



Key Elements of the Future FBM Education Program: *Flying to New Heights!*

R. M. Joerger, System Director
Del Lecy, RDME, Central Lakes College
PEP Spring Meeting,
Park Rapids MN
5.4.2011

Topics

❖ Revisiting the WIDS Course Materials

- ☐ What works?
- ☐ What doesn't work?
- ☐ What are your recommendations?

❖ What are the Features of the FBM Program of the Future: A Glimpse of What the Leaders Think and A Conversation about What You Think!

Revisiting the WIDS Course Materials

- ☐ What works?

- ☐ What doesn't work?

- ☐ What are your recommendations?

The Opportunities that Lie Ahead!

- **The Continued Need for Pre-service and Continuing Education for Business Management Education and Training**
 - A look at the Census!
 - A look at our Faculty!
 - A look in the Mirror!
 - A Look at the Tools and Support!
 - The Journey of a Professional Lifetime!



Minnesota
STATE COLLEGES
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An Overview of the Minnesota Farm Business Management Education Program

Richard M. Joerger, PhD

System Director for Agriculture and Business Program
Coordination

History and Value of the FBM Program

- Early '50s – James J. Hill Grant
- UM – Agricultural Education and Agricultural Economics
- Pencils to Luggable Computers to Online to e-Books or Smaller in the Future
- Delivered by Instructors
 - High Schools
 - Technical Colleges
 - Minnesota State Colleges and Universities
- Increased Net Farm Income

Designing the Future: Minnesota State Colleges & Universities Strategic Plan 2008 -2012

- ❖ Strategic Direction 1:** Increase access and opportunity
- ❖ Strategic Direction 2:** Promote and measure high-quality learning programs and services
- ❖ Strategic Direction 3:** Provide programs and services that enhance the economic competitiveness of the state and its regions
- ❖ Strategic Direction 4:** Innovate to meet current and future educational needs

The purpose of the business management programs is to assist students in meeting their business and personal goals.

