

To: Brewing Advisory Meeting, Archives
From: Faith Bentley
Subject: Minutes
Date: December 8, 2017

Present: Steve Kohler, Ed Martini, Tracey Quada, Mike Babb, Steve Bertmann, Brian Lindberg, Jeff Sobolewski, John Spitsbergen, Dan Rogers, Dave Sippel, Jim Surprise, John Mallett, Walker Modic, Heather Petrovic, Dean McCurdy, Faith Bentley

Welcome and Announcements

- KVCC staffing updates – Dean McCurdy
 - Brian Lindberg has left KVCC as the Brewing Operations Manager to help open a brewery in Standale called DeHops. Welcome to Jeff Sobolewski KVCC's new Brewing Operations Manager.
 - New adjunct faculty members: Doug Williams and Brian Lindberg.
 - New Guided Pathways Advisor: Kevin Dodd.
 - Dean McCurdy will leave KVCC effective December 15. He will be the Chancellor at Ivy Tech Community College in Kokomo, IN. Patti Henning will replace Dean as dean of instruction (permanent) and as director for sustainable brewing (until January 2, 2018).
 - Sincere appreciation to Dean for all of his work to start and support the Brewing Program. He will be missed.
 - New director over the Culinary and Brewing Programs: Brian Hay. January 2, 2018.
- Enrollment Updates –
 - KVCC
 - 168 student enrollments
 - 82 students declared sustainable brewing as a program-of-study and are currently enrolled
 - 70.3% seats filled to capacity
 - Further breakdown of enrollment numbers is attached.
 - A request was submitted for a full-time Brewing instructor – a decision should be made by early Spring 2018.
 - WMU
 - 45 students declared sustainable brewing as a major
 - 19 students enrolled currently
 - Steve Bertman presented a DRAFT version of a proposed Business/Food Operations Degree in Sustainable Brewing. (DRAFT attached)
 - Steve Bertman has transferred tenure from the Chemistry Department to the Environmental Science Department, which will operate WMU's Sustainable Brewing options.
- Internships
 - Tracey Quada presented for Monica Koning on how KVCC prepares students for "real-world" employment.
 - Monica and Tracey would like to know how our students are doing on the job, in an interview...how are their employability skills? They will create an evaluation tool to provide necessary input.
 - Tracey would like all to consider, "What does success look like from the industry?"
 - The point was brought up that many students are employed – not in internships. We want to be sure that we aren't missing this student segment.

- The group asked that Monica provide a list of internship sites and students since the inception of our program.
- Bell's Internship Program Announcement
 - John Mallet introduced a wonderful internship opportunity for a student that is currently pursuing an Associate or Bachelor's degree in Sustainable Brewing at KVCC or WMU (respectively).
 - The new internship will provide this student hands on experience in all departments relevant to running a Brewery—to provide operational experience, not just theoretical.
 - It will be a paid position and be a year in duration.
- Arcadia Classic – Scholarship Opportunity
 - Tim Surprise shared that this year's classic was a success.
 - The lead recipient of a scholarship will be a student pursuing an Associate degree or Bachelor's in Sustainable Brewing.
- Details of the Sustainable Brewing MBAA Program Recognition status for the KVCC AAS degree program were discussed (attached). Details of the recent U.S. Open College Championship results (3 medals + Grand Champion) were discussed.
- Meeting was Adjourned to attend a student poster session and reception.

Total seats offered in Fall 2017	239
Seats occupied	168
% capacity	70.30%

Declared Students (current Fall 2017) 82

Male:Female 80%:20%

In district	75%
Out of district (within state)	21%
Out of state (within US)	3%
International	1%

Returning	57%
New FTIAC	11%
Guest Student	15% WMU
Attending another college	15% WMU
Attending high school	2%

White	88%
AA/Black	5%
Hispanic/Latina/o	4%
Asian	1%
Not indicated/other	2%

25-29 years old	33%
20-24	26%
18-19	16%
30-34	7%
50-59	6%
40-49	5%
35-39	4%
60+	2%
17 under	1%

