

Desert Regional Consortium

New/Revised Program Approval Handouts for CTE Deans Review

Viticulture, Enology & Winery

Criteria A: Appropriateness to Mission

1. Statement of Program Goals and Objectives

The goals and objectives of the Certificate program in Viticulture, Enology and Winery (VEW) will be to prepare students for employment in the winemaking industry and to provide an educated workforce in the wine industry, both local and statewide. Upon completion of the program the student will:

- 1) Have an understanding of the winemaking process, from the growing of grapes (viticulture) to the processing of the grapes into wine (enology).
- 2) Have an understanding of the business related aspects of the winery operations. Principles of marketing, event organization, wine club development and management and laws governing sales in the wine industry.

2. Catalog Description

Courses in the Viticulture, Enology and Wine Technology (VEW) program introduces the student to a variety of disciplines included in the winemaking industry. From basic winemaking (enology), grape cultivation (viticulture), event organization and service (hospitality), to marketing and selling of wine (business principles). This program seeks to inform students, at an introductory level, to the many fields encompassing winery operations.

3. Program Requirements

Students will complete the 18 unit VEW certificate program with an emphasis in either **Science** or **Business**.

CORE Requirements for Science Emphasis:

VEW 100 INTRODUCTION TO VITICULTURE 3 units
An introduction to viticulture; historical perspective of grapes cultivation for table grapes, wine and raisins; grape varieties and species; botany, anatomy, propagation, climate, cultivation, vineyard management, plant-soil water relations, irrigation, fertilization an pruning weeds, disease and pest control; establishment, training and pruning grapevines; harvest and post-harvest operations.

VEW 102 INTRODUCTION TO ENOLOGY 3 units
 An introduction to the science of winemaking, including history and geographical distribution; grape varieties and wine types; influence of climate and soil; wine fermentation, handling, storage and bottling methods; wine disorders; winery sanitation; legal compliance. Students must be 21 years or older to participate in wine tasting.

VEW 108 INTRODUCTION TO WINERY BUSINESS PRINCIPLES 3 units
 This course is an introduction to the business of winemaking. Topics include marketing, basic accounting, media relations, product management, inventory control, state and federal compliance licensing, industry trends, distribution channels, wine clubs development and management, human resources and ALC management, state and federal taxation, insurance, vintage forecasting, and industry contracts.

VEW 149 OCCUPATIONAL INTERNSHIPS 3 units
 The purpose of this course is to enable eligible students to include supervised on-the-job training as an integral part of the total college education program. This is accomplished through a planned program of learning experiences, which combines academic and vocational learning at school with new learning experiences on the job in an occupational setting.

ELECTIVE Requirements for Science Emphasis:

Student will choose at least 6 units from the following list of courses to complete the science requirement for the VEW Certificate:

| | | |
|----------|---|---------|
| CHEM 100 | INTRODUCTION TO CHEMISTRY | 4 units |
| BIOL 144 | PLANT BIOLOGY | 4 units |
| BIOL 142 | WORLD OF INSECTS | 4 units |
| HORT 104 | SOIL SCIENCE AND MANAGEMENT | 3 units |
| HORT 110 | LAWS & REGULATIONS AN INTEGRATED MANAGEMENT | 3 units |
| WATR 130 | ENVIRONMENTAL LAWS AND REGULATIONS | 3 units |

CORE Requirements for Business Emphasis:

VEW 100 INTRODUCTION TO VITICULTURE 3 units
 An introduction to viticulture; historical perspective of grapes cultivation for table grapes, wine and raisins; grape varieties and species; botany, anatomy, propagation, climate, cultivation, vineyard management, plant-soil water relations, irrigation, fertilization and pruning weeds, disease and pest control; establishment, training and pruning grapevines; harvest and post-harvest operations.

VEW 106 INTRODUCTION TO HOSPITALITY IN THE WINEMAKING INDUSTRY 3 units

This course is an introduction to hospitality in the winemaking industry. Topics include tasting room and customer service skills, marketing, sales, staff development, events program coordination, food and beverage coordination, hospitality and alcoholic beverage law, tasting room design and organization, culinary arts, wine club development and management. The basic concepts of enology and viticulture will also be covered.

