Developing a Pipeline of Agriculture Students: Starting & Nurturing a Two-Year Agribusiness Program

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NACTA

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Starting & nurturing a 2-year program

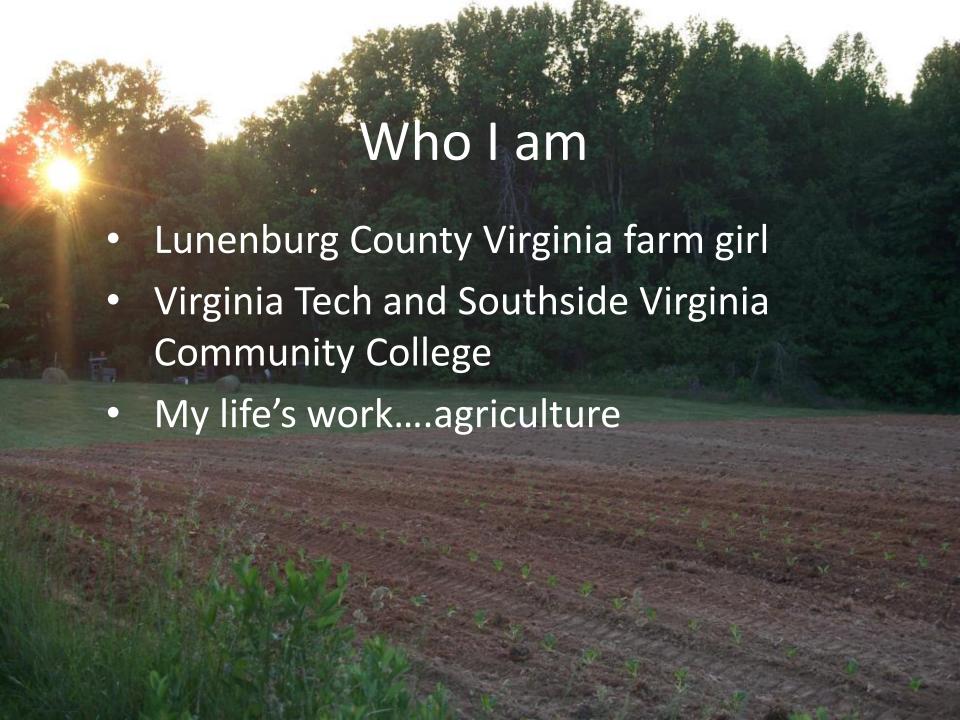
- Who we are
- About SVCC agribusiness
- How it all started
- Increasing recognition
- Where we are now
- Tools for increasing enrollment
- The pipeline



Who We Are

- Who represents a four-year institution?
- Who is from a two-year school?
- For the four-year schools, how many of your states have colleges that offer a two-year agriculture degree that can be a pipeline for you?





About SVCC Agribusiness

- 20-credit Career Studies Certificate
- Technical Associates
- Associates of Arts and Sciences (transfer degree)
- Animal Science, plant science, soils, management,

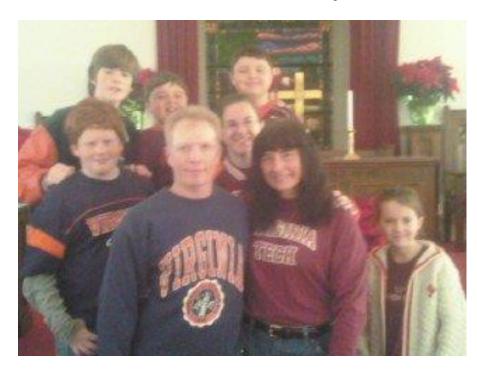
finance, human resources,

marketing, professional selling, ag policy, alternative energy, ...



How It All Started

- Consortium of colleges in the "tobacco footprint"
- SVCC joined in 2010
- My chance to go home!
- Started in August 2010
 with 1 student majoring
 in agribusiness and 2
 courses with 4 and 5
 students



Increasing Recognition

Telling the agribusiness story to anyone who would listen

What do most people think when they hear

'agriculture'?



Increasing Recognition

Agribusiness is farming...and so much more!

