Presentation of WVIT VISION

April 6, 2017
Outline

1. WVIT Study Abroad Survey
   
   *NB Changes (2 units); Fresno program (6 units)*

2. Program Review

3. Curriculum changes (catalogue 2017-2019)
1. WVIT Study Abroad Survey

Conducted Among
Students Fall 2016
Responses 62
1.1. Country Desirability

- Students were asked to rate 21 countries on their desirability for study abroad (existing programs).
  - 5 = Extremely Desirable
  - 1 = Not At All Desirable

<table>
<thead>
<tr>
<th>Country</th>
<th>Desirability</th>
<th>Switzerland</th>
<th>3.93</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>4.68</td>
<td>Portugal</td>
<td>3.82</td>
</tr>
<tr>
<td>France</td>
<td>4.53</td>
<td>South Africa</td>
<td>3.73</td>
</tr>
<tr>
<td>New Zealand</td>
<td>4.43</td>
<td>London in the U.K.</td>
<td>3.51</td>
</tr>
<tr>
<td>Australia</td>
<td>4.33</td>
<td>Chile</td>
<td>3.45</td>
</tr>
<tr>
<td>Spain</td>
<td>4.30</td>
<td>Argentina</td>
<td>3.44</td>
</tr>
<tr>
<td>Germany</td>
<td>4.20</td>
<td>Austria</td>
<td>3.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hungary</td>
<td>3.18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peru</td>
<td>3.18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Costa Rica</td>
<td>2.92</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thailand</td>
<td>2.83</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dominical Republic</td>
<td>2.56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mexico</td>
<td>2.30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>China</td>
<td>2.25</td>
</tr>
</tbody>
</table>
Cal Poly Programs that Interest WVIT Students

<table>
<thead>
<tr>
<th>Country or Program</th>
<th>Interest (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>75%</td>
</tr>
<tr>
<td>Spain</td>
<td>57%</td>
</tr>
<tr>
<td>London</td>
<td>30%</td>
</tr>
<tr>
<td>Thailand</td>
<td>18%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>18%</td>
</tr>
<tr>
<td>Peru</td>
<td>10%</td>
</tr>
<tr>
<td>Politics &amp; Culture in China</td>
<td>8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>7%</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>5%</td>
</tr>
<tr>
<td>None of the Cal Poly Programs interest me. I am researching other university programs.</td>
<td>10%</td>
</tr>
<tr>
<td>I do not plan to study abroad.</td>
<td>5%</td>
</tr>
</tbody>
</table>
FYI: list of existing programs
## Existing Cal Poly Programs
Asia/Australia

<table>
<thead>
<tr>
<th>Asia/Australia Cal Poly Global Program</th>
<th>Location</th>
<th>Term</th>
<th>Weeks</th>
<th>Units</th>
<th>Types of Courses</th>
<th>Estimated 2017 Global Program Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Adelaide</td>
<td>Winter</td>
<td>7</td>
<td>12</td>
<td>AGB upper division</td>
<td>Pay Cal Poly tuition + $6,500 Global Program Fee</td>
</tr>
<tr>
<td>China</td>
<td>Beijing</td>
<td>Summer</td>
<td>4</td>
<td>8</td>
<td>Chinese-GE (D5)</td>
<td>Pending</td>
</tr>
<tr>
<td>Thailand</td>
<td>Chiang Mai</td>
<td>Summer</td>
<td>5</td>
<td>8</td>
<td>GEs (C4 &amp; D5 are common)</td>
<td>$4,950</td>
</tr>
</tbody>
</table>
# Existing Cal Poly Programs Europe