VEW 108 INTRODUCTION TO WINERY BUSINESS PRINCIPLES 3 units

This course is an introduction to the business of winemaking. Topics include marketing, basic accounting, media relations, product management, inventory control, state and federal compliance licensing, industry trends, distribution channels, wine clubs development and management, human resources and ALC management, state and federal taxation, insurance, vintage forecasting, and industry contracts.

VEW 149 OCCUPATIONAL INTERNSHIPS 3 units

The purpose of this course is to enable eligible students to include supervised on-the-job training as an integral part of the total college education program. This is accomplished through a planned program of learning experiences, which combines academic and vocational learning at school with new learning experiences on the job in an occupational setting.

ELECTIVE Requirements for Business Emphasis:

Students will choose at least 6 units from the following list of courses to complete the business requirements for the VEW Certificate:

| | | |
|----------|--|---------|
| BADM 120 | SALES AND MARKETING IN HOSPITALITY | 3 units |
| BADM 121 | SANITATION AND SAFETY IN RESORT MANAGEMENT | 2 units |
| BADM 122 | RESORT FOOD AND BEVERAGE OPERATIONS | 3 units |
| BADM 123 | MENU PLANNING | 2 units |
| BADM 103 | INTRODUCTION TO BUSINESS | 3 units |
| ACCT 076 | BOOKKEEPING PART 1-ACCOUNTING THEORY | 3 units |

4. Background and Rationale

The Temecula Valley, a major wine-producing region of Southern California is within the district boundaries of Mt San Jacinto College. Currently there are no community colleges in Southern California offering courses that would provide job opportunities for students and a trained workforce for the wine industry.

Criteria B: Need

5. Enrollment and Completer Projections

Currently, all courses have enrollments capped at 28 students, except for the VEW 102 course, which is capped at 20 students. All courses have filled with most having waitlists. From Fall 2008 to Spring 2010 retention rates have averaged around 85%. Estimates are that about 25 students will complete the program per year.

6. Place of Program in Curriculum/Similar Programs

Courses for this program will be offered at our Temecula Center with many field trips occurring to local wineries. When lab facilities are needed they generally are provided by a local winery or the Chemistry lab at MSJC's Menifee Valley campus.

7.

Currently there are no other programs within our immediate service area. Many programs are offered at central and northern California campuses.

8. Labor Market Information & Analysis

The comprehensive study, titled **"The Impact of Wine, Grapes and Grape Products on the American Economy: Family Businesses Building Value"**, measures the full economic impact of the grape, wine, grape juice, table grape and raisin industries in terms of employment, agricultural statistics, product revenues, taxes, and many other indices. Included in the study are impacts from the grape, wine, grape juice, table grape and raisin industries, the first time all grape products have been measured in the same study.

Among the key findings:

Employment: 1.1 million full-time equivalent jobs.

Agriculture: 23,856 grape growers, 934,750 grape bearing acres, \$3.5 billion in farm gate grape sales.

Wine Industry Direct Impact: 4,929 wineries in 2005, up from 2,904 in 2000, a 70% increase in five years; wineries now in all 50 states; \$11.4 billion in winery sales revenues.

Wine Industry Value Added: \$2.7 billion in distributor share of American wine revenue; \$9.8 billion in retail and restaurant share of American wine revenue; 27.3 million wine-related tourist visits; \$3 billion estimated wine-related tourism expenditures.

Other Grape Products: \$1.669 billion retail value of grape juice and grape product sales; \$3 billion retail value of table grape sales; \$560 million retail value of raisin sales.

Total Taxes Paid: \$17.1 billion, including \$9.1 billion federal and \$8 billion state and local.

Wine in particular has an enormous value-added component as a capital-intensive and labor-intensive industry which also generates "wine country" tourism with its economic multiplier effect around the country. The infrastructure, employees, and tourism expenditures are just three examples of why wine sales are only part of the picture in terms of total economic impact.

