and operations, compare and contrast various business formation and operation concepts, outline insurance and other business operation needs of the vineyard/winery owner or manager, identify and discuss governmental agencies and regulation affecting vineyard/winery ownership and management, introduce and analyze employment relationships, and describe miscellaneous legal issues and areas specifically related to the operation of a vineyard.

**COURSE OUTCOMES:**

1. Define basic legal concepts affecting the operation of a vineyard, winery and distribution of wine.
2. Recognize issues related to real estate acquisitions, ownership, use, and construction.
3. Identify the types of contracts and general provisions related to winery and vineyard operation.
4. Describe and distinguish various types of business formation.
5. Describe and distinguish various types of employment agreements.
6. Outline specific federal, state, and local agencies and governing bodies that regulate and assist winery and vineyard operations.
7. Interpret and apply liability and site management issues that affect the operation of a winery and vineyard.
8. Recognize and apply specific knowledge of labeling and marketing of wine and grapes.
9. Recognize the issues affecting the shipping and placement of wine.
10. Compare and contrast intellectual property areas that may affect the production and distribution of grapes and wine.
VIN 250 - Vineyard Equipment Technology for Entrepreneurs

Need for course: The VIN 250 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐AA  ☐AS  ☐AAS  ☐Below 100 level  ☐Elective  ☐Certificate

☐ AAOT (Area of distribution): ______________

Cost of this course:

X No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

Disposition: Signature Date Recommendation

______________________________  ________________________________
Curriculum Committee Chair    Vice President of Instruction
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course No: VIN 250  
Course Title: Vineyard Equipment Technology for Entrepreneurs  
Terms Offered: 1 Term per Year  

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk 0

Banner Pre-req.: □  Instructor Pre-req.: ☒  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:
This course covers equipment and technologies used in vineyard establishment and management systems used in modern commercial vineyards. An overview of vineyard establishment technologies will include soil mapping and preparation; irrigation set-up; planting systems; and vineyard trellis construction. Management equipment includes herbicide and air blast sprayers; irrigation and frost control equipment; cultivators; mechanisms used to bury the graft unions or vines for winter protection; equipment for either mechanical or manual pruning, shoot thinning, shoot positioning, fruit thinning, leaf removal and harvesting; soil mapping technology; climate monitoring equipment; fertilizer and lime application; and work place safety.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)

□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 250
Course Credit: 4.5
Lecture Hrs/wk: 4.5
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 49.5
Instructor enforced Prerequisite: VIN 130, VIN 132 & VIN 134 or VIN 111 or VIN 146
Length of Course 11 Wks
Load Factor: 4.5
Activity Code: 210
CIPS: 019999

Course Title: Vineyard Equipment Technology for Entrepreneurs
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:
This course covers equipment and technologies used in vineyard establishment and management systems used in modern commercial vineyards. An overview of vineyard establishment technologies will include soil mapping and preparation; irrigation set-up; planting systems; and vineyard trellis construction. Management equipment includes herbicide and air blast sprayers; irrigation and frost control equipment; cultivators; mechanisms used to bury the graft unions or vines for winter protection; equipment for either mechanical or manual pruning, shoot thinning, shoot positioning, fruit thinning, leaf removal and harvesting; soil mapping technology; climate monitoring equipment; fertilizer and lime application; and work place safety.

COURSE OUTCOMES:
1. Identify technologies and equipment employed to evaluate and prepare a vineyard location and site.
2. Compare and contrast technologies and equipment used to evaluate and prepare a vineyard site.
3. Assess, select and justify appropriate pre-plant equipment and technologies based upon site and cultivar specific criteria.
4. Identify technologies and equipment employed to construct a vineyard.
5. Compare and contrast technologies and equipment used to construct a vineyard.
6. Assess, select and justify appropriate vineyard construction equipment and technologies based upon site and cultivar specific criteria.
7. Identify technologies and equipment utilized to manage an established vineyard.
8. Compare and contrast technologies and equipment utilized to manage an established vineyard.
9. Assess, select and justify appropriate vineyard management equipment and technologies based upon site and cultivar specific criteria.
10. Identify the economy of scales for vineyard equipment and technologies at various discrete farm sizes.
11. Describe the basic operation of vineyard equipment
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course Title: VIN 251 - Marketing Grapes

Course Title: VIN 251 - Marketing Grapes

Need for course: The VIN 251 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  ☑ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate

☐ AAOT (Area of distribution): ________________

Cost of this course:

X  No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

Disposition: Signature Date Recommendation

______________________________________________  __________________________________________
Curriculum Committee Chair  Vice President of Instruction
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course No: VIN 251  
Course Title: Marketing Grape  
Terms Offered: 1 Term per Year  

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 3 Lecture hrs/wk: 3 Lec/Lab 0 Practicum hrs/wk 0
Banner Pre-req.:  □  Instructor Pre-req.:  ☑  Co-requisites: 0 Length (wks): 11

Proposed implementation Year: 2014 Grading Option: S Load Factor: 3

Catalog Course Description:
This course explores how to market wine grapes. During the course the students will learn how to identify markets for their grapes, how to develop and nurture relationships with wineries and other buyers, how to develop grower and winery marketing opportunities, how to write contracts, how to negotiate contracts and how to set prices. How to forecast grape demand by watching market trends in this constantly changing environment.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department  
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course:  Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee  DATE:  5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Marketing Grape

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course explores how to market wine grapes. During the course the students will learn how to identify markets for their grapes, how to develop and nurture relationships with wineries and other buyers, how to develop grower and winery marketing opportunities, how to write contracts, how to negotiate contracts and how to set prices. How to forecast grape demand by watching market trends in this constantly changing environment.