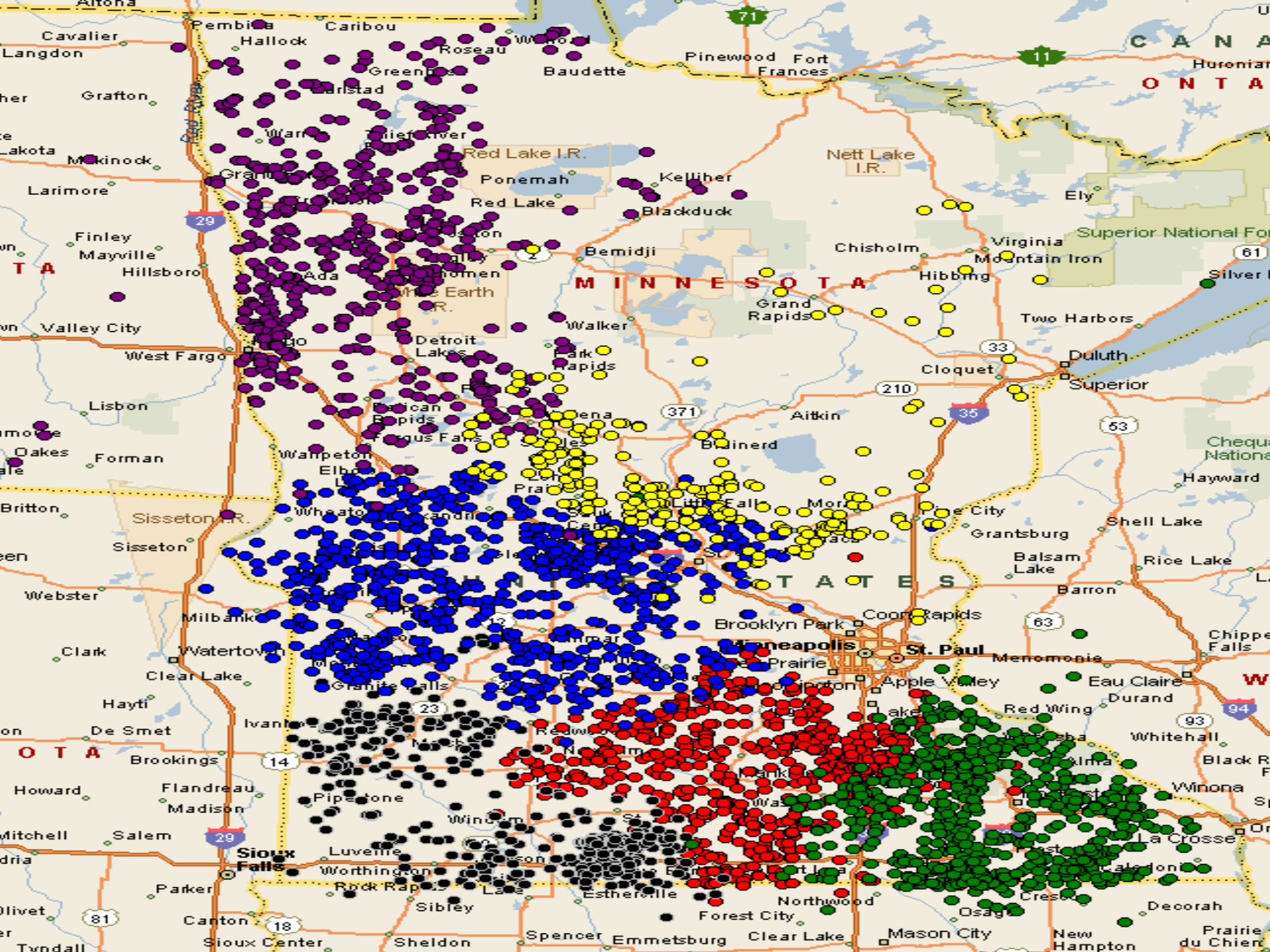
Program Objectives

- Keep accurate and complete business records
- Analyze and interpret business records
- Understand the functions of management
- Improve business organization and efficiency
- Establish business and personal goals
- Apply economic principles to business management practices
- Appreciate effects of decisions on the business
- Appreciate the relationship between individual business entity and economic, social, political and physical environments impacting agriculture

Key Activities of the Program

- Instruction of Producers Throughout Their Entire Business Career
- Economic Development
- Database Development for Use in Policy, Business Planning, Research, Education and Training
- Community Development

Where are the Students Located
and Why Do they Enroll?



What Size of Farm Businesses Do the Students Operate?

FBM

Lamb and Wool

Specialty Crops

Gross Farm Sales	Minnesota		FBM Students	
	No. of Farms	% Farms by Size	No. of Farms	% Farms by Size
	80992		3539	
Less than \$49,999	52338	64.6%	126	3.6%
\$50,000-\$99,999	6490	8.0%	191	5.4%
\$100,000 - \$249,999	9479	11.7%	689	19.5%
\$250,000 - \$499,999	6259	7.7%	1042	29.4%
Over \$500,000	6426	7.9%	1490	42.1%
<u>Combined Categories</u>				
Less than \$100,000	58828	72.6%	317	9.0%
\$100,000 or more	22164	27.4%	3221	91.0%
\$250,000 or more	12685	15.7%	2532	71.5%

