

IMPERIAL COMMUNITY COLLEGE DISTRICT
REVIEW OF CAREER TECHNICAL EDUCATION TRAINING PROGRAMS
2016

AGRICULTURAL BUSINESS MANAGEMENT

I. Program Description

The Agricultural Business Management program is the application of business concepts to the agricultural industry and emphasizes training in management for careers in agriculture. These careers may include the management and operations of farms as well as in the management of firms that supply the service to farms and by those engaged in processing, marketing, distribution, and sales of farm products.

A. Degree

Associate in Science, Agricultural Business Management

B. Certificate

Certificated of Achievement, Agricultural Business Management

II. Career Opportunities

Commodity Broker	Farmland Portfolio Analysis
Farm Management/Operations	Farm/Estate Sales
Farm and Ranch Manager	Produce Buyer
Production manager	

III. Industry Certification/Accreditation

None available.

IV. Industry Recognized Credentials (IRC)

I am unaware of IRC's for Ag Business at the Community College level; however, we may have an opportunity to develop links between high school, college, and university within the current purview of the Agriculture degree/certificate offerings at Imperial Valley College.

V. Labor Market Demand

The Agricultural Business Management program at Imperial Valley College meets a documented labor market demand. Employment trends for this field are derived from a variety of sources. These are listed below:

A. Employment Trends

Occupation	TOP Code	SOC Code	2012	Average Job Openings per Year
Farmers, Ranchers, and Other Agricultural Managers	0112.00	119013		Not listed

*State Employment Development
Occupational Employment Projections 20012-2022
Imperial County
<http://www.labormarketinfo.edd.ca.gov/CommColleges/>

B. Employment Trends Assessment

The EDD's Imperial County Projection Highlights report includes the following statements.

"The Farm industry, which makes up 18 percent of the total employment, will climb to 11,700 by 2018, an increase of 300 new jobs.

"The top three occupations are Farm Workers and Laborers, Crop, Nursery, and Greenhouse; Retail Salespersons; and Personal and Home Care Aides with median hourly wages ranging from \$8.95 to \$9.24."

"Occupations requiring higher education, an associate degree or higher, make up 16 percent of this list. These include Farm, Ranch, and Other Agricultural Managers; General and Operations Managers; Accountants and Auditors... with a median wage ranging from \$24.08 to \$36.73 per hour." (Source EDD 2008-2018 Imperial County *Projection Highlights*)

The 2008-2018 EDD Projection Highlights also reports that the agriculture industry of Imperial County employs 25% more people than the second highest industry in the county when the "government industry" is not considered. The second highest employing industry is Retail Trade. When the rather large gap between retail and wholesale is evaluated (8,000 and 2,000 employees respectively) it gives cause for consideration that the Retail Trade is largely augmented by the largest producing industry in the county, that being agriculture.

In analyzing data comparing all Imperial County industry employment change for year-to-date August 2012 to August 2013, the EDD shows a 10.8% increase in agriculture employment versus the total non-farm employment increase of 1.8%. The same reporting period shows that Retail Trade retarded 1.4% in employment. The category that considers "green energy utilities" reported a .9% increase in employment; however, this will be a short lived phenomena as there were far fewer employees in that category to begin with and the spike is heavily influenced by short term construction employment that will not transition into long term operational employment.

Use of payroll and number of reported businesses as a measure of need to provide a viable workforce to this industry are also reasonable benchmarks. The numbers of agriculture businesses for the years of 2008 – 2012 were 301, 296, 297, 288 & 291 respectively. This does show a slight (4.3%) negative shift from the highest year (2008) to the lowest year (2011); however, it would not be accurate to say that there is a trend in this direction as the data clearly show both positive and negative shifts to meet the industry needs.

As for payroll, the same time period reported a range of \$53,392,000 (2009 low) to \$64,976,000 (2008 high). The other years in the five-year period fluctuated with all exceeding \$57,464,000, which is measurably greater than the five-year low.

In comparison the number of businesses in retail trade showed an 11% negative shift in the same five-year period with 471 (2008) and 418 (2011). There was a slight rebound reported in 2012 with 433 businesses; however, the four years proceeding experienced a consistent annualized reduction in the number of retail facilities.

Further testimony to the fact that agriculture is the largest and most consistent industry in the county is garnered from the Imperial County Agriculture Commissioners Office. This county office has direct regulatory oversight of 291 businesses as identified from the issuance of Pesticide Operator ID numbers. When one considers this along with the data compiled by the EDD, it is clear that there is a possibility that both overlap and missed accounting may be the case.

A third and final economic report must also be considered when trying to quantify the extent and impact of the agriculture industry on the citizens of Imperial County is the annual Agriculture Crop & Livestock Report. The most current report (2011) posts the county producing \$1,964,087,00.00 of “wholesale” commodity value. This was up over \$360,000,000.00 from 2010.

California is the seventh largest agricultural economy in the world and the largest agriculture economy in the United States posting \$43.5 billion for last year. That was 25% greater production than the number 2 state, Iowa, and just about exactly doubles the production of the number three state of Texas. Imperial County consistently ranks in the top 12 counties of the state, there is no denying that the industry is entrenched and will not be going away.

As for the perceived lack of employment opportunity based on as determined by a limited job postings, I can only hypothesize that in an economic time of downturn it is not necessary to post openings as they may frequently be filled by word of mouth, referrals, and people simply walking in off the street asking if an opportunity is to be had.

VI. Other Regional Programs

There are no other similar training programs in Imperial Valley.

VII. Employment and Completion

(Based on State Core Measures Report, 2012-2013, 2013-2014 & 2014-2015)

Core 2: Completions. Measures completions for Career Technical Education student concentrators. Receipt of a certificate or degree or enrollment in a California four-year public university with or without a degree is considered a completion.

Fiscal Year Planning	Program	Total Completions	IVC Completion Rate	State Avg. Completion Rate
2013-2014	Ag Business Management	Not listed	Not listed	Not listed
2012-2013	Ag Business Management	Not listed	Not listed	Not listed
2011-2012	Ag Business Management	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
 Core Indicator Two – Total Completions – Certifications, Degrees and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 3: Persistence and Transfer. The percent of Career Technical Education student concentrators (students who have successfully completed a minimum of 12 units of related Career Technical Education coursework) who persist in education at the community college level or transfer to a two or four-year institution.

Fiscal Year Planning	Program	Persistence	IVC Persistence Rate	State Avg. Persistence Rate
2013-2014	Agricultural Business Management	Not listed	Not listed	Not listed
2012-2013	Agricultural Business Management	Not listed	Not listed	Not listed
2011-2012	Agricultural Business Management	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
 Core Indicator Three – Persistence and Transfer
https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Core 4: Student Placement. The percent of Career Technical Education students who have earnings the following year (as found in the unemployment insurance base wage file) or are in an apprenticeship program, or the military.

Fiscal Year Planning	Program	Placements	IVC Placement Rate	State Avg. Placement Rate
2013-2014	Agricultural Business Management	Not listed	Not listed	Not listed
2012-2013	Agricultural Business Management	Not listed	Not listed	Not listed
2011-2012	Agricultural Business Management	Not listed	Not listed	Not listed

PERKINS IV Program Performance Trend Report
Core Indicator Four – Employment

https://misweb.cccco.edu/perkins/Core_Indicator_Reports/Summ_coreIndi_TOPCode.aspx

Pursuant to the FCMAT report, CTE programs are also being evaluated for student demand, certificate and program completion, local labor demand, and a facility utilization for CTE programs in the new CTE building.

VIII. Enrollment Trends

Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG080	2012-2013				
AG080	2011-2012				
AG080	2010-2011	1	25	35	71.43%
Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG120	2012-2013				
AG120	2011-2012	1	23	25	92%
AG120	2010-2011				
Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG130	2012-2013	1	19	35	54.29%
AG130	2011-2012				
AG130	2010-2011	1	27	30	90%
Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG132	2012-2013	1	29	35	82.86%
AG132	2011-2012				
AG132	2010-2011				
Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG134	2012-2013	1	15	30	50%
AG134	2011-2012				
AG134	2010-2011	1	29	30	96.67%

Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG136	2012-2013	1	16	30	53.33%
AG136	2011-2012	1	29	3	96.67%
AG136	2010-2011				
Course	Year	Sections	Avg. Class	CAP	Fill Rate
AG160	2012-2013	1	25	35	71.43%
AG160	2011-2012				
AG160	2010-2011	1	32	35	91.43%

Although as of this time there has only been one completion since 2010-2011 it is anticipated that this number will continue to rise along with enrollment for this major course of study. The Ag Business degree/certificate was suspended for several years as were the Animal Science and Mechanized Ag degree/certificate options. It has just been about 2 years ago that the Ag Business courses have been reintroduced. This largely accounts for the reason that only one student has completed

The advisory committee for the Ag Program has emphatically advised that the Ag Business option be maintained and afforded the same opportunity to grow for three reasons. One being that prominent agriculture financial entities in the valley will not hire people without agriculture training and preferably an Ag Business degree. The second is that all aspects of agriculture are business in nature. The third is that a conventional business course of study will not facilitate training in analysis of the specialized aspect of productivity of plant, property and equipment.

IX. Completions

	2014-2015		2013-2014		2012-2013	
	Degrees	Certificates	Degrees	Certificates	Degrees	Certificates
Ag Business Management	1	0	0	0	0	0

X. FTES/FTEF Analysis

Year	FTES	FTEF	FTES/FTEF
2014-2015	289.3	20.2	14.32
2013-2014	264.1	18.6	14.2
2012-2013	245.92	18.33	13.42

XI. Facility Utilization Plan

The Ag Business Management program needs access to a computer lab, agriculture specific software, and other related agriculture technology.

XII. SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Renewed commitment from Advisory Committee • Excellent classrooms in 2700 • Short-term courses over the past 2 semesters has increased the total number of enrollments 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Only 1 full-time faculty member despite more than a dozen unique agriculture courses • Need for computer lab access and agriculture specific software
<p>Opportunities</p> <ul style="list-style-type: none"> • To create internship experiences with local agencies and/or farmers • To increase completions (certificates & degrees) through increased involvement of counseling and ongoing encouragement of faculty • To align the certificate and degree for Ag Business Management 	<p>Threats</p> <ul style="list-style-type: none"> • Perception of limited roles or job potential in agriculture • Lack of recognition that all facets of agriculture are subject to less drastic economy swings and therefore afford more stable employment

Size of Business Data:

Click on the link below and select a county. The data available is for 2004 to 2012. Click on one of the years. An Excel file will open. Scroll to the Agriculture industry. The data provided includes the Number of Businesses, the Number of Employees, and total Payroll by employment Size Categories.

<http://www.labormarketinfo.edd.ca.gov/Content.asp?pageid=138>

Employment by Industry data:

Click on the link below and select a county. You'll see three columns. The first column, Current Month Employment, provides the latest press release data. The second column, Historical Monthly Data, will provide monthly data for all industries. Open the Excel file to see Total Farm employment from 1990 to Aug 2013. The third column will provide the same Excel file, but the information is Annual Average data from 1990 to 2012.

http://www.labormarketinfo.edd.ca.gov/LMID/Employment_by_Industry_Data.html

Employment Projections:

Click on the link below and select a county. The projection data includes a Highlights page, Industry projections, Occupational Projections, Occupations with the Most Job Openings, and Fastest Growing Occupations.

http://www.labormarketinfo.edd.ca.gov/LMID/Projections_of_Employment_by_Industry_and_Occupation.html

Detailed Agricultural Employment and Earnings Data:

The link below will provide 2004-2013 detailed Ag employment and earnings data by Region. The Desert Region includes Imperial County, Riverside County, and San Bernardino County. The South Coast Region includes San Diego, LA, Orange, Santa Barbara, and Ventura.

http://www.labormarketinfo.edd.ca.gov/LMID/Agricultural_Employment_in_California.html

Employers by Geographic Area:

If you want to search specific employers, you can use the following link. Click on the link. In the Employers by Geographic Area, click on Go. Select a county and click on Search. Under Option 2, select Agriculture, Forestry, and Fishing & Hunting and click search. You should see a list of industries with the number of employers in parenthesis. Select an industry from the list and click on View Employer List.

<http://www.labormarketinfo.edd.ca.gov/aspdotnet/databrowsing/empMain.aspx>

XIII. Program Evaluation

XIV. Recommendations