COURSE OUTCOMES:

1. Investigate the product and the market.
2. Create a successful promotion plan.
3. Create an effective placement plan.
4. Develop an appropriate pricing structure.
5. Outline and implement sales strategies.
6. Evaluate marketing activities using metrics.
7. Evaluate marketing activities using metrics.
8. Understand the Logistics of Contracts.
9. Develop Winery Relations.
VIN 255 - Financial Management for the Vineyard

**Need for course:** The VIN 255 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

**Course Information:**
- [X] AAS
- [X] AAS Below 100 level
- [ ] Elective
- [ ] Certificate
- [ ] AAOT (Area of distribution): ______________

**Cost of this course:**
- [X] No other costs are anticipated that will impact existing UCC courses.
  
  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.
  
  b. Current program: Unique course.

**Disposition:**

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Curriculum Committee Chair       Vice President of Instruction
NEW COURSE APPROVAL FORM - Page 2 of 5

Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 255
Course Title: Financial Management for the Vineyard
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk 0
Banner Pre-req.: ☐  Instructor Pre-req.: ☑  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:
Vineyard Management explores the interconnectedness between vineyard inputs, the dollars spent, and how to maximize profits. The class will help you to recognize and develop your own personal system to measure your inputs versus outputs in relationship to your vineyard health and performance, grape quality, and your buyers' expectations. The class will also give you examples on how to negotiate and write grape purchase agreements and planting contracts, and how to develop a seasonal budget.

VOATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course:  Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE:  5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 255
Course Credit: 4.5
Lecture Hrs/wk: 4.5
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 49.5
Instructor enforced Prerequisite: VIN 130, VIN 132 & VIN 134 or VIN 111 or VIN 146

Length of Course 11 Wks
Load Factor: 4.5
Activity Code: 210
CIPS: 019999

Course Title: Financial Management for the Vineyard
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:
Vineyard Management explores the interconnectedness between vineyard inputs, the dollars spent, and how to maximize profits. The class will help you to recognize and develop your own personal system to measure your inputs versus outputs in relationship to your vineyard health and performance, grape quality, and your buyers’ expectations. The class will also give you examples on how to negotiate and write grape purchase agreements and planting contracts, and how to develop a seasonal budget.

COURSE OUTCOMES:
1. Demonstrate an understanding of costs for establishing a vineyard.
2. Identify the costs involved in site selection and procurement
   - soil preparation
   - irrigation
3. Create a list of local & regional cost resources
   - Demonstrate an understanding of expenses and financial considerations for annual vineyard management

4. Demonstrate an understanding of expenses and financial considerations for annual vineyard management.

5. Identify the costs involved in
   - Floor management
   - Pest management
   - Nutrition
   - Canopy management
   - Irrigation
   - Harvest
   - Equipment maintenance & fuel
   - Insurance
   - Pruning/crop control
   - Frost protection

6. Determine market price of grapes

7. Determine the financial viability of owning and operating a vineyard.
   - Develop an initial capital budget
   - Develop an annual capital budget
   - Calculate financial viability

8. Determine cost/benefit analysis of vineyard management decisions

9. Determine acceptable level of debt
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 260 - Winery Equipment Technology for the Entrepreneur

VIN 260 - Winery Equipment Technology for the Entrepreneur

Need for course: The VIN 260 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  X ☐ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate
☐ AAOT (Area of distribution): ______________________

Cost of this course:

X  No other costs are anticipated that will impact existing UCC courses.

  a.  Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b.  Current program: Unique course.

Disposition: Signature Date Recommendation

Curriculum Committee Chair Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 260 - Winery Equipment Technology for the Entrepreneur
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 3 Lecture hrs/wk: 3 Lec/Lab 0 Practicum hrs/wk 0
Banner Pre-req.: □ Instructor Pre-req.: □ Co-requisites: 0 Length (wks): 11

Proposed implementation Year: 2014 Grading Option: S Load Factor: 3

Catalog Course Description:
This course covers process technologies and process systems that are used in modern commercial wineries. Overview of winemaking systems including winemaking operations and equipment, barrel aging and barrel management, membrane separation processes, specialized contacting systems, cleaning and sanitation systems, process control systems, refrigeration systems, air conditioning and humidity systems, electrical systems, waste water systems, solid waste handling, and work place safety.

VOCATIONAL TECHNICAL PROPOSALS ONLY    LOWER DIVISION COLLEGIATE PROPOSALS ONLY
□ Approved by Advisory Committee (Minutes Attached):
Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No
If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)
□ Occupational Preparatory (organized degree/cert program)
□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 6/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Winery Equipment Technology for the Entrepreneur

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course covers process technologies and process systems that are used in modern commercial wineries. Overview of winemaking systems including winemaking operations and equipment, barrel aging and barrel management, membrane separation processes, specialized contacting systems, cleaning and sanitation systems, process control systems, refrigeration systems, air conditioning and humidity systems, electrical systems, waste water systems, solid waste handling, and work place safety.

