

FARM OF THE FUTURE STRATEGIC PLAN 2012-2017

Agriculture and
Industrial Science
(AIS)
DEPARTMENT



WEST HILLS COLLEGE
COALINGA

Mission

West Hills College Coalinga is committed to achieving student learning through the provision of educational, cultural, and economic development opportunities to our current and future students and the local and global communities that we serve.

Vision

West Hills College Coalinga strives to become a premiere interactive learner-centered community college recognized for its contribution to educational, social, cultural, and economic vitality.



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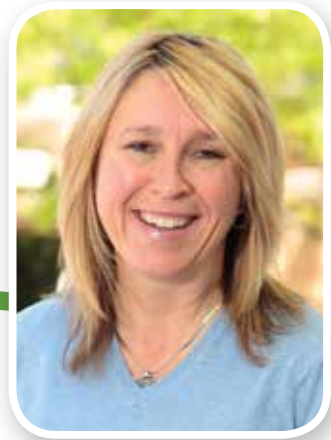
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**WEST HILLS COLLEGE
COALINGA**

LETTER FROM THE PRESIDENT



For over eighty years, West Hills College Coalinga has improved the lives of the people of the San Joaquin Valley. We have earned a reputation for leading innovation in instructional practice and our dedication to educational excellence is well documented. Commitment to our mission and vision has allowed us to confidently express our motto, “Once you go here, you can go anywhere”.

This dynamic new plan will guide our efforts and chart our course for the next five years. These are exciting times for the college as we sharpen our vision and commit all of our resources to the delivery of life-changing learning opportunities and expanding partnerships that will improve the economic health of our region. The 2012-2017 Strategic Plan reflects our goal to be a “labor-market-responsive college.” We are charting a course anchored by strengthened partnerships with business and industry, bringing a renewed sense of entrepreneurship to the development of new programs designed for the business community and the student.

In order to sustain and grow the Valley economic base, we have to educate more students. Our faculty, administration and staff understand the importance of having agriculture and ag-related jobs in our community. This plan will help us help our students as they seek to gain the skills and knowledge needed to secure a high demand job—one with a career path that has a capacity for creating wealth for themselves and our community.

Kindest Regards,

Carole Goldsmith, Ed.D.
President
West Hills College Coalinga

For more information about Farm of the Future, contact:

FRANK GORNICK, Ph.D.
CHANCELLOR
WEST HILLS COMMUNITY COLLEGE DISTRICT
9900 CODY ST., COALINGA, CA 93210
559-934-2107 tel | 559-934-2811 fax | frankgornick@whccd.edu

RICHARD LARSON
DIRECTOR
AG AND INDUSTRIAL SCIENCE PROGRAMS, FARM OF THE FUTURE
WEST HILLS COLLEGE COALINGA
9800 CODY ST., COALINGA, CA 93210
559-934-2705 tel | 559-934-2856 fax | richardlarson@whccd.edu

CAROLE GOLDSMITH
PRESIDENT
WEST HILLS COLLEGE COALINGA
300 CHERRY LANE, COALINGA, CA 93210
559-934-2203 tel | 559-630-0806 cell | carolegoldsmith@whccd.edu

CLINT COWDEN
INSTRUCTOR
AG SCIENCE AND TECHNOLOGY
WEST HILLS COLLEGE COALINGA
9800 CODY ST., COALINGA, CA 93210
559-934-2705 tel | 559-934-2856 fax | clintcowden@whccd.edu

Agriculture and Industrial Science (AIS) DEPARTMENT

Vision

"The Agriculture and Industrial Science Programs at the Farm of the Future will be an international model, emphasizing education and technical training using sustainable practices and resource management. They will specialize in integrated food, fiber, energy and environmental systems-serving our communities, region, State and global partners."

Mission

"WHCC Agriculture and Industrial Science Programs at the Farm of the Future provide exemplary education and training for students utilizing regional strengths, emerging technologies and applied learning, empowering those we serve to be competitive in the global economy."



2005



Sale of the Old College
Farm Site

2009



Vince Mott CIMIS
Weather Station Donation

2010



Bob Viets and RCO Endowed
Scholarships Established



HISTORY OF THE FARM OF THE FUTURE STRATEGIC PLANNING PROCESS

In July 2000, the first Farm of the Future strategic planning workshop was held involving members of the WHCCD Board of Trustees, representatives from the agriculture industry, government, K-12, community leaders, university educators, and WHCCD faculty and staff. The purpose of the retreat was to crystallize initial thinking about the design and development of the Farm of the Future and related programs and services at West Hills College Coalinga.

In December 2000, West Hills College District Board of Trustees approved the initial strategic plan, creating the Farm of the Future, recognizing the changing technical, economic, social, and cultural environment that students and the agricultural industry relate to the local and global society.

The second strategic planning retreat, held in July 2002, reviewed progress on the strategic plan, and confirmed the positive progress made at the Farm of the Future with recommendations to continue work using the 2000 strategic plan as a guideline.