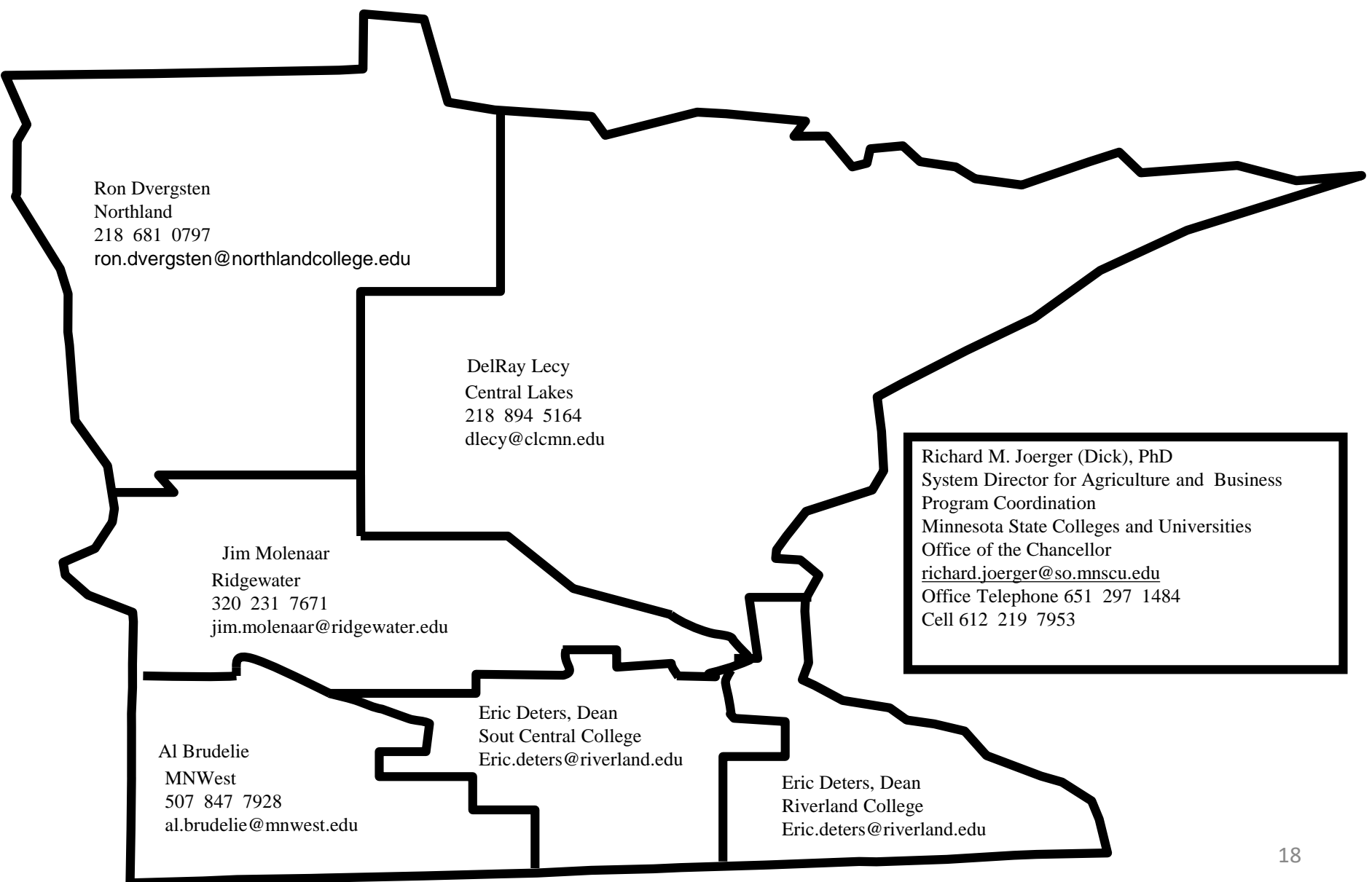
Fiscal Year	Faculty Headcount	FTE*	Student Headcount	FYE**	Number of sites
FY09	76	84	3539	960	57
FY08	79	86	3524	966	60
FY07	81	85	3411	935	63
FY06	80	85	3291	924	63
FY05	82	89	3344	940	66
FY04	87	97	3507	1014	69
FY03	92	103	4006	1085	72
FY02	98	111	3981	1162	75

72 Instructors – The Heart of the Program!

- Highly Qualified and Experienced
- On-going Professional Development
- Years of Experience
- Leaders at the State and National Level

