

c) Discuss general student interest in the program.

The seven county service area for PTC has a number of agricultural education programs in the high school and career centers which will feed the proposed Diversified Agriculture program. Approximately 600 students are enrolled in ten different K-12 agricultural education programs in the college's service area. Recruiting efforts for the existing certificate programs have been aimed at these high school programs.

Currently, 21 students are enrolled in the existing certificate programs. Most of these students have expressed interest in an associate degree program if it were available.

d) Discuss local, state, and national employment trends for program-specific occupations. Include full-time and part-time wage information at the state and regional/national level.

Currently, several counties in the college's service area have some of the highest unemployment rates in the nation. The implementation of the proposed program is part of strategic efforts by the college and community leaders to address these unemployment statistics.

Data from the Bureau of Labor Statistics show that skilled full-time farm managers in South Carolina can expect a mean yearly salary of \$45,470. This is significantly higher than the national average for a non-skilled worker. With the present trend in agriculture of the family farm moving more towards corporate farms, the needs for managers will continue to increase. The Diversified Agriculture program will provide these farming operations with the skilled workforce that will be needed. In addition to managers, the program will also provide students with the skills they need to work in farm support industries.

e) Include a list of all related existing programs within the institution. Compare/contrast the proposed program to related programs.

PTC offers the following related programs: an Associate in Applied Science, with a major in Horticulture; a certificate program in Horticulture Landscape Management; and two transfer options under the Associate in Science for Horticulture/Turfgrass and Agriculture Education. The latter two options allow students to transfer to Clemson University's bachelor's degree program in Agriculture Education. As previously noted, the college also offers two certificate programs in Diversified Agriculture that will serve as the curriculum for the proposed associate degree program.

f) Compare/contrast the program to those with similar objectives at other SC technical colleges. Where possible, summarize enrollment, graduates, and placement rates for existing programs. This information can be found in the State Board's annual Program Evaluation Report.

College	Program Name	Enrollment	# Graduates	Placement Rate
Orangeburg-Calhoun (OCTC)	Sustainable Agriculture (Certificate only) New Prog.	15	10	N/A (New Program)
Horry-Georgetown	AAS Horticulture	14	6	100%
Spartanburg Community	AAS Horticulture	57	15	73%
Piedmont Technical	AAS Horticulture	26	4	75%

Provide any additional supporting narrative for the information entered above.

As previously noted, this will be the first Diversified Agriculture degree program in the state. This program has great potential to serve PTC students in the field of agriculture across many disciplines.

g) Discuss any existing articulation or collaborative agreements in related program areas with other SC technical colleges.

There are no formal plans for articulation at this time as the proposed program will be the first associate degree of its kind in the state. The OCTC Sustainable Agriculture certificate is the only existing related program in the state. As the proposed degree program expands, there may be a possibility for transfer from the OCTC certificate program into PTC's associate degree program.

h) Indicate whether this is a terminal degree program (occupational in intent). If there is potential for students to transfer into a baccalaureate program, provide narrative on the progress to date concerning articulation agreements with potential transfer institutions.

This program is designed primarily as a terminal degree program. However, work is continuing on articulation and/or transfer agreements with Clemson University and Abraham Baldwin Agricultural College (ABAC, located in Tifton, Georgia). Through these partnerships, PTC students could transfer into an agricultural bachelor's degree program at either of these institutions with minimum or no loss of credit hours.

In support of these articulation efforts, PTC has applied for a grant from the US Department of Agriculture in collaboration with ABAC. If awarded, the grant will provide funds for both colleges to develop and coordinate a seamless transfer pathway in Diversified Agriculture.

II. Proposal Narrative: Anticipated Program Demand and Productivity

a) Briefly summarize/analyze the needs survey results. For at least a three-year period, estimate the anticipated number of full-time and part-time openings. Discuss any specific employer interests and support for the program.

PTC surveyed 21 businesses and organizations in the college's service area, and approximately 48% responded. The survey results showed the demand for high-skilled technicians to be quite significant. Respondents anticipate hiring 114 full-time and 40 part-time workers over the next three years, with an entry-level salary ranging from \$15,000-\$30,000.

	Year One	Year Two	Year Three
Part-time openings	13	12	15
Full-time openings	36	40	38

b) State the anticipated total number of enrollment for the first year of the program. Include the total number of transfer students from other internal programs and new students to the institution. Provide the estimated attrition rate. Also include the anticipated number of graduates from the program.

Anticipated Total Enrollment: 32 (first year) 40 total after two years.
 Total # of Transfer from certificates: 12 Total # of New: 20

Estimated Attrition Rate: 50%

Estimated Graduation Rate: 50%

c) Explain the rationale for determining the attrition rate. Include possible causes for attrition.

The attrition rate is based on several factors including possible student transfer to another program or another institution. Students enrolled in the current certificate program may elect not complete the full degree. Traditional causes for program attrition, such as personal and/or economic hardships, were also considered.

III. Proposal Narrative: Total Costs (General Estimates Only)

	1st Year	2nd Year	3rd Year
Salaries (All from Grants)	\$65,000*	\$66,000*	\$66,560*
Supplies and Materials	\$10,825	\$10,825	\$10,825
Library Resources	\$800**	\$800**	\$800**
Equipment (All from Grants)	\$30,000*	\$80,000*	\$65,000*
Facilities, Travel, Contractual	\$4,575	\$4,575	\$4,575
Accreditation	N/A	N/A	N/A
Totals	\$111,200	\$162,200	\$147,760

* The college has received federal Carl D. Perkins dollars as well as a grant from AdvanceSC to cover instructor salary, curriculum development, equipment, and articulation/transfer pathways.

** During FY 2009-10, substantial library resources were purchased to support PTC's existing agriculture certificates. The college intends to add minimal resources to the collection over the next three years to further support the associate degree program.