

# U.S. DAIRY EDUCATION & TRAINING CONSORTIUM

Educating & Training the Next Generation of Dairy Owners,  
Managers, Employees and Allied Industry Professionals



## Sustainability

Dairy Sustainability can't be achieved  
without adequately addressing education  
and training needs of the next generation

The US Dairy Education & Training Consortium (USDETC), formerly known as the Southern Great Plains Dairy Consortium, is a multi-university organization established in 2008 to meet the educational and training needs of the rapidly changing dairy industry. The program is a unique partnership with University and Industry leaders, and a pillar of US dairy sustainability among academia, allied industry and dairy producers.

## Mission

The USDETC is organized to provide leadership, support and resources for the development and facilitation of practical, hands-on large herd dairy education and training. Programs are developed in coordination with allied industry, academia and government. The programs are meant to be capstone-learning experiences for advanced college students in Animal Science, Dairy Science and Ag-business curriculum in preparation for entry into the dairy industry or advanced degree programs.

### Why the Consortium?

Most Universities no longer  
offer hands-on, practical  
Dairy Teaching & Training!

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### Achievements To Date

Since its inception in 2008,  
almost 560 students have  
graduated from the program!

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### Funding the Future

An endowment is being  
established to fund the expenses  
of the annual program.

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## Center of Excellence

The USDETC Advanced Large Herd Management Program offers strong research based dairy education in a welcoming, friendly environment. Individuals from University faculty and industry collaborate to provide students with unique educational experience and employment opportunities. Courses are taught in the center of the third largest milk shed in the U.S., and credits are applicable to the student's program at their home university.



## Most Universities no longer offer hands-on, practical Dairy Teaching & Training!

### Mission (continued)

The program strives to unite the best students with the best faculty in a geographical location conducive to hands-on practical teaching through on-farm practicum combined with field trips, laboratories and allied industry interactive experiences.

Courses are coordinated by faculty from participating universities. Instructional faculty are nationally recognized experts from universities and agribusiness. The material presented insures that the latest in technology and information is available to the students.

Due to budget constraints many universities have cut dairy facilities & faculty in an effort to cut costs. These actions have resulted in the loss of many dairy science departments and a diminished emphasis on dairy educational opportunities. The U.S. Dairy Education & Training Consortium is specifically designed to fill this void and to educate and train the next generation of well prepared dairy owners, managers, employees and allied industry personnel. The unique partnership and interaction with our industry sponsors opens the door to many prospective job opportunities.

## Two levels of Instruction!

Students with a basic comprehension of the dairy industry, as evidenced by their application, will be placed in **Session I** of the Dairy Consortium. This Session will teach the basic principles of Large Herd Dairy Management. Upon graduation students will be able to evaluate modern dairy management practices.

**Session II** is especially developed for returning students, advanced students, and students expressing an advanced level of dairy management knowledge achieved through working experience in the industry or academics. Session II teaches the evaluation of Large Herd Dairy Management principles & concepts. Graduates enter the dairy industry at a managerial level position on dairies or allied industry.





## Dairy Consortium achievements

What has the USDETC accomplished since its inception in 2008?

### Enrollment numbers show the Dairy Consortium represents a large geographical area of the US:

- 560 students have graduated from the program in 13 years, averaging 50 students per year
- Students have come from 57 different universities Coast to Coast, from the largest Land Grant institutions to small private schools
- 51% of the students come from Texas and New Mexico
- 76% of the students are Animal Science/Dairy Science majors
- 65% of the students are female, 32% male
- $\frac{3}{4}$  of the students attend Session I and  $\frac{1}{4}$  attends Session II (advanced dairy management)

**The USDETC has received a total of 838 applications while only 560 students have been able to attend!**

### In a recently conducted survey of our former students:

- 62% of the students were still enrolled in school, 38% had found employment.
- Of those still in school 60% was still working on their BS, 18% in grad school, and 22% were able to enter into vet school!
- Of the students in the workforce: about 1/3 were working on a dairy while another 1/3 had found work in a dairy related industry
- 60% of the graduates rate the program Very to Extremely important to their current status
- Almost 80% of the graduates rate the material covered in the class Very to Extremely helpful

**Quote from former student from the Un. of Florida:**  
*"We must be the change we want in the world in order to feed over 9 billion people in 2050"*



## Funding the Future

To date, the Dairy Consortium (a 501(c)(3) Non-Profit) has been funded through a combination of Grants (Higher Ed, AFRI-CAP, etc.) and Allied Industry Contributions. Our short-term financial goal is to continue funding the program through grants and contributions (providing scholarship opportunities to support a student (s) at \$3,000/student).

**The long-term financial objective for the USDETC is to request leadership gifts to establish legacy endowments. Revenues of these endowments will pay for expenses of the program in its current form, and potential opportunities for replication of the program throughout the US.**

### VISION:

The US Dairy Education & Training Consortium is building endowment funds and seeking programmatic support to enrich and sustain the current and future education and training programs offered to the US Dairy Industry.

Annual revenues from the endowment funds will nourish the Dairy Consortium in providing programs identified by the producers, trade associations and cooperatives as indicated and requested by the Advisory Board.