In October 2010, a third strategic planning retreat was held to review the existing plan in preparation to update it to reflect

the changing needs of our communities, industries that we serve, new industries in our region, and most importantly our students. The meeting involved community members, civic leaders, industry members, representatives from Cal Poly SLO and CSU Fresno, and staff and faculty from WHCC and WHCCD. The Eaton Cummings Group (ECG), the same consulting team that conducted the previous two workshops, facilitated the planning workshop, providing experience and history to the process.

The outcomes of the strategic planning retreat, follow up meetings with advisory groups, and input from faculty and staff have resulted in the 2012-2017 strategic plan. It includes revised vision, mission, and goals. Most importantly, the plan includes performance indicators with measurable outcomes to determine achievements.

The Farm of the Future is located on 230 acres in Coalinga and was donated in 2001 by the Allen family (special thanks to Mrs. Dorothy Allen). To date, the West Hills Community College District has invested more than \$25 million in on site infrastructure.

2011

New Ag/Industrial Science
Facilities Groundbreaking

2012

Classes Begin In New
Facilities at Farm of the Future

2013

Farm and Rodeo Arena
Dedication

COMPREHENSIVE EFFECTIVENESS MODEL

As a result of input from the strategic planning process three goals emerged that form the focus for the next next five years. The three goals incorporate measurable outcomes that will provide evidence in support of achieving the goals. The comprehensive effectiveness model provides a visual representation of how mission, goals and indicators are aligned and connected.



**STRATEGIC
GOAL
#1**

Utilize program review, other assessments, and employer engagement to ensure the vitality, viability, and sustainability of Agriculture and Industrial Science programs at the Farm of the Future.

Program review includes an assessment of enrollment, productivity, student success, and program relevance. The outcomes for program review also provide an opportunity to make recommendations for improvement and changes as a result of the data and information, internally and externally.

Performance Indicators

- Timely and useful program review completions
- Regular and effective employer engagement

Base Line Information for Goal 1

Agriculture and Industrial Science (AIS) Program Review Record

AIS Program	2010-2011	2011-2012	2012-2013
Agriculture Science and Technology	Completed and Approved		Pending Spring 2013
Heavy Equipment Operation			Pending Spring 2013
Industrial Maintenance Technology			Program Launch Spring 2013
Welding Technology			Program Launch Spring 2013
Pest Control Adviser			Program Launch Spring 2013

STRATEGIC GOAL #2

Expand programs in the Agriculture and Industrial Science fields.

Utilizing input from employers and advisory groups, and leveraging external resources, WHCC will explore and develop new program and course offerings that support the mission of the college and meet community and industry needs. New program considerations include, but are not limited to:

- Pest Control Adviser (PCA)
- Environmental Science
- Animal Science
- Alternative and Clean Energy
- Water Management
- Range Management
- Agri-business
- Industrial Electrical

Performance Indicators

- Number of new degree programs
- Number of new certificate programs



**STRATEGIC
GOAL
#3**

Increase internship opportunities and employment placement for Agriculture and Industrial Science students.



Utilizing industry partners, workforce development agencies, professional organizations, and advisory committee members, WHCC will develop relationships that lead to work experience, internships and employment of students.

Performance Indicators

- Number of internships developed
- Number of internship partners
- Number of internships completed
- Employment placement rates

COLLEGE COURSES CONNECT TO JOBS

Agriculture and Industrial Sciences

Welding Technology	Irrigation	Precision Agriculture	Heavy Equipment Operation	Pest Control Adviser (PCA)	Industrial Maintenance Technology
Educational and Professional Certifications					
<ul style="list-style-type: none"> • AWS D1.1 Structural Welding Code-Steel • MSSC Certification • NCCER Certification • ASME Sec. IX Boiler and Pressure Vessel • API 1104 Pipeline and Facilities 	<ul style="list-style-type: none"> • Irrigation Association's Certified Irrigation Designer (CID) • Irrigation Association's Certified Landscape Irrigation Auditor • Irrigation Association's Certified Agricultural Irrigation Specialist (CAIS) • Irrigation Association's Certified Golf Irrigation Auditor 	<ul style="list-style-type: none"> • Agriculture Science and Technology AS Degree (+ GE units) • Precision Agriculture Certificate (28 units) • Precision Agriculture Local Certificate (17 units) 	<ul style="list-style-type: none"> • Heavy Equipment Operation Certificate 	<ul style="list-style-type: none"> • California Department of Pesticide Regulation's Agricultural Pest Control Adviser (PCA) • California Department of Pesticide Regulation's Qualified Applicator License (QAL) • Certified Crop Adviser (CCA) 	<ul style="list-style-type: none"> • MSSC Certification • NCCER Certification
Employment Opportunities					
<ul style="list-style-type: none"> • Pipeline Welder • Structural Steel Welder • CWI (requires work experience and AWS exam) • Welder/Fabricator 	<ul style="list-style-type: none"> • Certified Irrigation Designer • Certified Landscape/Golf Course Auditor • Golf Course Superintendent • Ag Irrigation Consultant 	<ul style="list-style-type: none"> • GPS/GIS Technician • Crop Consultant • Dealer/Manufacturer Representative • Private Applicator 	<ul style="list-style-type: none"> • Heavy Equipment Operator • Construction Grade Checker • Field Mechanic • Equipment Construction Foreman 	<ul style="list-style-type: none"> • Chemical Dealer/Distributor • Private Agricultural Consultant • Corporate Farm Manager • Private Applicator 	<ul style="list-style-type: none"> • Industrial Plant Mechanic • Agricultural Plant Mechanic • Mobile Equipment Mechanic • Sanitation Maintenance Technician

