



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**New Certificate**

<b>UNIVERSITY:</b>	SDSU
<b>TITLE OF PROPOSED CERTIFICATE:</b>	Production and Service of Wine, Beer and Spirits
<b>INTENDED DATE OF IMPLEMENTATION:</b>	2022-2023 Academic Year
<b>PROPOSED CIP CODE:</b>	52.0910
<b>UNIVERSITY DEPARTMENT:</b>	School of Health & Consumer Sciences
<b>BANNER DEPARTMENT CODE:</b>	SHCS
<b>UNIVERSITY DIVISION:</b>	College of Education & Human Sciences
<b>BANNER DIVISION CODE:</b>	3H

**Please check this box to confirm that:**

- The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

10-27-21

\_\_\_\_\_  
Institutional Approval Signature

\_\_\_\_\_  
Date

*President or Chief Academic Officer of the University*

**1. Is this a graduate-level certificate or undergraduate-level certificate?**

Undergraduate Certificate

Graduate Certificate

**2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate.**

South Dakota State University (SDSU) requests authorization to offer an undergraduate certificate in Production and Service of Wine, Beer and Spirits. The proposed certificate will provide students with the specific knowledge and skilled techniques needed for fermented beverage production. Although each of the beverages is fermented, they each have a technique that is specific to the beverage to produce the specific taste, color, odor, and alcohol content. The students will learn sanitary measures required of fermented products, development of the specific types of products, and type and quality of ingredients to produce a product with specific taste and alcohol content that is acceptable to consumers. Students will gain knowledge of the raw ingredients needed to produce each fermented beverage and the specific qualities of the raw ingredients. The certificate will also provide students with the knowledge of how to market and manage the sales of alcoholic beverages.

SDSU does not request new state resources.

**3. If you do not have a major in this field, explain how the proposed certificate relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

The Production and Service of Wine, Beer and Spirits certificate supports the mission of SDSU as provided in SDCL 13-58-1: *The legislature established South Dakota State University as the Comprehensive Land-Grant University to meet the needs of the State and region by providing undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in agriculture, aviation, education, engineering, human sciences, nursing, pharmacy, and other courses or programs as the Board of Regents may determine.* The proposed certificate will contribute to SDSU’s mission of providing engaging student-centered instruction that contributes to the workforce development in South Dakota. The fermented beverage industry is relatively new in South Dakota and is expanding, and needs qualified employees with skills to produce these products.

In March 2020, House Bill 1081 passed and allowed that a “*postsecondary institution may produce up to two hundred gallons of distilled spirits, up to two hundred gallons of malt beverage, and up to two hundred gallons of wine each year, and securely store up to two hundred gallons of each at any given time, for purposes of research and offering bona fide educational courses instructing students in the production and serving of distilled spirits, malt beverage, or wine.*”<sup>1</sup>

**4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.**

The United States wine, beer and distilled spirits industry provides major economic contributions to the US economy. Total alcoholic beverage sales in the United States amounted to approximately 252 billion U.S. dollars in 2019.<sup>2</sup>

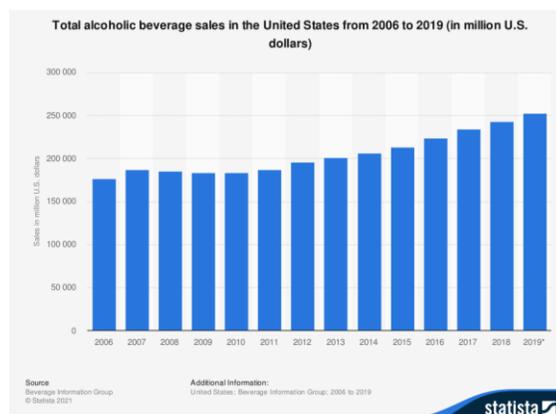


Figure 1. Total alcoholic beverage sales in the United States from 2006 to 2019.

<sup>1</sup><https://mylrc.sdlegislature.gov/api/Documents/68333.pdf> and <https://www.sdlegislature.gov/Session/Bill/11526>

<sup>2</sup> <https://www.statista.com/statistics/207936/us-total-alcoholic-beverages-sales-since-1990/>

The South Dakota wine, beer, and distillation industries while still in their infancy, are growing steadily and poised to make great contributions in the future. In 2011, SD had five craft breweries and this number grew to 33 in 2020.<sup>3</sup> South Dakota's wine industry is also growing. In 1996, South Dakota's first winery opened. The number of wineries has grown to 20.<sup>4</sup>

SDSU proposes a certificate in wine, beer and distilled spirits production and service to fill a critical need for certified professionals in the fermented beverage industry. Consultation with national industry leaders in the wine industry indicated a high need/demand for coursework involving wine, beer, and distilled spirit production and service coupled with business practices. There is high and growing demand for this industry wide. Additionally, this proposed program supports the hospitality industry. Per the Emsi April 2021 South Dakota Board of Regents Program Demand Gap Analysis, the hospitality industry has a high demand and low supply of workforce.<sup>5</sup>

Wine production and service coursework offerings are limited in the northern plains. South Central College in Mankato<sup>6</sup>, Minnesota, Des Moines Area Community College, and Highland Community College offer certificates in viticulture and enology. There are also certificate programs offered at institutions in Arkansas, California, Colorado, New York, Pennsylvania, North Carolina, Ohio, Michigan, Missouri, and Washington. Individual coursework is also offered at offered at Iowa State University Iowa,<sup>7</sup> University of Minnesota,<sup>8</sup> and University of Nebraska.<sup>9</sup> As this proposed certificate program in wine, beer and distilled spirits combines these three areas, it would be unique in the region, while serving the needs of students and the wine/beer/distilled spirits industry.

