



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

**New Baccalaureate Degree Minor**

<b>UNIVERSITY:</b>	SDSU
<b>TITLE OF PROPOSED MINOR:</b>	Production and Service of Wine, Beer and Spirits
<b>DEGREE(S) IN WHICH MINOR MAY BE EARNED:</b>	Any
<b>EXISTING RELATED MAJORS OR MINORS:</b>	Nutrition & Dietetics (B.S.); Hospitality, Tourism, & Event Management (B.S.); Horticulture (B.S.); Microbiology (B.S.); Food Science (B.S.)
<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 2.8](#), which pertains to new baccalaureate degree minor 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.*

  
 \_\_\_\_\_  
 President of the University

10-27-21  
 \_\_\_\_\_  
 Date

1. Do you have a major in this field?  Yes  No
2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

South Dakota State University (SDSU) requests authorization to offer a baccalaureate minor in Production and Service of Wine, Beer and Spirits. The proposed minor will provide undergraduate students with the specific skills needed to safely produce, market, and serve fermented and distilled beverages. SDSU offers majors in Hospitality, Tourism, and Event

Management and Nutrition and Dietetics. A minor in the Production and Service of Wine, Beer, and Spirits will allow students in these majors to diversify their education and strengthen their post-graduate career opportunities. This minor will also benefit and appeal to students in areas such as Horticulture, Entrepreneurial Studies, Microbiology, and Food Science.

The Production and Service of Wine, Beer and Spirits minor 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 minor 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 a new one in South Dakota that is expanding and needs qualified employees with skills gained from this program.

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>

SDSU does not request new state resources.

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

The proposed minor is intended to provide students with a general understanding and the skills in producing, marketing, and serving wine, beer, and spirits. This is an interdisciplinary minor that spans the areas of nutrition, hospitality management, human resource management, and marketing.

This minor provides students the science and techniques behind brewing and fermentation of different beverages, as well as rigorous procedures for the sanitation and safe handling/serving of alcoholic beverages. Students will learn how to appropriately develop flavors in distilled beverages and how to pair them appropriately with food. Marketing, management, and customer service are also components of this minor.

**4. How will the proposed minor benefit students?**

This minor provides students with a package of coursework that will make them more readily employable across numerous sectors including hospitality, tourism, nutrition, food service, and small business development. Students will have a demonstrable skills-set that can be marketed to prospective employers. The brewing, viticulture, and distilling industry is relatively new in South Dakota compared to other states. This minor will produce graduates with foundational skills, including the legal requirements to be employed in production, marketing, and/or service of the beverages or establish their own business in producing and/serving the beverages.

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

The minor will appeal to students majoring in Hospitality, Tourism, and Event Management; Nutrition and Dietetics; Horticulture; Entrepreneurial Studies; Microbiology; and Food Science.

5. **Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota.** Provide data and examples; data sources 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 (Figure 1).<sup>2</sup> 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>3</sup> This program will assist in providing trained personnel to meet industry needs.

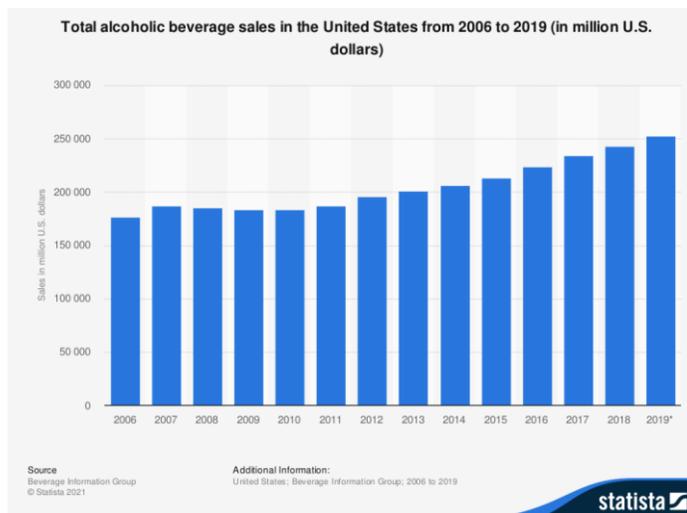


Figure 1. Total alcoholic beverage sales in the United States from 2006 to 2019.

