



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University-West Plains

Program Title: Wine Business and Entrepreneurship

Degree/Certificate: Certificate

Options: NA

Delivery Site(s): Missouri State University-West Plains, Mountain Grove Campus

CIP Classification: 01.1001

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: September 2014

Cooperative Partners: Cooperative partners include the colleges and universities who are members of the Viticulture Enology Science and Technology Alliance (VESTA): Northeast Iowa Community College (Peosta, IA), Redlands Community College (El Reno, OK), Rend Lake College (Ina, IL), Arkansas Tech University – Ozarks (Ozark, AR), Highland Community College _ Wamego (Highland, KS), Northeast Wisconsin Technical College (Green Bay, WI), Michigan State University – Institute of Agricultural Technology (East Lansing, MI), Central Lakes College (Brainerd, MN), Kent State –Ashtabula (Ashtabula, OH), Texas State Technical College (Waco, TX), Sonoma State University (Rohnert Park, CA), Yakima Valley Community College (Grandview, WA), Umpqua Community College (Roseburg, OR), Surry Community College (Dobson, NC), Niagara County Community College (Sandborn, NY), Northern New Mexico College (Española, NM), Missouri State University (Springfield, MO), and Missouri State University-West Plains (West Plains, MO).

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dennis Lancaster/Interim Dean of Academic Affairs

Name/Title of Institutional Officer	Signature	Date
Cathy Proffitt Boys	417-255-7278	

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Person to Contact for More Information

Telephone

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	6	6	6	6	6
Part Time	4	4	4	4	4
Total	10	10	10	10	10

Please provide a rationale regarding how student enrollment projections were calculated:

In 2013, there were 167 operating wineries in Missouri (Midwest Winery Rankings-Midwest Wine Press.) Wine and grape production in Missouri has continued to increase at a substantial rate. In 2005, employment in the Missouri grape, wine and related industries reach 5,691. Missouri ranked 11th in the United States for grape bearing acreage at 1,200 acres and a total production of 3,900 tons (Economic Impact of Missouri Wine and Grapes.) As the grape and wine industry continues to expand, the need to skilled workers increases. The need for business and entrepreneurship skills is also present for the successful management of new and existing wineries and vineyards. MSU-WP established a successful viticulture and enology program in 2006, including Associate of Applied Science degrees in both Viticulture and Enology, as well as certificate programs in each area. The proposed Wine Business and Entrepreneurship Certificate will complement those programs by providing training in business and entrepreneurship specific to the grape and wine industry.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Missouri State University (MSU) is a multi-campus university system; it's campuses are structured to address the special needs of the urban and rural populations they serve in the

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Ozarks, which has a significant agricultural economy and rapidly growing tourism and recreational industries. MSU-Springfield is a selective admissions, master's level teaching and research institution that serves over 23,800 undergraduates and graduate students. Missouri State University-West Plains (MSU-WP) is an open admissions campus with 2,200 undergraduate students. MSU-Mountain Grove serves Missouri's fruit and wine industries through the State Fruit Experiment Station. Prior to the establishment of the viticulture and enology program in 2006, MSU-Mountain Grove conducted two educational needs surveys of the grape and wine industry. Iowa's Resource Conservation and Development, a branch of the USDA, also conducted a survey for the Grape and Wine Industry in 2001. The results of these surveys indicated that the Midwest Grape and Wine Industry does not have sufficient trained personnel with the skills necessary to work in regional commercial wineries. Industry leaders have indicated that, in order for students to be better prepared to work in commercial wineries, it is critical that they must have learning experiences beyond the classroom; these students must also have practical training in a commercial winery. These industry leaders indicate a strong need for students who are better prepared to enter the grape and wine industry's workforce. They also expressed a need for continuing education training for existing employees. The Viticulture and Enology Science and Technology Alliance (VESTA) and the MSU-WP viticulture and enology program were established to address these needs. VESTA is a National Science Foundation (NSF) funded partnership between the Missouri State University system and colleges, universities, vineyards and wineries across America. These partners share a 21st Century vision for education in grape growing and winemaking. Missouri has a long history of grape growing and wine making and this industry is currently one of the most visible and economically viable specialty crop industries in the state. The economic benefit to the state is significant. The wine and grape industries contributed 5,691 full time equivalent jobs, paid \$139.9 million in wages paid, \$25.9 million in winery revenue, \$3.0 million in vineyard revenue, and \$190.0 million in wine-related tourism expenditures, in 2005 (Economic Impact of Missouri Wine and Grapes.) In 2012, 1,828 acres of land were devoted to grape production (USDA NASS 2012 Census of Agriculture.) The Missouri wine and grape industries will continue to benefit from the increasing demand for wine, resulting from changes in demographics, consumer values, retail and restaurant patterns and awareness of health benefits resulting from wine and grape consumption as well as increased interest in agri-tourism. (Economic Impact of Missouri Wine and Grapes.) The methodology used to determine the market and societal needs include two educational needs surveys of the grape and wine industry conducted by MSU-Mountain Grove, conducted prior to the establishment of the viticulture and enology programs in 2006, The Economic Impact of Wine and Grapes on the Missouri Economy, a 2007 report commissioned by the Wine and Grape Board and the Missouri Department of Agriculture and input by the VESTA partner colleges and universities and the vineyard and winery industry partners.