Future industry employees and prospective entrepreneurs in the fermented beverage industry will benefit from this certificate. Students will have a demonstrable skills-set that includes knowledge of how to produce the products, experience in producing beer and wine, knowledge of the specific ingredients and required quality for the products, and knowledge of the specifics required to market and serve these beverages. Students will also understand how to pair beverages with specific foods to ensure a proper consumer experience.

**5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?**

The certificate will appeal to students majoring in Nutrition and Dietetics; Hospitality, Tourism, and Event Management; Horticulture; Entrepreneurial Studies; Business Economics; and Food Science. However, students of any number of majors are likely to have an interest in this opportunity.

**6. Certificate Design**

**A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what**

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<sup>3</sup> <https://www.brewersassociation.org/statistics-and-data/state-craft-beer-stats/?state=SD>

<sup>4</sup> <http://www.americanwineryguide.com/regions/south-dakota-wineries/>

<sup>5</sup> Emsi April 2021 South Dakota Board of Regents Program Demand Gap Analysis: Economic Overview and Review of Academic Programs

<sup>6</sup> <https://southcentral.edu/Award/aas3152.html>

<sup>7</sup> [http://catalog.iastate.edu/azcourses/hsp\\_m/](http://catalog.iastate.edu/azcourses/hsp_m/)

<sup>8</sup> <https://onestop2.umn.edu/pcas/viewCatalogCourse.do?courseId=794871>

<sup>9</sup> <https://viticulture.unl.edu>

**areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?**

The certificate is designed to be either a stand-alone or value-added credential. As a stand-alone program the certificate will provide the graduate with knowledge and introductory skills to manage the requirements in the fermented beverage industry. Employers are desiring that employees have at least a basic knowledge of the requirements for this industry

**B. Is the certificate a value-added credential that supplements a student’s major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.**

Yes. The certificate is intended to supplement a student’s major field of study. The certificate will appeal to students majoring in Nutrition and Dietetics; Hospitality, Tourism, and Event Management; Horticulture; Entrepreneurial Studies; Business Economics; and Food Science. However, students of any number of majors are likely to have an interest in this opportunity.

**C. Is the certificate a stackable credential with credits that apply to a higher-level credential (i.e., associate, bachelor’s, or master’s degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.**

Yes. The Production and Service of Wine, Beer and Spirits Certificate may be a stackable credential. Students may apply credits to the Hospitality, Tourism, and Event Management (B.S.) degree and other majors.

**7. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form).**

Prefix	Number	Course Title	Prerequisites for Course	Credit Hours	New (yes, no)
HMGT	251	Foodservice Sanitation	None	1	No
HMGT	480-480L	Introduction to Wine, Beer and Spirits & Lab	Participants must be 21 years of age or older to enroll.	3	No
HMGT	482	Hospitality Marketing		3	No
NUTR	426-426L	Production of Wine Beer Spirits & Lab	Participants must be 21 years of age or older to enroll.	3	No
Subtotal				10	

Students must be 21 years of age or older to complete NUTR 426-426L Production of Wine Beer Spirits and Lab and HMGT 480-480L Introduction to Wine, Beer and Spirits and Lab.

**8. Student Outcome and Demonstration of Individual Achievement.**

*Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.*

**A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.**

Students completing this certificate program will be able to:

- Produce wine and beer.
- Describe how to produce distilled spirits.
- Properly taste test wine and beer following applicable industry protocol.
- Understand and manage the responsible service and consumption of alcoholic beverages.
- Practice management principles and procedures related to the sale and service of alcoholic and specialty beverages.
- Implement marketing strategies including demographics, image development, advertising, sales promotion, public relations, administering and controlling a marketing plan.
- Become certified through the National Restaurant Association upon successful completion of the online ServSafe Food Protection Manager Certification Exam.

**B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row.**

Individual Student Outcome	Program Courses that Address the Outcomes			
	HMG 251	NUTR 480-480L	HMG 482	NUTR 426-426L
Students will be able to produce wine and beer.				X
Students will be able to describe how to produce distilled spirits		X		X
Students will be able to properly taste test wine and beer following applicable industry protocol.		X		X
Students will be able to understand and manage the responsible service and consumption of alcoholic beverages.		X		X
Students will be able to practice management principles and procedures related to the sale and service of alcoholic and specialty beverages.		X		
Students will be able to implement marketing strategies including demographics, image development, advertising, sales promotion, public relations, administering and controlling a marketing plan.			X	
Students will become certified through the National Restaurant Association upon successful completion of the online ServSafe Food Protection Manager Certification Exam.	X			

**9. Delivery Location.**

*Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.*

**A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., USD Community College for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?**

	Yes/No	Intended Start Date
<b>On campus</b>	Yes	2022-2023 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
<b>Off campus</b>	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in <a href="#">AAC</a> <a href="#">Guideline 5.5.</a></i>	Intended Start Date
<b>Distance Delivery (online/other distance delivery methods)</b>	No		
<b>Does another BOR institution already have authorization to offer the program online?</b>	No	<b>If yes, identify institutions:</b>	

**B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.**

	Yes/No	If Yes, identify delivery methods	Intended Start Date
<b>Distance Delivery (online/other distance delivery methods)</b>	No		