Training and education designed for the real world is what you'll find at the Farm of the Future at West Hills College Coalinga. Our Agriculture and Industrial Science Department prepares students for jobs that exist. Here are some testimonials from former students who found good jobs in Agri-business.

"Attending the Precision Ag program at WHCC provided me with the guidance and knowledge to move on to a four year college. Working in the industry allowed me to get on track."

Mike Howard,
Pest Control Adviser,
Wilbur-Ellis, Chowchilla, CA

"The time I spent at West Hills College in the Precision Ag program has been very beneficial and the lessons learned there have been useful in my everyday life."

Kerri Birdwell,
Pacific Coast Field Support Technician,
Ag Leader Technology, Iowa

"Attending West Hills College gave me the motivation to move forward and better my education. At the end of the program, I went on to attend Fresno State. Before attending WHC, I worked for my family tire business and had it not been for the training at West Hills, I would probably still be there."

John Silvera,
Pest Control Adviser,
Wilbur-Ellis, Shafter, CA

"Being involved in the Precision Ag program has provided me with hands-on training and given me the experience I needed to work with the public. The knowledge I obtained at West Hills has also given me the communication skills to succeed in my line of work."

Mike Dow,
Sales Rep/Pest Control Adviser,
Helena Chemical Company, Hanford, CA

"The Precision Ag program provided me with the opportunity of learning new and different techniques for crop growing. In my profession now, I currently refer to the GIS Sector in my company, which allows me to pinpoint where the crops came from and weed out the good from the bad."

Brent McKinsey,
Ranch Manager,
Mission Ranches, King City, CA

HOW YOU CAN HELP

Providing training for those headed to careers in agriculture has been a mainstay of West Hills College Coalinga since agriculture classes were first taught at the college in the early 1950s. Along the way, industry partners have helped guide the program to serve students from throughout the nation and the world. Today, more than ever, the college needs the support of industry partners.



To maintain our proud history here in the Central Valley, we moved our rodeo grounds to the Farm of the Future. Our students can participate in a team sport that has long been part of the agricultural lifestyle and tradition.

How Can You Help?

Become an advisory committee member. Your vision of how we shape agricultural education for the future is critical.

Support for programs. California's six-year-long budget crisis means funding for education has been pushed back 10 years. If we are to continue to offer training in specialized curriculum, private sector support will be critical. A contribution would endow a chair that allows us to hire an expert instructor. We have identified the need for instructors to train pest control advisers and in the areas of animal science, alternative energy and welding technology.

Support for students. Endowments that establish annual scholarships or one that that would endow a scholarship in perpetuity are invited. We are in need of a travel budget for recruiting purposes.

Support for facilities. Our investment in new facilities has been focused on a new shop building, the rodeo arena, a second water well, an irrigation system, roads and other infrastructure improvements. Long-term plans call for on-site classrooms and an enclosed arena. Naming opportunities exist for each of these.

Support for equipment, tools and supplies. To offer a trained workforce ready to meet the needs of employers these donations are critical—whether as outright gifts or as long-term loans. Some examples include:

- The use of a tractor during your downtime will allow students to experience different equipment with varying guidance systems. Our use can be scheduled around your heavy usage periods.
- A one span linear irrigation system for use on our student project fields.

FRANCES SQUIRE
EXECUTIVE DIRECTOR
WEST HILLS COLLEGE FOUNDATION
9900 CODY ST., COALINGA, CA 93210
559-934-2134 tel | 559-934-2863 fax | francesquire@whccd.edu

West Hills Community College District

9900 Cody Street
Coalinga, CA 93210

West Hills College Coalinga

300 Cherry Lane
Coalinga, CA 93210
559-934-2000

North District Center, Firebaugh

1511 Ninth Street
Firebaugh, CA 93622
559-659-1473

West Hills College Lemoore

555 College Avenue
Lemoore, CA 93245
559-925-3000

Naval Air Station, Lemoore

824 Hancock Circle
NAS Lemoore, CA 93246
559-925-3350

www.westhillscollege.com

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you can go anywhere™*



WEST HILLS
COMMUNITY COLLEGE DISTRICT