

# National Science Foundation—Advanced Technological Education Award # 1501522 August 2015 – July 2019 Yakima Valley College, South Seattle College, Wenatchee Valley College, Washington State

PACIFIC NORTHWEST WINE EDUCATION COLLABORATIVE (PNWEC)

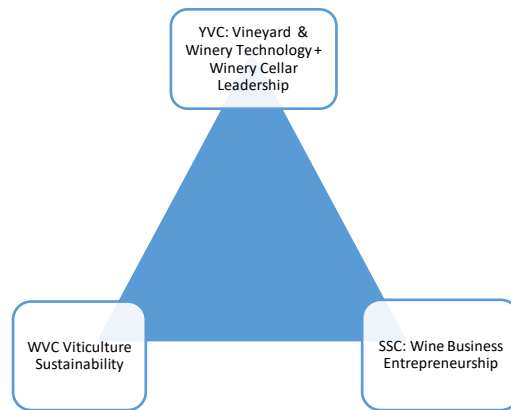
WINERY CELLAR LEADERSHIP, Yakima Valley College

## INTRODUCTION

***Objective 3: Implement STM-rich pathways for improved recruitment and retention of high school students and incumbent workers, leading to a certificate, AAS degree, or baccalaureate degree at YVCC, SSCC, and/or WVC.***

Yakima Valley College (YVC) took the lead to collaborate on a one-of-a-kind opportunity for students across Washington State. The Pacific Northwest Wine Education Collaborative, funded by the National Science Foundation, Advanced Technological Education, partners YVC with South Seattle College (SSC) and Wenatchee Valley College (WVC) to provide new online educational opportunities to meet industry growth in the areas of viticulture, enology, wine marketing and sales.

Another opportunity for instruction comes from wine cellars in the Washington wine industry that rely heavily on the work performed by Hispanic Americans, many whom use English as a second language. Through sponsorship from the Washington Wine Growers Association, YVC has developed a Winery Cellar Leadership Program (WCLP) that focuses on providing science, math, wine cellar production, and leadership training to existing Hispanic employees of the Washington State wine industry. The Winery Cellar Leadership Program will be conducted as a self-supported program after PNWEC ends. Revenue generated from these courses will be used to compensate the faculty and staff teaching and coordinating these courses.



Presented in partnership by YVC and Winegrowers, the Winery Cellar Leadership Program (WCLP) is a new industry educational program offering. The WCLP is intended for existing or prospective cellar leads who wish to further their career in the industry, already have experience, and are currently working at a winery. Through two different course levels, the WCLP focuses on the cellar aspects of winemaking from the receipt of grapes until wine is in the bottle; leadership in a cellar environment; winery-specific math conversions and formulas; and basic computer skills.

The purpose of the WCLP is to provide access for the greater wine industry and students interested in enology and wine-related careers to a certified educational and professional development program. Those students that complete the program will be better trained to take leadership positions within the winery cellar team. The WCLP fulfills an industry-informed need: skilled and leadership-ready labor in the cellar.

## DEVELOPMENT OF WINERY CELLAR LEADERSHIP CURRICULUM

The underlying project mission was to create science-, technology-, and mathematics-rich training opportunities for current employees in the wine grape industry. A ‘Developing a Curriculum Meeting’ (DACUM) process was used to address workplace competencies for the Winery Cellar Leadership Program for incumbent cellar workers.

iBest Model—team teaching—cellar instructor + math/computer/leadership skills instructor

Winery Cellar Leadership Advisory Committee: eight individuals from six wineries met quarterly for a year and a half

Strong, sustainable support and partnership with Washington Winegrowers Association

Level I—Crush to Barrel (AG 198)

Spring 2018, launch cohort of 15: 20% Female, 80% Male; 93.3% Hispanic/Latinx

Spring 2019, cohort of 12: 17% Female, 83% Male; 75% Hispanic/Latinx

Level II—Barrel to Bottle (AG 298)

Spring 2019, launch cohort of 9: 22% Female, 88% Male; 100% Hispanic/Latinx

## NEW CERTIFICATES DEVELOPED

### Level I - Crush to Barrel

When: Class is every Wednesday starting April 3, 2019 until May 22, 2019

Time: 1:00 PM - 5:00 PM

Where: Workforce Education Center (room 51-198) on the Grandview Campus of Yakima Valley College

Fee: \$400

#### *Course Description:*

This course level is intended for existing or prospective cellar leads who wish to further their career in the industry, already have experience, and are currently working at a winery. The course will be taught in English. Regular attendance is required. This course is serving industry needs with new training for individuals in cellar production and winery operations to enhance their skills in leadership, communication (public speaking, negotiation, netiquette), scheduling, winery related math conversions, and computer skills.

### Level II - Barrel to Bottle

When: Class is every Thursday starting April 4, 2019 until May 23, 2019

Time: 1:00 PM - 5:00 PM

Where: Workforce Education Center (room 51-198) on the Grandview Campus of Yakima Valley College

Fee: \$400

#### *Course Description:*

This course level is intended for existing cellar leads who have completed Level I—Crush to Barrel—and are currently working at a winery. The course will be taught in English. Regular attendance is required. Students (and their employers) must be committed to employee's attendance. This course is serving industry needs with new training for individuals in cellar production who wish to build on their skills from taking Level I and enhance their skills in leadership, communication, scheduling, winery related math conversions, and computer skills. Related cellar activities from Barrel to Bottle will focus on the what, when, why, where and how of best-cellar-production practices that apply to a wide spectrum of operations.



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