<table>
<thead>
<tr>
<th>Europe Cal Poly Global</th>
<th>Location</th>
<th>Term</th>
<th>Weeks</th>
<th>Units</th>
<th>Types of Courses</th>
<th>Estimated 2017 Global Program Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>London</td>
<td>Summer</td>
<td>6</td>
<td>12</td>
<td>GEs (C4, D5, F typically)</td>
<td>$11,350</td>
</tr>
<tr>
<td>Spain</td>
<td>Valladolid</td>
<td>Summer</td>
<td>4</td>
<td>8</td>
<td>Valladolid</td>
<td>$4,700</td>
</tr>
<tr>
<td>Spain</td>
<td>Valladolid</td>
<td>Fall</td>
<td>12</td>
<td>18</td>
<td>8 Spanish, 8 GEs, 2 Activities</td>
<td>Pay Cal Poly tuition + $7,300 Global Program Fee</td>
</tr>
</tbody>
</table>
## Existing Cal Poly Programs North and South America

<table>
<thead>
<tr>
<th>North/South America Global Program</th>
<th>Location</th>
<th>Term</th>
<th>Weeks</th>
<th>Units</th>
<th>Types of Courses</th>
<th>Estimated 2017 Global Program Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costa Rica</td>
<td>EARTH University, Costa Rica</td>
<td>Summer</td>
<td>5</td>
<td>12</td>
<td>8 Spanish-4 units internship</td>
<td>Pending</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>Santiago</td>
<td>campus Spring Break abroad</td>
<td>1</td>
<td>4</td>
<td>RPTA 412</td>
<td>$2,270</td>
</tr>
<tr>
<td>Mexico</td>
<td>San Miguel de Allende</td>
<td>Summer</td>
<td>4</td>
<td>8</td>
<td>4 Spanish GE (C4)</td>
<td>Pending</td>
</tr>
<tr>
<td>Peru</td>
<td>Cuzco</td>
<td>Spring</td>
<td>8</td>
<td>16</td>
<td>8 Spanish 8 GEs</td>
<td>Pay Cal Poly tuition + $6,350 Global Program Fee</td>
</tr>
</tbody>
</table>
1.2. Type of Program Prefer

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>% Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Cal Poly Global Program geared toward WVIT majors</td>
<td>95.2%</td>
</tr>
<tr>
<td>A Cal Poly Global Program geared toward GE</td>
<td>1.6%</td>
</tr>
<tr>
<td>An exchange program at a partner university</td>
<td>3.2%</td>
</tr>
<tr>
<td>A program through an affiliated partner (for GE)</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
## 1.3. International Study Participation

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I participated in International Study</td>
<td>9.7%</td>
</tr>
<tr>
<td>No, I did not participate</td>
<td>88.7%</td>
</tr>
<tr>
<td>Not yet, but I am registered for a program</td>
<td>1.6%</td>
</tr>
</tbody>
</table>
### 1.4. Likelihood Participate in Cal Poly Australia Study if WVIT Professor Offered Courses

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would definitely plan to participate</td>
<td>32.3%</td>
</tr>
<tr>
<td>I would probably plan to participate</td>
<td>35.5%</td>
</tr>
<tr>
<td>I might plan to participate</td>
<td>17.7%</td>
</tr>
<tr>
<td>I would probably not plan to participate</td>
<td>8.1%</td>
</tr>
<tr>
<td>I would definitely not plan to participate</td>
<td>1.6%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

67.8% of respondents definitely or probably plan to participate.

- **I am participating in this program.**
- **I would love to participate, but the cost for Australia was ridiculous.** I would have studied abroad with a WVIT geared program, but instead had to choose GE because of affordability.
1.5. Tested scenarii
1.5.1. Scenario 1
Spring break/Summer
WVIT 470 European Wine Region
1 week: Spring Break & 2 weeks in Summer

Course is a WVIT Advisor Approved Elective
Units: 4 Spring Quarter On Campus
2 Summer in Europe

Summer Dates: June 19 – July 4, 2018
(Immediately After Graduation- Open to Graduating Seniors)

Priced Similarly to other Cal Poly Study Abroad Programs

Travel to wine regions in France, Luxembourg, Germany, Switzerland, Northern Italy and more in France
### Student Interest
#### Summer field trip

<table>
<thead>
<tr>
<th>Idea</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent idea</td>
<td>71.0%</td>
</tr>
<tr>
<td>Very good idea</td>
<td>22.6%</td>
</tr>
<tr>
<td>Somewhat good idea</td>
<td>6.5%</td>
</tr>
<tr>
<td>Not very good idea</td>
<td>0.0%</td>
</tr>
<tr>
<td>Poor idea</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

93.6% Excellent/Very Good
Likelihood to Participate

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>41.9%</td>
</tr>
<tr>
<td>Probably</td>
<td>32.3%</td>
</tr>
<tr>
<td>Maybe</td>
<td>17.7%</td>
</tr>
<tr>
<td>Probably not</td>
<td>6.5%</td>
</tr>
<tr>
<td>Definitely not</td>
<td>0.0%</td>
</tr>
<tr>
<td>Definitely not, because I won't be at Cal Poly.</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

74.2%
1.5.2. Scenario 2
Spring break (one week)
WVIT 470 *French Wine Region*  
Winter Quarter & Spring break

Course is a WVIT Advisor Approved Elective  
Units: 3 Winter Quarter On Campus  
1 Spring Break in France

Spring Break 2018  
March 24 – April 1 2018

*Priced Similarly to other Cal Poly Study Abroad Programs*

Travel to wine regions in France
### Likelihood to Participate

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>21.0%</td>
</tr>
<tr>
<td>Probably</td>
<td>25.8%</td>
</tr>
<tr>
<td>Maybe</td>
<td>33.9%</td>
</tr>
<tr>
<td>Probably not</td>
<td>12.9%</td>
</tr>
<tr>
<td>Definitely not</td>
<td>1.6%</td>
</tr>
<tr>
<td>Definitely not, because I won't be at Cal Poly.</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

46.8% Definitely/Probably

Definitely, because I won't be at Cal Poly.
Syllabus of scenario 1

Subject to validation by the international committee
Spring Break

March 26, 2018- April 1, 2018 (3 WTUS)

- Monday, March 26, 2018
  - 9.00 a.m. -12.00 p.m.: Sparkling production methods: Champagne vs the other regions
  - 1.00 p.m. - 4.00 p.m.: Wines of Alsace, Germany (with a focus on Mosel and Baden regions) and Luxemburg

- Tuesday, March 27, 2018
  - 9.00 a.m. -12.00 p.m.: Wines and food of Piemont; introduction to grappa
  - 1.00 p.m. - 4.00 p.m.: Mountainous wines: Savoie and Jura, Valais Canton and Vaud Canton

- Wednesday, March 28, 2018
  - 9.00 a.m. -12.00 p.m.: Northern Rhône wines (vs Southern Rhône)
  - 1.00 p.m. - 4.00 p.m.: Burgundy wines (Côte d’Or, Côte Châlonnaise, Macon and Beaujolais)

- Thursday, March 29, 2018
  - 9.00 a.m. -12.00 p.m.: Wrap-up
  - 1.00 p.m. - 4.00 p.m.: Introduction to spirits and beers

- Friday, March 30, 2018
  - 9.00 a.m. -12.00 p.m.: Food in France: cheese production, chocolate, meat, etc
  - 1.00 p.m. - 4.00 p.m.: instructions for the data collection methodology during the trip
  - 4.00-6.00 pm: Multiple choise questions based on the reading assignments and the material covered in the class (30% of the final grade)
DURING THE TRIP, after Graduation, June 19-July 3 (4 WTU’s)

- **The program is tentative and will be pre-tested from June 19- July 3, 2017**
- **Day 0:** Departure from Los Angeles/SF to Paris
- **Day 1:** Arrival in Paris and departure for Epernay (Champagne), free evening in Epernay
- **Day 2:** Visit of a large champagne House (Moet & Chandon) with a focus on the “méthode champenoise”; visit of Mosel in Luxemburg (Max Lahr Estate) & Germany (Karthäuserhof Estate) with a focus on the Prädikatswein, free evening in Trier
- **Day 3:** Visit of the City of Trier; visit of two producers in Alsace: Hauiller & Dietrich (focus on the 4 noble varieties: Pinot Gris, Muscat, Riesling and Gewürztraminer varieties); **dinner offered in Soultzmatt**
- **Day 4:** Visit of Ribeauvillé and Riquewihr, visit of Hugel House (Alsace), and Franz Keller Estate (in Vogtsburg, Baden); night in Mulhouse area (free evening)
- **Day 5:** Study of the wines of Canton de Vaud (with a focus on Chasselas variety) and Valais (Marie-Thérèse Chappaz Estate with a focus on local varieties: Humagne, Amigne, Petite Arvine, etc.); **dinner offered in Martigny area (Cheese fondue with Valais cheese)**
- **Day 6:** Visit of a charcuterie producer in Aoste (Italy); visit of Distillery of Romano Lévi (Nieve, Piemont); free evening in Alba
- **Day 7:** Visit of Eataly food store concept, visit of the city of Alba, and visit of a Barolo producer (Marchesi de Barolo), with a focus on Nebbiolo, Dolcetto and Barbera varieties, free evening in Alba
Summer Week 2

• Day 8: Visit of Savoie wine region (with a focus on local varieties: Mondeuse, Jacquère, Bergeron/Roussanne); free evening in Lyon area
• Day 9: Study of Northern-Rhone vineyards with a focus on Syrah-Viognier-Roussanne-Marsanne varieties; visit of a coop (Cave de Tain l’Hermitage); visit of Valrhona chocolate factory, visit of a large House (Chapoutier), free evening in Macon area
• Day 10: visit of Beaujolais (focus on gamay variety) with Desvignes Estate, Maison Duboeuf; visit of Pouilly-Fuissé (Pierre Vessigaud Estate); visit of Brewery (La Franche); free evening in Pupillin/Arbois area
• Day 11: visit of a Comté Cheese producer (Fruitière de Poligny) and a wine estate in Pupillin (focus on savagnin variety and oxidative wine style); evening in Beaune area or Bresse area (free evening in Beaune or Bresse area)
• Day 12: visit of Côte de Beaune vineyards, visit of a small producer (Violot Estate), lunch in the vines, landscape reading and visit of the city of Beaune, free evening in Beaune
• Day 13: Beaune market, visit of Côte de Nuits vineyards, visit of a small producer (Amiot-Servelle Estate); visit of cheese producer Gaugry; visit of a small estate in Côte Chalonnaise, free evening in Chagny
• Day 14: Champagne region, landscape reading and tasting at “C comme”
• Day 15: back to Paris
2. Program Review/Action Plan
2.1. Strengths of the program

- The **only program in the USA** to integrate in-depth the three key-facets: viticulture, enology, wine-business for all the students of the program
- **One of the largest BS** in Wine and Viticulture in the USA (around 300 students)
- **Young, multi-disciplinary and international team** supported by Senior Faculty
- **Cooperation with different departments in CAFES:** Horticulture and Crop Science, Food Science and Nutrition (Brewing and Sensory Analysis), Agribusiness, RPTA (wine tourism management)
- **A dynamic student club (Vines to Wines)** promoting hands-on wine education and industry ties
- **Student wines & commercial wine & own vineyards**
- **Soon, bonded winery**
2.2. Program Review/Action Plan

**Department Policies**

*Students*
- Meeting with the students

*Internal process*
- Policies (class scheduling and offering)
- Assessment committee

*External relations*
- Fundraising committee
- Alumni analysis

**Short-run facilities**
- Lab
- List of urgent equipment

**College Vision**

*Recruitment*
- Joint-position with other departments/colleges
- Additional technician and administrative support