 Meetings with high school CTE directors and teachers, class visits, FFA events, Rotary, Ruritans, Chambers of Commerce, career fairs, county fairs, news articles, posters, brochures,

Facebook





Where We Are Now

- Starting our 4th year this fall
- 35 students who have declared agribusiness as their major
- 4 have graduated with their certificate
 - 2 work on their family farms
 - -1 employed as a farm manager
 - -1 research technician at a VT research center
- 3 have received their associates
- 7 who have taken AGR coursework have transferred to Virginia Tech and 1 to Virginia State, with more in the pipeline

Tools for Increasing Enrollment

- Talk to anyone who will listen!
- Be sure your colleagues are knowledgeable about opportunities
- Educate both parents and students about opportunities in agribusiness
- Develop relationships with high school counselors and teachers
- Make personal contacts via mail, email, phone
- Email yesterday: "You've been very helpful.
 Can't remember this type of personal response when I initially went to college. Thank you so much"

Tools for Increasing Enrollment

- Utilize students as ambassadors for your program
 - Take students with you to meetings,
 conferences, college/career fairs, etc.





Keep the program in the local news

The Pipeline

- Students have enrolled in Virginia Tech's departments of Agricultural & Applied Economics, Crop & Soil Environmental Science, Wood Science & Forest Products, Forestry
- More to come!



• Don't we have the best jobs? Thomas Jefferson thought so.

"Agriculture is our wisest pursuit,
because it will in the end contribute most
to real wealth, good morals, and happiness."

- Letter from Thomas Jefferson to George Washington (1787)



I am proud to lead SVCC's agribusiness program, and proud to be training the next generation of agriculturalists!

- Agribusiness is the country's #1 industry
- Agribusiness is Virginia's #1 industry
- Agribusiness is Southside's #1 industry
- Agribusiness at SVCC allowed me to come home!



And there's no place like home!



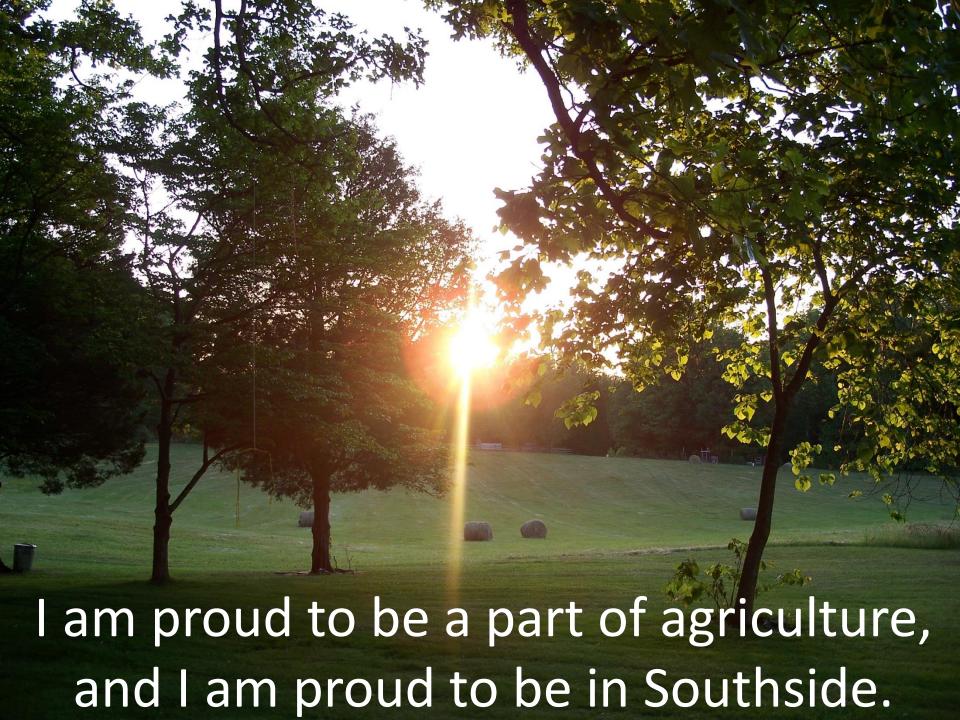






And there's nothing like family





And I'm proud to be creating a pipeline of agriculture students for our four-year schools.

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