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, this number grew to 33 in 2020<sup>4</sup>. South Dakota's wine industry is also growing. In 1996, South Dakota's first winery opened. The number of wineries had grown to 20<sup>5</sup>.

Wine (viticulture) 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 viniculture 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,<sup>7</sup> University of Minnesota,<sup>8</sup> and University of

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

<sup>3</sup> Emsi April 2021 South Dakota Board of Regents Program Demand Gap Analysis: Economic Overview and Review of Academic Programs

<sup>4</sup> <https://www.brewersassociation.org/statistics-and-data/state-craft-beer-stats/?state=SD>

<sup>5</sup> <http://www.americanwineryguide.com/regions/south-dakota-wineries/>

<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>

Nebraska.<sup>9</sup> As this proposed minor 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.

This minor provides students with a package of coursework that will make them more readily employable in the brewing, wine production, distilled spirits industries. Students will have a demonstrable skills-set that includes knowledge on how to produce the products, experience in producing the beer and wine, knowledge on the specific ingredients and required quality for the products, knowledge on the specifics required to market and serve these beverages. Students will also have knowledge on how to pair the beverage with a specific food to ensure a proper consumer experience.

**6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates.**

The estimates are developed based on 25% of the senior level students currently majoring in Hospitality, Tourism, and Event Management and Nutrition and Dietetics acquiring the minor. Also, it is anticipated to see a growth of 5 additional students per year from majors such as Food Science, Horticulture, Microbiology, Business Economics, and Entrepreneurial Studies.

<i>Estimates</i>	<b>Fiscal Years*</b>			
	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>
	<b>FY 23</b>	<b>FY 24</b>	<b>FY 25</b>	<b>FY 26</b>
<b>Students enrolled in the minor (fall)</b>	10	15	20	25
<b>Completions by graduates</b>	0	0	3	5

\*Do not include current fiscal year.

**7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.**

The proposed minor is comprised of courses selected from programs in the School of Health and Consumer Sciences, Ness School of Management and Economics, and Department of Agronomy, Horticulture and Plant Science. Through completion of the minor, students will gain a well-rounded knowledge of the brewing, wine production, and distilled spirits industries to complement their field of study.

There is not a national accrediting body or educational organization. The Viticulture and Enology program and Master Brewer’s program offered by University of California-Davis<sup>10,11,12</sup> were used in planning. A national industry leader in the wine industry provided consultation and access to his viticulturists and production team to address necessary skill and knowledge requirements from that field. Additionally, we solicited information from local brewing industry leaders about the skills required for beer production.

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

<sup>10</sup> <https://www.ucdavis.edu/majors/viticulture-and-enology>

<sup>11</sup> <https://cpe.ucdavis.edu/certificate-program/online-master-brewers-certificate-program>

<sup>12</sup> <https://extension.ucdavis.edu/areas-study/winemaking/winemaking-certificate-program>.

**8. Complete the tables below. Explain any exceptions to Board policy requested.**

**A. Distribution of Credit Hours**

<b>Production and Service of Wine, Beer and Spirits Minor</b>	<b>Credit Hours</b>	<b>Percent</b>
Requirements in minor	13	68-72%
Electives in minor	5-6	28-32%
Total	18-19	100%

**B. Required Courses in the Minor**

<b>Prefix</b>	<b>Number</b>	<b>Course Title</b>	<b>Prerequisites for Course</b>	<b>Credit Hours</b>	<b>New (yes, no)</b>
HMGT	251	Foodservice Sanitation	None	1	No
HMGT or RECR	380 415	Foodservice Operations and Purchasing Management (3) Sport and Recreation Facility Management (3)	None None	3	No
HMGT	480-480L	Introduction to Wine, Beer and Spirits and 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 and Lab	Participants must be 21 years of age or older to enroll.	3	No
Subtotal				13	

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.