The chart below shows current and projected data for the Viticulture, Enology and Winery business in the state of California.

| CALIFORNIA PAY AND OUTLOOK | | | | | | | | | |
|-------------------------------------|---|-------------|---------|---|----------------|--------------------|------------------------|-----------------------------|------------------------------|
| PROGRAM | CALIFORNIA-Current Monthly Wage Data (2010) | | | CALIFORNIA-Current Employment Projections (to 2016) | | | | | |
| | Entry/Low Pay | Average pay | Top pay | Expected Growth rate | Est. Jobs 2006 | Expected Jobs 2016 | Openings due to Growth | Opening due to replacements | Expected Yearly Job Openings |
| Viticulture, Enology, Wine Business | \$4,428 | \$6,294 | \$7,790 | 9.6-19.6% | 2,100 | 2,500 | 40 | 60 | 100 |

9. Employer Survey

The Federal Register lists the Temecula Valley Viticulture Area as consisting of 33,000 acres where 1,300 acres are currently planted for commercial purposes. There are currently more than 30 wineries operating within this region with many more being projected in the next decade. There is a great need for an educated workforce in both the service and winemaking industries as stated by the advisory board members.

10. Explanation of Employer Relationship

Relationships with local wineries have been very positive. Current winery owners and professionals sit on our advisory board.

11. List of Members of Advisory Board

Etienne Cowper - Winemaker, Wilson Creek Winery,
Peter Poole- former Owner, Mount Palomar Winery and current Owner, Vitis Consulting,
Patrick Bartlett - Executive Director, Temecula Winery Management,
Ben Drake- Owner, Drake Enterprises (Ag. Services),
Joe Hart- Owner, Hart Winery,
John McPherson - Winemaker, South Coast Winery,
Peggy Evans - Executive Director, Temecula Valley Winegrowers Association
Mike Rennie - Owner, Leonesse Winery,
Tim Kramer - COO and Consulting Winemaker, Temecula Valley Winery Management
Joyce Johnson - MSJC Dean of Instruction, Career and Technical Education
John Schuler - MSJC Associate Professor of Chemistry

12. Recommendations of the Advisory Board

The Advisory Board recommended that the certificate program be approved as presented. Local wine and hospitality industry needs an educated workforce to improve customer service and industry standards.

Criteria C: Curriculum Standards

13. Display of Proposed Sequence

CORE Requirements for Science Emphasis (12 units)

| | | |
|---------|--|---------|
| VEW 100 | INTRODUCTION TO VITICULTURE | 3 units |
| VEW 102 | INTRODUCTION ENOLOGY | 3 units |
| VEW 108 | INTRODUCTION TO WINERY BUSINESS PRINCIPLES | 3 units |
| VEW 149 | OCCUPATIONAL INTERNSHIP | 3 units |

ELECTIVE Requirements for Science Emphasis (6 units)

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CORE Requirements for Business Emphasis (12 units)

| | | |
|---------|--|---------|
| VEW 100 | INTRODUCTION TO VITICULTURE | 3 units |
| VEW 106 | INTRODUCTION TO HOSPITALITY IN WINEMAKING | 3 units |
| VEW 108 | INTRODUCTION TO WINERY BUSINESS PRINCIPLES | 3 units |
| VEW 149 | OCCUPATIONAL INTERNSHIP | 3 units |

ELECTIVE Requirements for Business Emphasis (6 units)

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| BADM 123 | MENU PLANNING | 2 units |
| BADM 103 | INTRODUCTION TO BUSINESS | 3 units |
| ACCT 076 | BOOKKEEPING PART 1 ACCOUNTING THEORY | 3 units |

14. Transfer Applicability

Not applicable

Criteria D: Adequate Resources

15. Library and Resources Plan

Resources currently available are sufficient to run the program.

16. Facilities and Equipment Plan

Current facilities are sufficient to run the program.

17. Financial Support Plan

There is sufficient financial support for this program. A \$5000 donation was given to the program in 2009 with an equal amount being matched by the district. The program is currently supported by the district.

18. Faculty Qualifications and Availability

There is a pool of qualified faculty from the nearby Temecula Valley wine country.

Criteria E: Compliance

19. Based on model curriculum (if applicable)

N/A

20. Licensing or Accreditation Standards

N/A

21. Student Selection and Fees

Mt. San Jacinto College is an open access institution. There are no additional fees associated with this course.