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COLLABORATIVE PROGRAMS

Sponsoring Institutions: Missouri State University-West Plains

Degree program: Wine Business and Entrepreneurship Certificate

Length of agreement: open-ended
(open-ended or limited)

1. Which institution(s) will have degree-granting authority?
Missouri State University – West Plains
2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
Missouri State University – West Plains
3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
VESTA conducts an annual Curriculum Retreat where all instructors, industry representatives and management team members review and revise the curricular goals, objectives and instructional strategies. All members of the instructional team play a roll.
4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
The degree granting institution is responsible for the above services. Partner institutions hosting courses in the program are responsible for academic assistance and special learning needs for the courses being delivered from their campus.
5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
The VESTA Program office meets with all partner institutions to establish common start and end dates for each semester.
6. In addition to the information provided by each participating institution regarding Financial Projections (Form FP), please address the following items:
 1. How will tuition rates be determined if they differ among the institutions?
Tuition is determined by the institution hosting the course(s).
 2. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current

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understanding between all parties and the plans for developing a formal agreement.

There is no cost sharing.

3. What arrangements, if any, have been made for exchange of money between participating institutions?

There is no exchange of money.

7. What commitments have been made by all participants to evaluate the program systematically?

Each partner institution commits to and participates in the Annual Curriculum Retreat.

8. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

The institution is free to discontinue the program at the conclusion of any semester. Course(s) offered by that institution are relocated to a different member institution.



Course Number	Credits	Course Title
REQUIRED CORE COURSES (9 hours)		
VIN 130	3	New Wine Business Feasibility
VIN 132	3	Finance and Accounting for Wine Business
VIN 134	3	Survey of Viticulture and Enology for Wine Business OR
VIN 111	3	Introduction to Viticulture and Vineyard Establishment OR
VIN 146	3	Introduction to Enology
Capstone Courses (6 hours)		
VIN 285	3	Addressing Human Resources Issues in a Commercial Vineyard/Winery
VIN 295	3	Developing a Business Plan for a Commercial Vineyard/Winery
Complete one of the following two options:		
Vineyard Management (16 hours)		
VIN 111	3	Introduction to Viticulture and Vineyard Establishment
VIN 190	1	Vineyard Safety
VIN 202	3	Legal Aspects of Vineyard and Winery Operation
VIN 250	3	Vineyard Equipment Technology for the Entrepreneur
VIN 251	3	Grapes to Market and Grower Relations
VIN 255	3	Financial Management for the Vineyard
Winery Management (16-17 hours)		
VIN 202	3	Legal Aspects of Vineyard and Winery Operation
VIN 260	3	Winery Equipment Technology for the Entrepreneur
VIN 271	3	Advanced Winery marketing
VIN 275	3	Financial Management for the Winery
VIN276	2	Advanced Tasting Room Management OR
VIN 280	3	Winery Establishment and design
VIN 290	2	Winery Safety

E. Free elective credits:

This certificate program has no free electives.

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

This certificate program requires two capstone courses for a total of six credit hours: VIN 285

Addressing Human Resources Issues in a Commercial Vineyard/Winery and VIN 295 Developing a Business Plan for a Commercial Vineyard/Winery.

G. Any unique features such as interdepartmental cooperation:

The 30 credit hours in the Wine Business and Entrepreneurship Certificate program is also included as part of the Enology Core of the Missouri Department of Higher Education's Bachelor of Applied Science degree program.



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri State University-West Plains
Program Name Wine Business and Entrepreneurship Certificate
Date [Click here to enter text.](#)

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

1. Missouri State University (MSU) is a multi-campus university system; it's campuses are structured to address the special needs of the urban and rural populations they serve in the Ozarks, which has a significant agricultural economy and rapidly growing tourism and recreational industries. 2. MSU-Springfield is a selective admissions, master's level teaching and research institution that serves over 23,800 undergraduates and graduate students. Missouri State University-West Plains (MSU-WP) is an open admissions campus with 2,200 undergraduate students. MSU-Mountain Grove serves Missouri's fruit and wine industries through the State Fruit Experiment Station. 3. The proposed Wine Business and Entrepreneurship Certificate program has no special preparation required beyond the regular university admission requirements.

- Characteristics of a specific population to be served, if applicable.

1. MSU-WP and MSU-Mountain Grove are located in the most rural and isolated region of the state and are the only public higher educational opportunities in the seven county service area. 2. Of the total residents in the service area, 25 percent live at or below the poverty line. Less than nine percent of the service area population have achieved college degrees. 3. Approximately three-fourths of the MSU-West Plains and MSU-Mountain Grove students are not prepared for college-level work as measured by placement assessment, forcing them to complete up to three remedial courses.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

Full-time and part-time faculty are required to have completed a minimum of a masters degree in order to teach the courses required for this certificate program.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

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Approximately 20% of the courses for this certificate program may be taught by full-time faculty and 80% may be taught by per course faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.
Full-time faculty are strongly encouraged to pursue continuing education opportunities in their respective fields and to participate in professional organizations; professional development funds are provided by the university. All full-time faculty serve as student advisors.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
Estimated FTEs = 8 students.
- Percent of full time and part time enrollment by the end of five years.



Estimated full-time enrollment = 100%; Estimated part-time enrollment = 0%

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Estimated graduates at three years = 26; Estimated graduates at five years = 46
- Special skills specific to the program.
Students will acquire the following business and entrepreneurship skills and knowledge, specific to this program: business feasibility, finance, accounting, human resource management, business plan development, legal aspects of vineyard and winery management, and financial management. In addition to the business and entrepreneurship skills and knowledge, students will study enology and/or viticulture specific topics.
- Proportion of students who will achieve licensing, certification, or registration.
NA
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
NA
- Placement rates in related fields, in other fields, unemployed.
Estimated placement rate in related fields = 80%; Estimated placement rate in other fields = 20%
- Transfer rates, continuous study.
Estimated transfer and/or continuous study rate = 35%

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
The Higher Learning Commission of the North Central Association – Fall 2014

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys. Graduate surveys will be conducted, via telephone, within six months of graduation.*
- Expected satisfaction rates for employers, including timing and method of surveys.

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Employers of program graduates will be surveyed, via telephone, within six months of graduation. A general survey of local employers will be conducted every two years, via written survey mailed to each employer, with at least 90% of employers responding will indicate satisfaction with the preparation of graduates.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

1. For over 115 years, the MSU Missouri State Fruit Experiment Station has promoted the growth of the Missouri fruit industry through a program of applied research, advisory programs in fruit production, fruit processing, and consumer education. 2. MSU-Mountain Grove has operated a pilot winery for the last 26 years. The research conducted by the experts of the enology group has been key to the success of the Missouri Wine Grape Development Program. 3. MSU-Mountain Grove, through its Missouri State Fruit Experiment Station, established the Midwest Viticulture and Enology Center (MVEC) in 2000, to expand the programming for the Midwest fruit and wine industries. MVEC is committed to the advancement of these industries in the Midwest through research, advisement, education and service. 4. Since 1963, MSU-WP has successfully met the needs of its constituents in providing effective learning opportunities to students in liberal arts and transfer education. Since the mid-1990's, those opportunities were extended to programs in career and technical education. With this proposed certificate program, MSU-WP is striving to fulfill its mission to provide quality educational services to south central Missouri.