Declared students (current Winter 2018) 61

Potential Business/Food Operations track in Sustainable Brewing - DRAFT version 2

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Sustainable Brewing Operations

course number	course name	CH	Prereqs	KVCC equiv	CH	Gen Ed	Delivery
Brewing Certificate	Sustainable Brewing			Brewing Certificate	30		
30							
Business requirements	Business Enterprise	3		BUS 101	3	Area V	
15	Principles of accounting I	3		ACC 101	4		
	Principles of accounting II	3		ACC102	4		
	Introduction to Food and CPG Industries	3					
	Food and CPG Sales	3					
Food operations requirements	Food Purchasing and Resource Management	3					online
12	Introduction to Food Systems and Sustainability	3					online
	Food & Beverage Systems	3					online
	Farm to Table and Sustainability	3					hybrid
Sustainability requirements	*Sustainable Brewing "tour"	3					
15	Environmental Systems and Cycles	3				Area VII	hybrid
	Introduction to Sustainability	3				writing	
	Major Environmental Writings	3					
	*Agricultural Economics of Brewing	3					
Cognate requirements	Thought and writing	4		ENG 110, 114, 160		prof 1	
13	Finite Mathematics with Applications (or higher)	3		MATH 120		prof 3	
	Microeconomics	3		ECO 202	3		
	Managerial Economics	3					will be online
Electives (choose 3 hrs)	Culinary Tourism	3				Area IV	
3	Food and Culture	3					
	Holy Waters: Spirits and Spirituality	3					
	Holistic Approaches to Food	3					
88							

BUS 1750 - Business Enterprise

This course introduces students to the development and value of business institutions in society. Students will examine the dynamics of business decision-making and demonstrate the ability to identify, define, and interpret essential business concepts. The relationships among business activities will be studied to determine their interactions with the economic, political, legal, global, and social environments

ACTY 2100 - Principles of Accounting I

This is an introductory course in accounting, which includes an examination of the recording and reporting of business transactions, and the measurement of business income, assets, liabilities and equities. Emphasis is placed on financial reporting for decision-makers outside the organization

ACTY 2110 - Principles of Accounting II

A study of the role of accounting information in the planning and decision-making of business organizations. The course focuses on financial analysis, manufacturing cost flows, budgeting, and planning for long-term financing and investing activities.

MKTG 2900 - Introduction to Food and CPG Industries

An introductory course designed to provide an overview of the food and consumer package goods (CPG) industries. The marketing functions performed by producers, manufacturers, wholesalers, and retailers are examined, along with consumer shopping, purchasing and consumption behavior.

MKTG 3930 - Food and CPG Sales

This course introduces selling principles employed within the food and consumer package goods industries. Multi-tier retail channel selling as well as Key Account headquarters selling and negotiation practices will be examined. Students apply fact-based selling methods utilizing syndicated market data, retail merchandising principles, and category management tools related to the selling process. Extensive role-playing, exercises, and real-world sales presentations to industry professionals relevant to the buying/selling process will be used.

FCS 2720: Food Purchasing and Resource Management

This course teaches the fundamentals of purchasing and cost control measures, including the relationship between sales, costs, and profits.

FCS 3700: Introduction to Food Systems and Sustainability

This course examines the impact of food production, transformation, service, and consumption on the environment. Students develop an understanding of all the major elements that impact the health of the environment, namely the use of water, air, land, energy, and transportation.

FCS 4700: Food & Beverage Systems

This course will cover beverage operations, food-production systems, food-service and delivery systems. This course also introduces students to the methods for identification, management and control of beverages (both alcoholic and non-alcoholic) used in the hospitality industry.

FCS 4720: Farm to Table and Sustainability

This course examines the regional food systems in Michigan, with special emphasis on south west Michigan. Students will become familiar with local growers, retailers, and commercial food service operations that use sustainable practices and learn how they support community and regional food systems.