Statewide Organization and Leadership

Management Education Program Regional Leaders



Ron Dvergsten
Northland
218 681 0797
ron.dvergsten@northlandcollege.edu

DelRay Lecy
Central Lakes
218 894 5164
dlecy@clcmn.edu

Jim Molenaar
Ridgewater
320 231 7671
jim.molenaar@ridgewater.edu

Al Bruderie
MNWest
507 847 7928
al.bruderie@mnwest.edu

Eric Deters, Dean
Sout Central College
Eric.deters@riverland.edu

Eric Deters, Dean
Riverland College
Eric.deters@riverland.edu

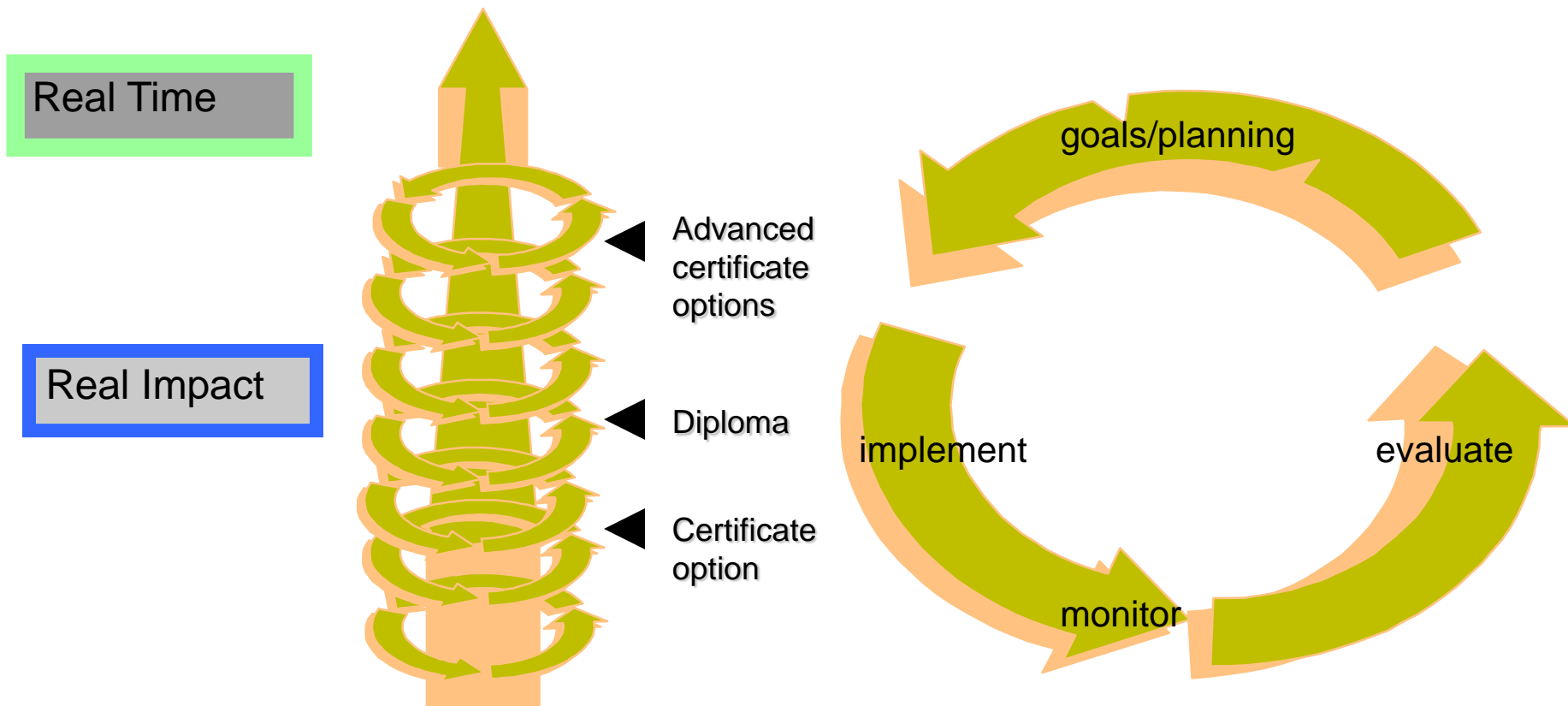
Richard M. Joerger (Dick), PhD
System Director for Agriculture and Business
Program Coordination
Minnesota State Colleges and Universities
Office of the Chancellor
richard.joerger@so.mnscu.edu
Office Telephone 651 297 1484
Cell 612 219 7953

Program Curriculum and Instruction

Instructional Approach

- Small Group and Tailored Individualized Business Management Instruction
- Delivered by the Management Credit
- In-Business Applications

Management Education



Curriculum design based on "Bloom's Taxonomy of Learning."
Finds validation in "A model of Reflective Thought and Action." Barnett, 1989.