COURSE OUTCOMES:

1. Identify technologies and equipment employed to receive, sort, destem, crush and press fruit.
2. Compare and contrast technologies and equipment used to receive, sort, destem, crush and press fruit.
3. Assess, select and justify appropriate pre-plant equipment and technologies based upon site and cultivar specific criteria.
4. Identify technologies and equipment utilized in commercial wine production.
5. Compare and contrast technologies and equipment utilized in commercial wine production.
6. Assess, select and justify appropriate technologies and equipment utilized in commercial wine production.
7. Identify technologies and equipment used to bottle and package wine.
8. Compare and contrast technologies and equipment used to bottle and package wine.
9. Assess, select and justify appropriate technologies and equipment used to bottle and package wine.
10. Identify the economy of scales for winery equipment and technologies at various discrete volumes of production.
11. Describe the basic operation of winery equipment.
NEW COURSE JUSTIFICATION – Page 1 of 5

Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 271 –Wine Marketing for Entrepreneurs

Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 271 –Wine Marketing for Entrepreneurs

**Need for course:** The VIN 271 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

**Course Information:**

☐ AA    ☐ AS    ☑ AAS    ☐ Below 100 level    ☐ Elective    ☐ Certificate

☐ AAOT (Area of distribution): ________________

**Cost of this course:**

☐ No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

**Disposition:**    **Signature**    **Date**    **Recommendation**

Curriculum Committee Chair    Vice President of Instruction
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course No: VIN 271  
Course Title: Wine Marketing for Entrepreneurs

Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake  
Supervisor Signature, Jason Aase

Credits: 3  Lecture hrs/wk: 3  Lec/Lab 0  Practicum hrs/wk 0
Banner Pre-req.:  ☐  Instructor Pre-req.: ☒  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 3

Catalog Course Description:
This course explores the strategies and tactics that a winery would utilize to develop a strong marketing program. The students will develop a marketing plan, incorporating online technology, social media, including the application of blogs and social networking accounts to market both winery retail and wholesale markets. The course will conclude with a student presentation of a marketing package directed at a specific target market.

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department:
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 271
Course Credit: 3
Lecture Hrs/wk: 3
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 33
Instructor enforced Prerequisite: VIN 130, VIN 132 & (VIN 134 or VIN 111 or VIN 146)
Length of Course 11 Wks
Load Factor: 3
Activity Code: 210
CIPS: 019999

Course Title: Wine Marketing for Entrepreneur
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:

This course explores the strategies and tactics that a winery would utilize to develop a strong marketing program. The students will develop a marketing plan, incorporating online technology, social media, including the application of blogs and social networking accounts to market both winery retail and wholesale markets. The course will conclude with a student presentation of a marketing package directed at a specific target market.

COURSE OUTLINE:

1. Demonstrate an understanding of wine marketing principles.
2. Demonstrate an understanding of research and demographics of wine consumers.
3. Demonstrate an understanding of wine branding.
4. Demonstrate an understanding of wine advertising and promotion.
5. Demonstrate an understanding of graphic design in the wine industry
6. Demonstrate an understanding of wine public relations.
7. Demonstrate an understanding of wine budgeting and pricing.
8. Demonstrate an understanding of three avenues to wine sales.
9. Demonstrate an understanding of wine sales and distribution management.
10. Demonstrate an understanding establishing a tasting room
11. Demonstrate an understanding of winery repositioning and turnarounds.
12. Demonstrate an understanding of wine and new media.
13. Demonstrate an understanding of wine tourism.
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 275 - Financial Management for the Winery

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 275 - Financial Management for the Winery

Need for course: The VIN 190 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:
☐AA  ☐AS  X☐AAS  ☐Below 100 level  ☐Elective  ☐Certificate
☐ AAOT (Area of distribution): ______________

Cost of this course:

X  No other costs are anticipated that will impact existing UCC courses.

  a.  Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b.  Current program: Unique course.

Disposition: Signature Date Recommendation

Curriculum Committee Chair    Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 275
Title: Financial Management for the Winery
Terms Offered: 1 Term per Year

Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk 0
Banner Pre-req.: □  Instructor Pre-req.: ☒  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:

This course integrates wine production with the management of a winery and its strategic business units. In the process wine marketing, financial management, strategic winery business management, legal structures, leadership, organization development and the breadth of the value chain are all examined as these relate to an actual winery.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)
□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Winery Establishment and Design

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course integrates wine production with the management of a winery and its strategic business units. In the process wine marketing, financial management, strategic winery business management, legal structures, leadership, organization development and the breadth of the value chain are all examined as these relate to an actual winery.

COURSE OUTCOMES:

1. Demonstrate an understanding of costs for establishing a winery.
2. Demonstrate an understanding of annual winery operating costs.
3. Demonstrate an understanding of winery operating revenues.
4. Determine the financial viability of owning and operating a winery.
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course Title: VIN 276 - Advanced Tasting Room Management

VIN 276 - Advanced Tasting Room Management

Need for course: The VIN 276 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  X ☐ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate
☐ AAOT (Area of distribution): ______________

Cost of this course:

X No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

Disposition: Signature Date Recommendation

___________________________________________________________________________
Curriculum Committee Chair Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 276
Course Title: Advanced Tasting Room Management
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk 0
Banner Pre-req.: □  Instructor Pre-req.: ☑  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:
This course explores the key components needed to optimize sales and profitability for tasting room management. The class will focus on direct sales and tasting room activities, wine club management, direct shipping, inventory control, promotions and merchandising, customer relationship management, winery events management, employee compensation issues and employee training.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)

□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 276  
Course Credit: 4.5  
Lecture Hrs/wk: 4.5  
Lab Hrs/Wk: 0  
Lecture/Lab Hrs/Wk: 0  
Practicum Hrs/Wk: 0  
Clock Hours: 49.5  
Instructor enforced Prerequisite: VIN 130, VIN 132 & (VIN 134 or VIN 111 or VIN 146)  
Length of Course 11 Wks  
Load Factor: 4.5  
Activity Code: 210  
CIPS: 019999

Course Title: Advanced Tasting Room Management  
Developed By: Chris Lake and the VESTA Curriculum Development Committee  
Development Date: 5/31/2013  
Revision Date: NA

COURSE DESCRIPTION:
This course explores the key components needed to optimize sales and profitability for tasting room management. The class will focus on direct sales and tasting room activities, wine club management, direct shipping, inventory control, promotions and merchandising, customer relationship management, winery events management, employee compensation issues and employee training.