ENVS 2150 - Environmental Systems and Cycles

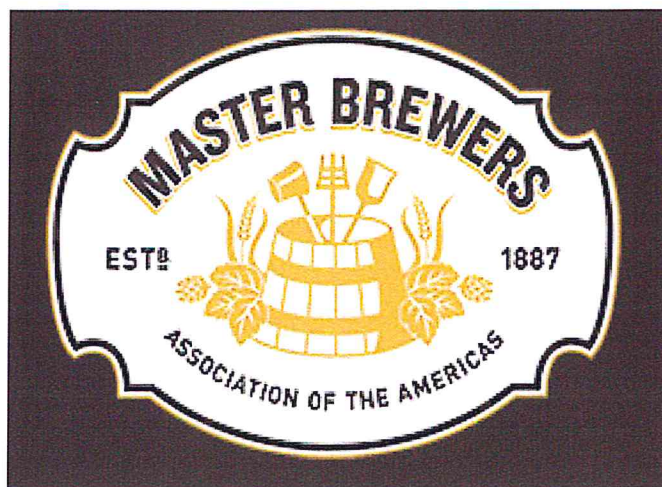
This course presents an overview of the fundamental physical, biological, and geochemical processes governing the movement of energy and matter in the environment, and the constraints imposed by these natural systems on human activities. Topics include the properties and use of energy resources, synthetic chemical and their biological effects, the chemistry of natural and polluted water, food production and population, acid rain, ozone depletion, and global climate change.

ENVS 3000 - Introduction to Sustainability: A Local to Global Survey

This course examines the modern concept of sustainability; its historical roots, theories and debates, emerging principles and practices, and moral visions for the future. From household to global scales, students will analyze interrelated questions of ecological resilience, social justice, technological change, and alternative economic paradigms. Case studies will include core sustainability challenges such as energy, water, food systems, endangered species, land use, and population. The class will require community-based field experience during the semester.

ENVS 3200 - Major Environmental Writings

This course uses selected readings of classical works in the environmental field, together with current works of significant import, to introduce students to the wisdom and the variety of voices speaking on behalf of the environment and environmentally responsible courses of human action.



Excerpts from MBAA website Fall, 2017

The **Master Brewers/ASBC Higher Education Advisory Board** is tasked with providing guidance and a “**pathway to recognition**” for academic institutions that offer certificate or degree programs. The committee has developed Master Brewers and ASBC approved guidelines and learning outcomes for the successful development of academic programs for 4-year college-level brewing programs, 2-year associate’s degree brewing programs, and certificate brewing programs.

The following programs have been recognized as meeting the approved guidelines and learning outcomes as of Fall, 2017:

Appalachian State University	Fermentation Sciences program for the 4-year College or University Bachelor of Science Degree
Kalamazoo Valley Community College	Sustainable Brewing for the 2-year Associate Degree or similar program
Kwantlen Polytechnic University	Diploma in Brewing and Brewery Operations (2-year) program for the 2-year Associate Degree or similar program
Metropolitan State University of Denver	B.S. degree in Brewery Operations and B.S. degree in Brewpub Operations programs for the 4-year College or University Bachelor of Science Degree
Oregon State University	Food Science and Technology, Fermentation Science program for the 4-year College or University Bachelor of Science Degree
Skagit Valley College	Cardinal Craft Brewing (Burlington, WA) for the postsecondary school — College Certificate or similar program
Southern Illinois University	Bachelor of Science in Fermentation Science program for the 4-year College or University Bachelor of Science Degree
University of California–Davis	Food Science (Brewing Option) for the 4-year College or University Bachelor of Science Degree
University of South Florida–St. Petersburg	Certificate in Brewing Arts program for the postsecondary school — College Certificate or similar program
Virginia Polytechnic Institute & State University	B.S., Food Science & Technology, Fermentation program for the 4-year College or University Bachelor of Science Degree

2017 U.S. Open College Beer Championship

This annual competition is for student-brewed beers submitted by colleges and universities that teach brewing courses. KVCC took home the Grand National Championship, winning the most medals of participating colleges or universities:

Stout

Gold – 9009 Stout – Kalamazoo Valley Community College

Bavarian

Bronze – Babb’s Tradition Weizen – Kalamazoo Valley Community College

Open

Bronze – Falcon’s Puddin’ Strong Ale – Kalamazoo Valley Community College