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**Agricultural & Farm
Business Management**

Farm Business

Lamb & Wool

Specialty Crops

Additional Resources

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Chancellor Staff Directory

Division Web Sites

Employee Resources

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**Farm Business
MANAGEMENT EDUCATION**
MINNESOTA STATE COLLEGES AND UNIVERSITIES

FarmBusiness Management Programs and Curriculum

FARM BUSINESS MANAGEMENT

Award: Diploma

Length: 60 Credits

QUICK LINKS

[Program Description](#)

[Course Description](#)

[Deans and Instructors](#)

[Programs in the System](#)

[Annual Reports](#)

Program Description:

The Farm Business Management Education Program is concerned with the organization of a farmer's resources in such a way as to assist the family in meeting their family and business goals. Often these goals involve generating new profit. Good management requires a sound knowledge of economic principles because they are the framework for farm operation and

http://mnfbm.curriculumbank.org/MainNavigation/Courses/FBMCoreCourses/tabid/125/Default.aspx

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MANAGEMENT EDUCATION

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2142

2151

2152

Farm Business Management Courses

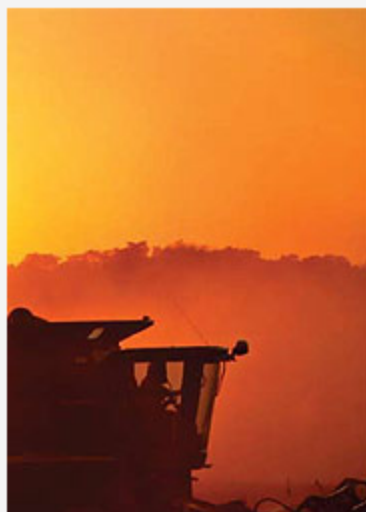
The farm business management course downloads are available on the left.

The following downloads are available:

- The WIDS Course File. This file includes the database of information for the course. It can only be opened with the WIDS software. You can use this file to print customized reports and modify and add learning materials, syllabus, etc.

- The Course Outcome Summary. This Word document is a listing of the official course information for the course. It includes course description, outcomes, and performance standards.

- The Learning Plan. This Word document is designed for use by the learner to see what is required to achieve the outcome. It lists assignments and assessments.



Internet100%

My Computer

8:12 PM

Primary Instructional Tools

- Statewide Curricula
- Annual Business Analyses
- Specialized Software – MyFinBin and FINBIN
- FINPACK Software, Accounting Packages
- Decision-Aids
- Websites

Annual Reports

Curriculum

Instructional Materials

The FBM Database

FBM Database

- Records from program producers
- Annual reports – producer, sorts
- Information used by instructors, media, Center for Farm Financial Management, researchers, policy-makers, agricultural lenders, educators, MDA, and others



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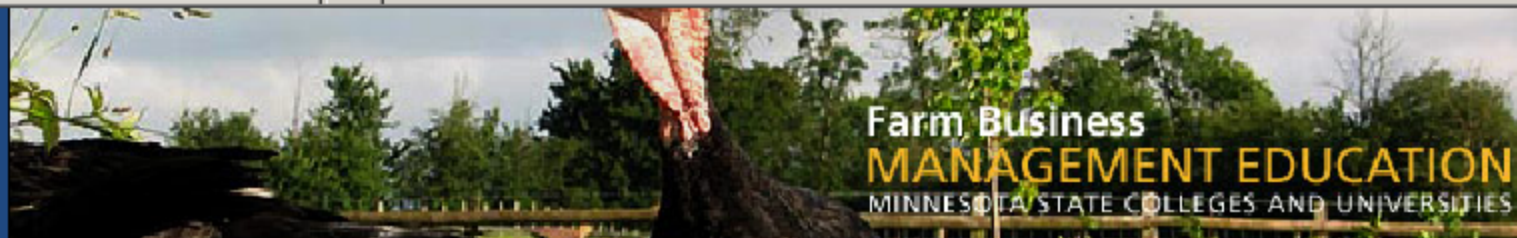
Chancellor Staff Directory