COURSE OUTCOMES:
1. Demonstrate an understanding of tasting room operations.  
2. Recognize the importance of legal and compliance issues.  
3. Demonstrate an understanding of destination marketing.  
4. Demonstrate an understanding of successful sales practices
5. Demonstrate an understanding of staff training and development.
6. Demonstrate an understanding of budgeting and finance.
7. Demonstrate use of appropriate industry metrics to:
   a. Perform a promotion pricing worksheet example
   b. Create a checklist for mystery shopping evaluation.
   c. Evaluate a tasting room based on mystery shopping observations; include improvements.
   d. Develop measurable objectives for wine clubs, events, promotions, customer service, and sales performance.
   e. Investigate methods to measure sales productivity.
Division:  Arts and Sciences  
Department:  Viticulture and Enology  
Program:  Wine Business & Entrepreneurship Degree  
Degree:  AAS Wine Business & Entrepreneurship Degree  
Course Title:  VIN 281 - Winery Establishment and Design  

VIN 281 - Winery Establishment and Design

Need for course: The VIN 281 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  ☒ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate  
☐ AAOT (Area of distribution): ________________

Cost of this course:

☒ No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

Disposition:  Signature                     Date  Recommendation

Curriculum Committee Chair  Vice President of Instruction
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course No: VIN 281  
Course Title: Winery Establishment and Design  
Terms Offered: 1 Term per Year  

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits:  3   Lecture hrs/wk:  3   Lec/Lab 0   Practicum hrs/wk   0
Banner Pre-req.: □   Instructor Pre-req.: ☑   Co-requisites: 0   Length (wks):   11

Proposed implementation Year: 2014   Grading Option: S   Load Factor:  3

Catalog Course Description:
This course will discuss the major aspects of winery establishment and design, including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap
No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 281
Course Credit: 2
Lecture Hrs/wk: 2
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 22
Instructor enforced Prerequisite: VIN 130, VIN 132 & (VIN 134 or VIN 111 or VIN 146)
Length of Course: 11 Wks
Load Factor: 2
Activity Code: 210
CIPS: 019999

Course Title: Winery Establishment and Design
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:
This course will discuss the major aspects of winery establishment and design including the legal and regulatory process, layout, design and building; economics; cash flow; marketing and investment generation.

COURSE OUTCOMES:
1. Identify components of the business plan that are essential for winery establishment and design.
2. Develop a master plan for the winery.
3. Identify components of the winery design that can be modified to attain higher levels of sustainability.
4. Identify Federal, State and local regulatory and compliance requirements that are essential for winery establishment and design.
5. Identify key individuals in the winery design team.
6. Understand the key dimensional requirements and the critical adjacencies required for various winery functions.
7. Understand the key building and mechanical systems of a winery
Division: Arts and Sciences  
Department: Viticulture and Enology  
Program: Wine Business & Entrepreneurship Degree  
Degree: AAS Wine Business & Entrepreneurship Degree  
Course Title: VIN 285 – Addressing Human Resources in a Commercial Vineyard/Winery

Need for course: The VIN 285 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  ☑ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate

☐ AAOT (Area of distribution): ________________

Cost of this course:

☒ No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

Disposition: Signature Date Recommendation

______________________________________________________________________________

Curriculum Committee Chair  Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture & Enology
Program: Viticulture & Enology
Course No: VIN 285
Title: Winery Establishment and Design
Terms Offered: 1 Term per Year
Course title: Addressing Human Resources in a Commercial Vineyard/Winery

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk 0
Banner Pre-req.: ☐  Instructor Pre-req.: ☑  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 4.5

Catalog Course Description:
The course will explore the different specialties that fall under the broad heading "Human Resources" and the skills necessary to succeed in them. Topics such as labor relations, global HR, executive compensation, employee development, employment law, organization styles, leadership, motivation, adaptation, employee/employer rights and responsibilities, employee manual, and communications will be covered.

VOCATIONAL TECHNICAL PROPOSALS ONLY   LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☑ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee

DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course No: VIN 285
Course Credit: 4.5
Lecture Hrs/wk: 4.5
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 49.5
Instructor enforced Prerequisite: VIN 130, VIN 132 & (VIN 134 or VIN 111 or VIN 146)
Length of Course 11 Wks
Load Factor: 4.5
Activity Code: 210
CIPS: 019999

Course Title: Addressing Human Resources in a Commercial Vineyard/Winery
Developed By: Chris Lake and the VESTA Curriculum Development Committee
Development Date: 5/31/2013
Revision Date: NA

COURSE DESCRIPTION:
The course will explore the different specialties that fall under the broad heading "Human Resources" and the skills necessary to succeed in them. Topics such as labor relations, global HR, executive compensation, employee development, employment law, organization styles, leadership, motivation, adaptation, employee/employer rights and responsibilities, employee manual, and communications will be covered.

COURSE OUTCOMES:
1. Understand the importance of the role human resources plays in the viticulture and enology field.
2. Demonstrate a basic understanding of issues relating to training and development.
3. Demonstrate a basic understanding of issues relating to health, safety, and security issues.
4. Demonstrate a basic understanding of issues relating to motivating a modern workforce.
5. Demonstrate a basic understanding of issues relating to recruitment, selection, evaluation, retention, and promotion of employees.
6. Demonstrate a basic understanding of issues relating to compensation and benefit administration.
7. Demonstrate an understanding of the components of an employee handbook.
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 290 - Winery Safety

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 290 - Winery Safety

Need for course: The VIN 290 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:
□AA  □AS  X□AAS  □Below 100 level  □Elective  □Certificate
□AAOT (Area of distribution): ________________

Cost of this course:

X  No other costs are anticipated that will impact existing UCC courses.

a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

b. Current program: Unique course.

Disposition: Signature  Date  Recommendation

______________________________________________________________
Curriculum Committee Chair  Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 290
Course Title: Winery Safety
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 3  Lecture hrs/wk: 3  Lec/Lab 0  Practicum hrs/wk 0

Banner Pre-req.: □  Instructor Pre-req.: □  Co-requisites: 0  Length (wks): 11

Proposed implementation Year: 2014  Grading Option: S  Load Factor: 3

Catalog Course Description:
This course provides an introduction to safety and procedures specific to enology (wine making.)
This course will include general history of food and beverage safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns specific to the winery.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

□ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
□ To be □ Yes □ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

□ Occupational Preparatory (organized degree/cert program)

□ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Winery Safety

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

This course provides an introduction to safety and procedures specific to enology (wine making.) This course will include general history of food and beverage safety and health issues, ergonomics, OSHA safety rules and safety issues and concerns specific to the winery.

COURSE OUTCOMES:

1. Demonstrate an understanding of production personnel safety issues and procedures.
2. Demonstrate an understanding of Injury and Illness Protection Programs (IIPP).
3. Demonstrate an understanding of and proficiency in OSHA reporting procedures and applicability.
4. Demonstrate an understanding of hazardous occupation order in agriculture.
5. Demonstrate an understanding of ergonomics.
6. Demonstrate an understanding of bleeding injuries.
7. Demonstrate an understanding of Personal Protective Equipment.
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course Title: VIN 295 - Developing a Business Plan for a Commercial Vineyard/Winery

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

VIN 295 - Business Plan

Need for course: The VIN 295 Course Feasibility, Course Description, Curriculum Goals, Objectives, and Assessment Strategies were developed and approved for inclusion in the Wine Business and Entrepreneurship Degree Program by representatives from a consortium of 20 college and university members of VESTA. Entry to the VESTA degree program is offered through 20 participating institutions. VESTA is dedicated to enhancing agricultural opportunities nationally in the fields of viticulture and enology by providing a 21st century workforce that has a solid educational foundation of courses in science, technology, engineering, and mathematics specifically focused on the needs of the wine and grape industry.

Course Information:

☐ AA  ☐ AS  ☑ AAS  ☐ Below 100 level  ☐ Elective  ☐ Certificate  
☐ AAOT (Area of distribution): ________________

Cost of this course:

X  No other costs are anticipated that will impact existing UCC courses.

  a. Student enrollment in other courses: This course is specific to the UCC/VESTA Wine Business and Entrepreneurship Degree Program. The degree offering is substantially different from the currently offered UCC Viticulture and Enology AAS and too subject-matter focused to detract from UCC degree offerings in Business.

  b. Current program: Unique course.

Disposition: Signature Date Recommendation

__________________________________    ____________________________    ____________________________  
Curriculum Committee Chair    Vice President of Instruction
Division: Arts and Sciences
Department: Viticulture and Enology
Program: Wine Business & Entrepreneurship Degree
Degree: AAS Wine Business & Entrepreneurship Degree
Course No: VIN 295
Course Title: Developing a Business Plan for a Commercial Vineyard/Winery
Terms Offered: 1 Term per Year

X__________________________________ X_____________________________________
Program Director Signature, Chris Lake    Supervisor Signature, Jason Aase

Credits: 4.5  Lecture hrs/wk: 4.5  Lec/Lab 0  Practicum hrs/wk  0
Banner Pre-req.: □  Instructor Pre-req.: ☑  Co-requisites: 0  Length (wks):  11

Proposed implementation Year: 2014  Grading Option: S  Load Factor:  4.5

Catalog Course Description:
Students will use the knowledge and skills gained from the previous courses in the business and entrepreneurship track to create a wine industry business plan. The primary course outcome is a major project in the form of a realistic and fully-integrated 5-year strategic business plan including a financial model and supporting materials.

VOCATIONAL TECHNICAL PROPOSALS ONLY  LOWER DIVISION COLLEGIATE PROPOSALS ONLY

☐ Approved by Advisory Committee (Minutes Attached):

Is this course on the "LDC Course List" of the State Department
☐ To be ☐ Yes ☐ No

If no, this course has been approved for transfer to: (college or university) (attached syllabus, course description, and outcomes)

☐ Occupational Preparatory (organized degree/cert program)

☐ Occupational Supplementary
Support Course: Indicate all programs for which this course will be required.

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Overlap

No overlap within Umpqua Community College.