**C. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.**

Select 5-6 credits from the following list:

<b>Prefix</b>	<b>Number</b>	<b>Course Title</b>	<b>Prerequisites for Course</b>	<b>Credit Hours</b>	<b>New (yes, no)</b>
BLAW	350	Legal Environment of Business	None	3	No
HMGT	361	Hospitality Industry Law	HGMT 171	3	No
HMGT	380	Foodservice Operations and Purchasing Management <sup>13</sup>	None	3	No
HO	411	Fruit Crop Systems ( <i>may be repeated with different modules</i> )	None	1	No
HRM	460	Human Resource Management	BADM/MGMT 360 (3 cr.)	3	No
NUTR	141-141L	Food Principles and Lab	None	4	No
RECR	415	Sport and Recreation Facility Management <sup>12</sup>	None	3	No

<sup>13</sup> Either HMGT 380 Foodservice Operations and Purchasing Management (3 cr.) or RECR 415 Sport and Recreation Facility Management (3 cr.) may be completed as an elective course if not selected in the required coursework.

The minor requires 18-19 credits unless the student selects HRM 460 Human Resource Management as one of the elective courses then the number of credits increases to 21-22. However, at SDSU, over 17 majors include BADM/MGMT 360 as part of the major or supporting requirements. This includes the Hospitality, Tourism, and Event Management; Nutrition and Dietetics; Horticulture; Business Economics; and Entrepreneurial Studies majors. The student who chooses HRM 460 for the elective will more than likely already have the prerequisite completed.

**9. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?**

At the completion of the Production and Service of Wine, Beer and Spirits minor, students will be able to:

- Produce wine and beer.
- Describe how to produce distilled spirits.
- Demonstrate understanding of the role played by the component ingredients in wine, beer, and distilled spirits.
- Properly taste test wine and beer following applicable industry protocols.
- Understand and manage the responsible service and consumption of alcoholic beverages.
- Demonstrate understanding the management of the food operations that serve 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.

Individual Student Outcomes	BLAW 350	HMG 251*	HMG 361	HMG 380*	HMG 480-480L*	HMG 482*	HO 411	HRM 460	NUTR 141	NUTR 426-426L*	RECR 415*
Students will be able to produce wine and beer.										X	
Students will be able to describe how to produce distilled spirits.										X	
Students will be able to demonstrate understanding of the role played by the component ingredients in wine, beer, and distilled spirits.							X			X	
Students will be able to properly taste test wine and beer following applicable industry protocol.						X					
Students will be able to understand and manage the responsible service and consumption of alcoholic beverages.					X	X					

Individual Student Outcomes	BLAW 350	HMG 251*	HMG 361	HMG 380*	HMG 480-480L*	HMG 482*	HO 411	HRM 460	NUTR 141	NUTR 426-426L*	RECR 415*
Students will be able to demonstrate understanding the management of the food operations that serve 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		X		X	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				X			X
Students will be able to become certified through the National Restaurant Association upon successful completion of the online ServSafe Food Protection Manager Certification Exam.		X									

\*Required coursework.

**10. What instructional approaches and technologies will instructors use to teach courses in the minor?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

The coursework associated with this minor is delivered in a face-to-face environment with some courses having a hands-on laboratory. Students must be 21 to complete NUTR 426-426L Production of Wine Beer Spirits and Lab and HMG 480-480L Introduction to Wine, Beer and Spirits and Lab.

**11. Delivery Location**

**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 Center 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 online program)?**

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

	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 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 minor through distance learning (e.g., as an online 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		

**12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."**

AAC Guideline 2.8 limits minors to eighteen credit hours unless valid reasons exist to exceed the limit. As noted in question 8.E if a student selects HRM 460 as one of the elective courses then the number of credits increases to 21-22.

**13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.**

All courses are currently being taught. SDSU does not require any additional resources to offer this minor.

**14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement.**

YES,  
 the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

NO,  
 the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.