*Strategic Plan 5-15 years*
- Build a strategic plan in adequacy with the College and University Plans
2.3. Focus

- Stabilization
- Internationalization
- Extended education
- Center for wine and viticulture and Trestle vineyards
3. Curriculum Changes
## MAJOR COURSES

### Introduction
- WVIT 101 Orientation to Wine and Viticulture 1
- WVIT 102 Global Wine and Viticulture 4

### Basics
- MATH 161 Calculus 4
- STAT 218 Applied Statistics 4
- SS 121 Introductory Soil Science 4
- BOT 121 General Botany 4
- CHEM 127 General Chemistry I 4
- ECON 222 Macroeconomics 4

### Viticulture
- WVIT/AEPS 210 Viticultural Practices 2
- WVIT 233 Basic Viticulture 4
- BRAE 340 Irrigation Water Management 4

### Enology
- WVIT 202 Fundamentals of Enology 4
- WVIT 442 Sensory Evaluation of Wine 4

### Wine Business
- AGB 214 Agribusiness Financial Accounting 4
- BUS 384 Human Resources Management 4
- WVIT 343 Branded Wine Marketing 4
- WVIT 423 Wine Law and Compliance 4
- WVIT 463 Issues, Trends Wine Industry 4

### Field
- WVIT 339 Internship Wine and Viticulture 4

## VITICULTURE CONCENTRATION

### Chemistry
- CHEM 128 General Chemistry II 4
- CHEM 312 Survey of Organic Chemistry 5
- WVIT 302 Wine Fermentation Laboratory 2-4

### Advanced Plant Sciences
- AEPS 313 Agricultural Entomology 4
- AEPS 321 Weed Biology and Management 4
- AEPS/BOT 323 Plant Pathology 4
- SS 221 Soil Health and Plant Nutrition 4

### Focus on Viticulture
- WVIT/AEPS 331 Advanced Viticulture 4
- WVIT 333 Advanced Viticulture 4
- WVIT/AEPS 414 Grape Pest Management 4
- WVIT 428 Winegrape Vineyard Management 4

### Senior Project
- Approved electives 6-8

### Approved electives
- AEPS; WVIT; SS; Sciences (BIO, BOT, CHEM); FSN; BRAE; CHEM; FSN; MCRO; Languages

## ENOLOGY CONCENTRATION

### Basic Chemistry
- CHEM 128 General Chemistry II 4
- CHEM 129 General Chemistry III 4
- MCRO 221 Microbiology 4

### Advanced Chemistry
- CHEM 312 Survey of Organic Chemistry 5
- CHEM 313 Survey of Biochemistry 4

### Focus on Enology
- WVIT/MCRO 301 Wine Microbiology 4
- WVIT 365 Wine Analysis 4
- WVIT 404 Winemaking I 4
- WVIT 405 Winemaking II 4
- WVIT 406 Winemaking III 4

### Senior Project
- Approved electives 12

### Approved electives
- AEPS; BIO; CHEM; FSN; MCRO; Languages; WVI

## WINE BUSINESS CONCENTRATION

### Chemistry
- WVIT 302 Wine Fermentation Laboratory 2-4

### Management/Economics
- AGB 212 Agricultural Economics 4
- AGB 310 Agribusiness Credit and Finance 4
- AGB 323 Agribusiness Management Account. 4
- RPTA 320 Strategic Event Planning 4

### Focus on Marketing
- WVIT 344 D-to-C Wine Sales 4
- WVIT 433 Wine Sales and E-Commerce 4
- WVIT 444 Wine Marketing Research 4
- WVIT 447 Logistics for the Global Wine 4
- WVIT 450 Wine Business Strategies 4

### Senior Project
- Approved electives 15-17

### Approved electives
- WVIT; AGB; BUS; JOUR; RPTA; Languages
If time
4. Graduation (Big ceremony; reception following the event)

Carrie South