COURSE DEVELOPED BY Chris Lake and VESTA Curriculum Development Committee
DATE: 5/31/13

ATTACH the documents below:

- COMPLETE COURSE OUTLINE
- COMPLETE NEW COURSE JUSTIFICATION FORM
Course Title: Developing a Business Plan for a Commercial Vineyard/Winery

Developed By: Chris Lake and the VESTA Curriculum Development Committee

Development Date: 5/31/2013

Revision Date: NA

COURSE DESCRIPTION:

Students will use the knowledge and skills gained from the previous courses in the business and entrepreneurship track to create a wine industry business plan. The primary course outcome is a major project in the form of a realistic and fully-integrated 5-year strategic business plan including a financial model and supporting materials.

COURSE OUTCOMES:

1. Recognize the purpose of the business plan.
2. Identify the Business Plan Components.
3. Design and develop a description of the business.
4. Develop an operational plan for the business.
5. Demonstrate an understanding of the management team.
6. Perform a SWOT analysis.
7. Perform a competitor analysis.
8. Establish a marketing and sales plan.
10. Synthesize the components of the plan into an Executive Summary.
11. Develop a 5-Year strategic business plan.
Document brought forward by: Ian Fisher, Welding Instructor Coordinator/CWI

X Date 10/23/2013

Supervisor Signature:

☐ Revise Division: CTE

☐ Reactivate Program: Welding

☐ Delete Effective for Catalog Year and Term: Spring 2014

☐ Repackage existing courses for a new area of concentration within an existing program

Description of Request: New course added to meet national American Welding Society (AWS) Standards.

Other Program Impact: This new course will allow for more focused instructional time on GTAW, AKA TIG welding which is a high skill & high wage welding process.

☐ Instructional costs (staff, materials, equipment, or facilities) are required.

An instructor will be required of this course. Facility = Lockwood Hall - Welding Lab. Lab equipment for proposed course is currently present. Lab fees used to furnish materials needed for course.

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s). Attach one year budget plus startup cost.

Approximate fees related to this course would be similar to

☐ Impact to other Divisions in terms of classes and staffing.

None

Disposition: Signature Date Recommendation

Director of Curriculum Support Vice President of Instruction
Program revision for: Welding  

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Document brought forward by: Paula Marie Usrey

X Date October 24, 2013

Supervisor Signature (Please type in the box with the X by it.)

X Revise Division: Arts and Sciences

Reactivate Department: SS, WL, Communication Studies

Delete Program: Communication Studies

Current course number SP111 Revised Course Number _____

Current Course Title Fundamentals of Public Speaking Revised Course Title _____

Credits 3 Revised Credits 4

Lecture Hrs/Wk 3 Revised Lecture Hrs/Wk 4

Lec /Lab Hrs/Wk 0 Revised Lec /Lab Hrs/Wk _____

Lab Hrs/Wk 0 Revised Lab Hrs/Wk _____

Practicum 0 Revised Practicum _____

Banner/Instr. Prerequisites 0 Revised Banner/Instruc. Prerequisites WR 090, RD090

Co-requisites 0 Revised Co-requisites _____

Length (Wks) 11 Revised Length (Wks) _____

Terms Offered F,W,SP,S Revised Terms Offered SAME

Proposed implementation date: Term Fall Year 2014 Grading Option A-F Load Factor 4

Reason for request: The Oregon Community College Communication Association is supporting a move from 3 to 4 credits for speech communication courses. After a review of the credits offered at the larger community colleges and at public universities, it does appear that the majority of schools are offering at least SP111 for four credits. This course requires a great deal of student performance time. Speaking takes a lot of practice, instruction, and feedback. Students do need more opportunities in class and more instruction to become competent in this area.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: Some of these sections are taught by part-time faculty. However, we will raise the cap to at least 25 which will enable us to drop a section and offset increased cost per part-time instructor.
No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of SP111 course – at least one plus increased tuition for the extra ILC):

Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).

**UCC REVISED COURSE OUTLINE Page 2 of 3**

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Course Title: Fundamentals of Public Speaking  
Developed By: Paula Usrey  
Development Date: 10/24/2013  
Revision Date: 2013

**COURSE DESCRIPTION:** *(Note: This description is current in the catalog):* Preparation and delivery of effective extemporaneous communications. Primary emphasis is on content, organization, audience adaptation, delivery and listening. Recommended Prerequisites: WR 0905 with a grade of C or better or Compass placement scores of 70 or above in writing; AND RD 090 with a grade of C or better or Compass placement scores of 85 or above in reading.

**COURSE OUTCOMES:**

1. Gain confidence when speaking in front of a group.
2. Appropriately develop, organize, and deliver ideas for diverse audiences
3. Appropriately communicate in a classroom context
4. Effectively communicate ideas through organizational, delivery, and content development.
5. Improve listening by developing critical evaluation skills.
6. Communicate ideas in a spontaneous, yet organized manner (i.e., impromptu).
7. Demonstrate through oral and written exercises, an understanding and application of speech communication concepts and theories.

8. Recognize and articulate the value of speaking skills related to workplace success

9. Explain and demonstrate ethical communication behaviors


**OUTLINE:** [Topics taught by week 1-10.]

Week 1  Orientation / Overview/ Communication model / Speaker’s anxiety

Week 2  Anxiety / Developing ideas and organizational structure/ Personal passion speech

Week 3  Preparation for Informative Speeches – structure, citing sources, audience analysis/ mini informative (resource) speech / speech analysis

Week 4  Preparation for informative speeches, cont./ developing outlines / impromptu speaking (teams)

Week 5  Individual informative speeches and speech analysis by audience members / report out

Week 6  Discussion on award / acceptance, entertaining speech discussion / delivery, individual Speeches / individual impromptu on award /acceptance

Week 7  Entertaining speeches / manuscript delivery exercise

Week 8  MMS development – arguments, audience needs, Maslow, organizing for persuasive presentations / impromptu

Week 9  Developing the MMS Approach continued / outline development workshop / video analysis

Week 10  Group or Individual MMS Speeches

Week 11  Final exam
Course Number  SP111  Course Name  Fundamentals of Public Speaking

**Student need for course:** Required for most transfer. Need for course revision: See attached. Most larger community colleges and the public universities with the larger speech communication programs have moved to 4 credits for the SP111 course. This is a course that involves a lot of student performance time.

