

Presentation of WVIT VISION

April 6, 2017

Outline

1. WVIT Study Abroad Survey

NB Changins (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

<u>Country</u>	<u>Desirability</u>		
Italy	4.68	Switzerland	3.93
France	4.53	Portugal	3.82
New Zealand	4.43	South Africa	3.73
Australia	4.33	London in the U.K.	3.51
Spain	4.30	Chile	3.45
Germany	4.20	Argentina	3.44
		Austria	3.30
		Hungary	3.18
		Peru	3.18
		Costa Rica	2.92
		Thailand	2.83
		Dominical Republic	2.56
		Mexico	2.30
		China	2.25

Cal Poly Programs that Interest WVIT Students

Australia	75%
Spain	57%
London	30%
Thailand	18%
Costa Rica	18%
Peru	10%
Politics & Culture in China	8%
Mexico	7%
Dominican Republic	5%
None of the Cal Poly Programs interest me. I am researching other university programs.	10%
I do not plan to study abroad.	5%

FYI: list of existing programs

Existing Cal Poly Programs Asia/Australia

Asia/Australia Cal Poly Global Program	Location	Term	Weeks	Units	Types of Courses	Estimated 2017 Global Program Fee
Australia	Adelaide	Winter	7	12	AGB upper division	Pay Cal Poly tuition + \$6,500 Global Program Fee
China	Beijing	Summer	4	8	Chinese-GE (D5)	<i>Pending</i>
Thailand	Chiang Mai	Summer	5	8	GEs (C4 & D5 are common)	\$4,950

Existing Cal Poly Programs Europe

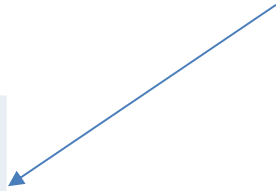
Europe Cal Poly Global	Location	Term	Weeks	Units	Types of Courses	Estimated 2017 Global Program Fee
United Kingdom	London	Summer	6	12	GEs (C4, D5, F typically)	\$11,350
Spain	Valladolid	Summer	4	8	Valladolid	\$4,700
Spain	Valladolid	Fall	12	18	8 Spanish, 8 GEs, 2 Activites	Pay Cal Poly tutition + \$7,300 Global Program Fee

Existing Cal Poly Programs North and South America

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

1.2. Type of Program Prefer

A Cal Poly Global Program geared toward WVIT majors	95.2%
A Cal Poly Global Program geared toward GE	1.6%
An exchange program at a partner university	3.2%
A program through an affiliated partner (for GE)	0.0%



1.3. International Study Participation

Yes, I participated in International Study	9.7%
No, I did not participate	88.7%
Not yet, but I am registered for a program.	1.6%



1.4. Likelihood Participate in Cal Poly Australia Study if WVIT Professor Offered Courses

I would definitely plan to participate	32.3%	} 67.8% Definitely/Probably
I would probably plan to participate	35.5%	
I might plan to participate	17.7%	
I would probably not plan to participate	8.1%	
I would definitely not plan to participate	1.6%	
Other (please specify)	4.8%	<p>I am participating in this program. already participated</p> <p>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.</p>

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

Excellent idea	71.0%
Very good idea	22.6%
Somewhat good idea	6.5%
Not very good idea	0.0%
Poor idea	0.0%

93.6% Excellent/Very Good

Likelihood to Participate

Definitely	41.9%
Probably	32.3%
Maybe	17.7%
Probably not	6.5%
Definitely not	0.0%
Definitely not, because I won't be at Cal Poly.	1.6%



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

Definitely	21.0%
Probably	25.8%
Maybe	33.9%
Probably not	12.9%
Definitely not	1.6%
Definitely not, because I won't be at Cal Poly.	4.8%

46.8%
Definitely/Probably

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 Piemonte; 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 choice questions based on the reading assignments and the material covered in the class (30% of the final grade)

Summer: Week 1

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 (Moët & 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: Hauller & 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, Piemonte); 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	69
Introduction	
WVIT 101 Orientation to Wine and Viti	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 Acc.	4
BUS 384 Human Resources Managt	4
WVIT 343 Branded Wine Marketing	4
WVIT 423 Wine Law and Compliance	4
WVIT 463 Issues, Trends Wine Industry	2
Field	
WVIT 339 Internship Wine and Viticulture	4

CONCENTRATION COURSES 58-59

General Education (GE)	48
Free electives	4-5
Total units	180

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 Managt	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 332 Advanced Viticulture	4
WVIT 333 Advanced Viticulture	4
WVIT/AEPS 414 Grape Pest Managt	4
WVIT 428 Winegrape Vineyard Managt	4
Senior Project	4
Approved electives	6-8
<i>AEPS; WVIT; SS; Sciences (BIO, BOT, CHEM); FSN; BRAE; CHEM; FSN; MCRO; Languages</i>	

WINE BUSINESS CONCENTRATION	
Chemistry	
WVIT 302 Wine Fermentation Laboratory	2-4
Management/Economics	
AGB 212 Agricultural Economics	4
AGB 310 Agribusiness Credit and Fin.	4
AGB 323 Agribusiness Manag. 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	4
Approved electives	15-17
<i>WVIT ; AGB; BUS; JOUR; RPTA ; Languages</i>	

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	5
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	4
Approved electives	12
<i>AEPS; BIO; CHEM; FSN; MCRO; Languages; WVIT</i>	

If time

4. Graduation (Big ceremony; reception following the event)

Carrie South