Division Web Sites

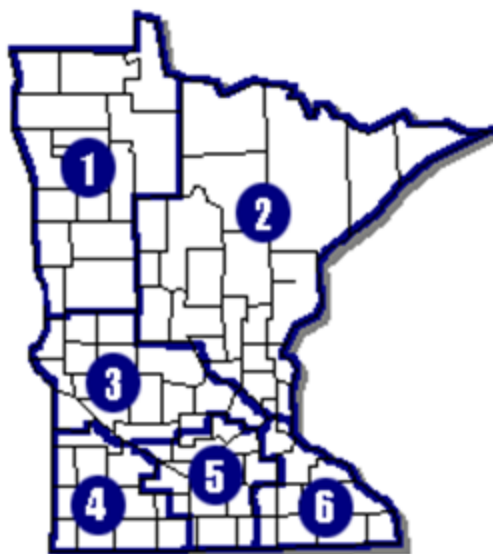
Employee Resources

News & Publications

Office Services



2008 Area and Statewide Farm Data Report



FBM Reports by Region for the 2008 Calendar year

1 -- Northwest

1A Red River Valley

2 -- Northeast / East Central

3 -- West Central

4 & 5 -- Southwest / South Central

6 -- Southeast

7 -- Statewide Data

7a-Statewide Organic Report

7b-Statewide Dairy Sort

7c-Statewide Crop Sort

7d-State Average Executive Summary

Prior Year Reports

QUICK LINKS

[Program Description](#)

[Course Description](#)

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[Programs in the System](#)

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Program Resources and Partners

Program Resources

- Tuition
- Grants
- Special legislative support
- System formulas
- Agricultural lenders
- Others

Program Partners

- Agricultural Lenders
- Center for Farm Financial Management – UM
- Farm Organizations
- Minnesota Association of Agricultural Educators
- Minnesota Agricultural Education Leadership Council

Partners (cont'd)

- Minnesota Department of Agriculture
- National Council (Agricultural Education)
- Economic and Rural Development
- University of Minnesota – Department of Applied Economics; Department of Agricultural, Food and Environmental Education



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Perspective on the Elements of FBM Instruction and Training for the Future

R.M. Joerger, System Director

Features

- Sound, effective, and dynamic curricula and instruction that meets students' needs and interests as well as college, system and professional standards
- Financially sound and efficient
- Program continues to evolve to provide access to traditional and non-traditional students

Programming Features of the Future

- **Multiple Types of Instruction and Training – “Mutual Fund of Professional Options”**
 - Pre-service education
 - Continuing Education
 - Producers
 - Employees
 - Others
 - Contracts – Research and Development
 - College courses – Production Mgmt &/or Other Specialty Courses?
 - Other:
- **More responsibility for all aspects of program management, instruction, professional development, and program changes**

What do you think the program should look like to ensure a strong future?

Elements of the Future FBM Program

What do you think will make it work?

Program Curricula and Instruction

Curricula

- Mission, Vision, Philosophy, Rationale of the Program
- Program Goals
- Curricula
- College and system requirements

FBM Program Objectives

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Instruction

- Full Instructional Design
- Complete Implementation – Individualized, Small Group Instruction, On-line, Combined
- Assessment with Student Progress Measures
 - ☐ Pre-assessment
 - ☐ Formative
 - ☐ Summative

Formal Learning Benchmarks for Students - Preservice

- Accurate Placement In the Program
- Courses, Certificates, Diploma
- Graduation

Benchmarks: Informal Learning – Continuing Education

- Instructional or Training Plans
- Credit of Non-Credit
- Certificates
- Other:

Program Management

Student Management

- Recruitment
- Enrollment
- Retention
- Graduation
-

Engagement with the College

- **Committees and Procedures**
 - Curriculum and program approval, etc.
- **College standards for instruction and programming**

Financial Knowledge and Management

- Knowledge and Monitoring of Direct Program Expenses
- Knowledge of Program Revenue
- Aware of Need Program Balance – Value (\$) and %;
- Office Supplies, Operating Needs, and Equipment

Program Advocacy

- Public Relations
- Partnerships
- Supporters (Advisory Committee)

Curricula & Instruction Management

- Updates
- Redesign
- Approval Process

Professional Development

- Professionalism
- Professional and Continuing Education
- Resources for Instruction