**Course Information:**

- AA
- AS
- AAS
- Below 100 level
- Elective
- Certificate

X   AAOT (Area of distribution):

**Cost of this course:**

- X  No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ___SP111____ course): By raising the cap, we can eliminate a section of SP111. This means that while we will be paying adjuncts an extra ILC, we will be able to offset most, if not all this cost. We will also have increased tuition.

- Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

**Course impact on:**

- a. Student enrollment in other courses: 0
- b. Current program: 0

Replacement course for:  Course Number:  Title:

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Director of Curriculum Support  Vice President of Instruction
Document brought forward by: Paula Marie Usrey

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Current course number: **SP111**
Revised Course Number: ______

Current Course Title: **Fundamentals of Public Speaking**
Revised Course Title: ______

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Banner/Instr. Prerequisites 0 | Revised Banner/Instruc. Prerequisites |
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Terms Offered: F,W,SP,S | Revised Terms Offered: SAME

Proposed implementation date: Term **Summer** Year 2012
Grading Option: A-F
Load Factor: 3

Reason for request: Outcomes have not formally been updated since 1999. The outcomes currently used are consistent with JBAC and outcomes used at other community colleges in Oregon.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: 0

- No additional instructional costs (staff, materials, equipment, or facilities) are required.
  
  The cost of this course will be covered by (i.e. fewer sections of the course):
- Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
Course No: SP111
Course Credit: 3
Lecture Hrs/wk: 3
Lab Hrs/Wk: 0
Lecture/Lab Hrs/Wk: 0
Practicum Hrs/Wk: 0
Clock Hours: 33
Length of Course 11
Banner enforced Prerequisite: 0
Instructor enforced Prerequisite: 0
Co-Requisite: 0
Load Factor: 3
Activity Code: 100
CIPS: 231001

Course Title: Fundamentals of Public Speaking
Developed By:
Development Date:
Revision Date: 2012

COURSE DESCRIPTION: (Note: This description is current in the catalog): Preparation and delivery of effective extemporaneous communications. Primary emphasis is on content, organization, audience adaptation, delivery and listening. Recommended Prerequisites: WR 0905 with a grade of C or better or Compass placement scores of 70 or above in writing: AND RD 090 with a grade of C or better or Compass placement scores of 85 or above in reading.

COURSE OUTCOMES:

1. Gain confidence when speaking in front of a group.
2. Appropriately develop, organize, and deliver ideas for diverse audiences
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4. Effectively communicate ideas through organizational, delivery, and content development.
5. Improve listening by developing critical evaluation skills.
6. Communicate ideas in a spontaneous, yet organized manner (i.e., impromptu).
7. Demonstrate through oral and written exercises, an understanding and application of speech communication concepts and theories.
8. Recognize and articulate the value of speaking skills related to workplace success
9. Explain and demonstrate ethical communication behaviors

**OUTLINE:** [Topics taught by week 1-10.]

Week 1  Orientation / Overview/ Communication model / Speaker’s anxiety

Week 2  Anxiety / Developing ideas and organizational structure

Week 3  Preparation for Informative Speeches – structure, citing sources, audience analysis

Week 4  Preparation for Informative speeches, cont.

Week 5  Individual informative speeches and analysis

Week 6  Discussion on award / acceptance, entertaining speech discussion / delivery, individual Speeches

Week 7  Entertaining speeches

Week 8  MMS development – arguments, audience needs, Maslow, organizing for persuasive presentations

Week 9  Developing the MMS Approach continued

Week 10  Group or Individual MMS Speeches

Week 11  Final exam
Document brought forward by: Paula Marie Usrey

X Date
Supervisor Signature: (Please type in the box with the X by it.)

Course Number  SP111    Course Name  Fundamentals of Public Speaking

Student need for course: Required for most transfer

Course Information:

☐ AA    ☐ AS    ☐ AAS    ☐ Below 100 level    ☐ Elective    ☐ Certificate

X☐ AAOT (Area of distribution):

Cost of this course:

☐ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of _________ course):

☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

  a. Student enrollment in other courses: 0
  b. Current program: 0

Replacement course for: Course Number:  Title:

Disposition:  Signature  Date  Recommendation

Director of Curriculum Support               Vice President of Instruction
## Lower Division Credits by Program in 2013 for Larger Oregon Community Colleges and Public Universities

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Note: PSU and SOU have some of the largest communication studies programs. Our communication students tend to transfer into these schools and programs.
Title: *Introduction to Probability and Statistics*  
X

Supervisor Signature and date:

X☐Revise  
Division: *Arts and Letters*

☐Reactivate  
Department: *Mathematics*

☐Delete  
Program: ______

Current course number **Mth 243**  
Revised Course Number **Mth 243**

Current Course Title *Introduction to Probability and Statistics*  
Revised Course Title *Introduction to Probability and Statistics*

Credits 4  
Revised Credits 5

Lecture Hrs/Wk 4  
Revised Lecture Hrs/Wk 5

Banner Prerequisites *Mth 105 or 111*  
Revised Banner Prereq. *Mth 105 or 111*
COURSE REVISION FORM - Page 2 of 2

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Proposed implementation date: Term **Fall** Year **2014**
Grading Option **A-F** Load Factor **5 ILCs**

Reason for request: **Change from 4 to 5 credits. This change is occurring statewide to better meet student needs.**

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: **$3294**

☐ No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of course):

X Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).

A total 4 sections are taught Fall, Winter, Spring, and Summer terms. This will increase the Math budget by 4 ILC’s per year at an estimated cost of $3294 per year. ($610 PT salary per ILC with 35% increase for associated salary costs)

COMPLETE -- REVISED COURSE JUSTIFICATION
Title: Introduction to Probability and Statistics

Student need for course:

Increasing Mth 243 to 5 credits will allow:

- Increased student success
  Increasing the student contact hours will benefit the students and increase success rates. This is a challenging course, and students often struggle to grasp the concepts covered. The extra contact time will give students more instruction time on these challenging topics which will improve student success and retention.

- Greater course breadth and depth
  Mth 243 covers a large amount of material. The faculty will have more time to fully cover the material and to meet the course outcomes.

- Curriculum improvement
  Instructors will be able to incorporate more learning activities into the curriculum, and will be able to address a variety of learning styles.

- Preparing Students for Success in their Field of Study
  Understanding statistics is important for student success in many fields a study. A switch to 5 credit courses will facilitate students success in programs both here and at transfer schools. Of the 16 other community colleges in Oregon, 3 have revised Mth 243 to 5 credits (Portland CC, Columbia Gorge, and Tillamock). However, 69% of the community colleges in Oregon offer a second term of Statistics (Mth 244). Umpqua Community College does not offer this second term. Mth 243 covers a large amount of material. Increasing the contact hours will help the students to better comprehend the material.

- Increased faculty-student contact time
  Increased contact time could have a profound effect on retention and student success. Increased time in class will help students to have a more engaged learning experience. Faculty will have more time to respond to student needs and to adapt the lesson to meet these needs.
Cost of this course:

X Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

A total 4 sections are taught Fall, Winter, Spring, and Summer terms. This will increase the Math budget by 4 ILC’s per year at an estimated cost of $3294 per year. ($610 PT salary per ILC with 35% increase for associated salary costs)

☐ Library resources reviewed __________

☐ Facility/office space/cleaning __________

☐ IT Resources reviewed __________

Course impact on:

a. Student enrollment in other courses:

This course will increase enrollment in other courses due to student success and retention.

Disposition: Signature Date Recommendation

Curriculum Committee Chair __________________________________________________________
Title: **Calculus I**

X

Supervisor Signature and date:

X

Revise

Division: **Arts and Letters**

Reactivate

Department: **Mathematics**

Delete

Program: _____

Current course number **Mth 251** Revised Course number **Mth 251**

Current Course Title **Calculus I** Revised Course Title **Calculus I**

Credits 4 Revised Credits 5

Lecture Hrs/Wk 4 Revised Lecture Hrs/Wk 5

Banner Prerequisites **Mth 112** Revised Banner Prerequisites **Mth 112**
Length (Wks) 11  Revised Length (Wks) 11

Terms Offered F,W  Revised Terms Offered F,W

Proposed implementation date: Term Fall Year 2014

Grading Option A-F  Load Factor 5 ILCs

Reason for request: Change from 4 to 5 credits. This change is occurring statewide to better meet student needs.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: $1647.00

☐ No additional instructional costs (staff, materials, equipment, or facilities) are required.

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).

A total of 2 sections are taught Fall and Winter terms. This will increase the Math budget by 2 ILC’s per year at an estimated cost of $1647 per year. ($610 PT salary per ILC with 35% increase for associated salary costs)

COMPLETE -- REVISED COURSE JUSTIFICATION
Title: Calculus I

Student need for course:

Increasing Mth 251 to 5 credits will allow:

- **Increased student success**
  Increasing the student contact hours will benefit the students and increase success rates. This is a challenging course, and students often struggle to grasp the concepts covered. The extra contact time will give students more instruction time on these challenging topics which will improve student success and retention.

- **Greater course breadth and depth**
  Mth 251 covers a large amount of material. The faculty will have more time to fully cover the material and to meet the course outcomes.

- **Curriculum improvement**
  Instructors will be able to incorporate more learning activities into the curriculum, and will be able to address a variety of learning styles.

- **Transferability**
  A switch to 5 credit courses will facilitate students completing degrees and transferring to other schools. Of the 16 other community colleges in Oregon, 50% have revised Mth 251 to 5 credits.

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![Image of a table showing the credits for different colleges]
• Increased faculty-student contact time
  Increased contact time could have a profound effect on retention and student success. Increased time in class will help students to have a more engaged learning experience. Faculty will have more time to respond to student needs and to adapt the lesson to meet these needs.

Course Information: AA□ AAS□ AS□ Certificate□ Learning Skill:□

Cost of this course:

X□ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

A total of 2 sections are taught Fall and Winter terms. This will increase the Math budget by 2 ILC’s per year at an estimated cost of $1647 per year. ($610 PT salary per ILC with 35% increase for associated salary costs)

☐ Library resources reviewed __________

☐ Facility/office space/cleaning __________

☐ IT Resources reviewed __________

Course impact on:

a. Student enrollment in other courses:

  This course will increase enrollment in other courses due to student success and retention.

Disposition: Signature Date Recommendation

Curriculum Committee Chair ____________________________________________________