Fund revenue may support:

- **Recruit & support** qualified students with assistantships to attend Dairy Consortium classes.
- **Recruit & support** exceptional faculty (both academic and allied industry) to teach practical expertise in Dairy Consortium classes and programs
- Efforts to identify industry educational and training needs, and develop curriculum and programmatic efforts to address these needs.

### Strategic Analysis:

Strategic SWOT analysis has identified several key factors crucial to continued success of the Dairy Consortium.

Major strengths are:

1. Hands-on practical education
2. Producer support & engagement
3. First class faculty participation
4. Allied industry recognition & support
5. Location in important US dairy shed
6. Low overhead, cost control
7. First class Community College support

Some unique opportunities identified:

1. Potential for replication across US
2. Potential to include workforce training at multiple levels
3. Potential to develop a dairy Certification Program
4. Potential for a Training Center for Dairy Excellence
5. Potential vehicle for research funding
6. Potential to address industry issues

Weaknesses and threats are primarily related to limited resources. Revenues from endowment funds will allow more time for programmatic growth and development while controlling overhead costs. Increased funding will allow for strategic expansion of the program to include workforce training and development.



**FUNDING OPPORTUNITIES:**

In order to generate annual funds sufficient to provide a sustainable future for the day-to-day operation of the Dairy Consortium, the USDETC is soliciting leadership gifts

**Executive Platinum (\$10,000 and above)**

One Hour Lecture  
Provide a practicum in a dairy setting to students in regard to your technologies  
Industry lunch/dinner  
Sponsor recognition  
Logo on USDETC publications  
Student Directory

**Platinum (\$5,000 - \$9,999)**

Industry lunch/dinner  
Sponsor recognition  
Logo on USDETC publications  
Student Directory

**Gold (\$2,500 - \$4,999)**

Sponsor recognition  
Logo on USDETC publications  
Student Directory

**Contributor (Less than \$2,500)**

**Endowed Sponsors**

COBANK FARM CREDIT OF NEW MEXICO

**Executive Platinum**

Dairy Farmers of America (DFA), BRAUMS, Cargill, LELY, KEMIN, PURINA, SWC, Texas Association of Dairymen

**Platinum**

COBA, LANDUS COOPERATIVE, NOVUS, PLATEAU, Texas Animal Health Council, ZINPRO

**Gold Sponsors**

ABS Global | Agrite  
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Hi-Pro Feeds | Integrated Dairy Management | J.D. Heiskell & Co  
Lone Star Milk Producers | Progressive Dairy | NM Beef Council | Royal Farms Dairy | Southwest Dairy Farmers  
ST Genetics | Western Dairy Transport

**Contributing Sponsors**

Cactus Feeders  
GEA Westfalia Surge | Smart Block  
Valley Ag Software | Udder Comfort

The above example is one of the many ways our sponsors are being recognized, in this case on the front of our annual Student Directory (published on our website at <http://usdetc.tamu.edu>).



## Only the Sky is the Limit: Where do we go from here?

During an early 2014 Board of Advisors and dairy-industry planning meeting, it became very clear the Dairy Consortium needs to continue to build strategic alliances with key stakeholders.

Based on these recommendations, the Dairy Consortium has reached out to DMI's Innovation Center for US Dairy.



As a result of these conversations, the USDETC accepted an Innovation Center invitation in December 2014 to become a Sustainability Council Member.

This membership will allow the Dairy Consortium to reach out to a large segment of the US dairy industry to find strong financial support.

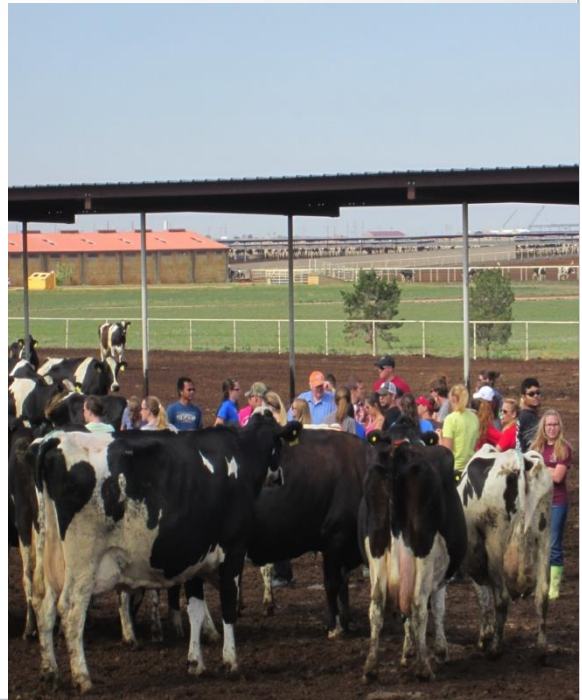
# Contributing to the future of Dairy Education

## Dairy farmers and their families do!

During the 6-week classes, students get to visit about 25-30 different dairies with different housing, milking and management systems. This is the success story of the Dairy Consortium: real-world & hands-on experience!

These visits, field trips, labs, dairy visits, BBQ's and other on-dairy activities can only be done because dairy farm families open their doors and welcome us! Because dairy farmers realize that there is nothing like show & tell, like seeing it done, like actually getting your hands and boots dirty!

These dairy families are the real contributors to the success story of this program, and without their help, and opening the doors to their facilities, the Dairy Consortium would be just another class in college...



## US Dairy Education and Training Consortium

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To: