

2023-2024 Instructional Program Review

Program Name: Oenology/Viticulture

Program Contact: Herbie Hancock

Academic Years Reviewed: 2021-23

Our previous goals for the program included assessing whether our current courses/course content were relevant and applicable to current industry standards. Since the last program review, we have banked several courses that were outdated or did not prepare students for the industry (AG 151; AG 152; AG 200; AG 205). Furthermore, we revised several introductory courses to align with industry standards and new technologies (AG 100 – 106). Finally, we've added several courses that help the program stay relevant and innovative, including both oenology/viticulture courses and courses under the new A.S. in Wine Business (AG 130; AG 131; AG 210; AG 250).

Our previous Program Review identified equity gaps among male students, such that male-identified students were enrolling and retained in the program at lower rates compared to female students. As such, we promoted our courses and programs at welcome events, through a marketing campaign with fliers and posts on the CSM Instagram page, and a non-alcoholic wine taste-testing event in Spring 2022. The campaigns and events appeared to have increased our male student enrollment by 15% compared to the previous Program Review cycle, and our overall enrollment by 20%.

As part of the program's curriculum review, we also aligned the degrees and courses with institutional learning outcomes and strategic goals. At the program level, the A.S. degrees in oenology/viticulture and wine business and the certificates in viticulture and wine pairing align with the following ILOs:

- Effective Communication
- Quantitative Reasoning
- Critical Thinking
- Ethical Responsibility/Effective Citizenship