

## ITEM 126-1601-R0105 PROPOSAL

### The University of Montana-Western School of Education, Business and Technology, Business Department

#### Program Description

- 1. Briefly describe the proposed new program. Please indicate if it is an expansion of an existing program; a new program; cooperative effort with another institution, business or industry; or an on-campus or off-campus program. Attach any formal agreements established for cooperative efforts.**

The University of Montana-Western proposes a Bachelor's of Science degree in Natural Horsemanship with two options: Natural Horsemanship Science and Natural Horsemanship Management.

The new program will expand and be part of the University's existing Equine Studies and Natural Horsemanship Programs. These programs are geared toward developing professionals who can integrate their academic training with hands-on projects and case studies in their desired field of emphasis.

The program will solidify our established relationship between business/industry and The University of Montana-Western. Specifically, the Natural Horsemanship Program involves an on-going cooperative relationship between UM-W and La Cense Montana. Academic/theoretical courses will be held on the University campus, and the field experience courses will primarily be offered at La Cense. This learning model supports the University's mission statement and its move to Experience One scheduling.

Graduates of the program will not only be actively engaged in the local, statewide, and national equine business community but will also be involved in the internationally-recognized discipline of natural horsemanship. This method of equestrianism incorporates an understanding of equine ethology, (i.e. horse behavior) in order to create a more sophisticated working relationship between human and horse. The discipline of natural horsemanship is predicated on the belief that once the complexities of the predator/prey relationship are fully understood, the human who is in nature a predator of the horse, can approach the horse in a mutually cooperative fashion.

The natural horsemanship method is quickly becoming the international standard by which horsemanship is judged. The creation of a university-accredited program will ensure, for those who wish to pursue a career in natural horsemanship, the existence of an internationally recognizable industry standard.

- 2. Summarize a needs assessment conducted to justify the proposal. Please include how the assessment plan was developed or executed and the data derived from this effort.**

Natural horsemanship was first developed in Europe over two hundred years ago, and, as such, is not a new development in equestrianism. However, in accordance with the evolving nature of the types of people interested in equestrianism, there has been a similar growth of interest in the natural horsemanship method around the world. Robert Redford's internationally acclaimed film *The Horse Whisperer* has played no small role in the expansion of interest in natural horsemanship methods.

Evidence of the tremendous expansion of international interest in the discipline of Natural Horsemanship can be deduced by doing a simple search on the Internet. When the AAS degree was initiated less than a year ago, an Internet search on *Yahoo!* netted 79,964 entries; currently, an identical *Yahoo!* search netted 200,000 entries. (By typing the words "natural horsemanship" into any popular search engine or directory, one can view literally thousands of pages of information on the books, clinics, equestrian equipment, ranches etc. that promote natural horsemanship.)

William Kriegel, owner of La Cense Montana, recognized this growing interest in natural horsemanship several years ago when he established his equestrian farm in France - Haras de la Cense. In the mid 1990s, he met and developed a working relationship with Pat Parelli, an internationally recognized horseman who promotes natural horsemanship. Parelli, through his organization Parelli Natural Horsemanship, has developed a comprehensive system for teaching natural horsemanship methods to people. These methods are currently used at Kriegel's Dillon, Montana, ranch and can be easily adapted to the University setting.

William Kriegel started the first European school for natural horsemanship at Haras de la Cense, which not only offers short-term clinics & courses, but also offers a two-year program in natural horsemanship for those who wish to pursue a career in the discipline. The program began in 2000 and has since graduated 16 students. The graduates have gone on to assume many employment opportunities which include the following: 5 are in horse-training positions which includes one position at a prominent breeding facility for show jumping horses; 8 are teaching positions for private and group lessons in natural horsemanship at various equestrian centers throughout Europe; 2 students have implemented natural horsemanship techniques at their own equestrian centers in order to train horses and educate riders; 1 position has been obtained in horse sales.

Haras de la Cense has hired some of its program's alumni in order to teach the courses and clinics offered at Haras de la Cense for which there is an ever-increasing demand, especially among equestrian instructors who teach at the many equestrian clubs and centers in France. Much of this demand is a result of the official recognition for the discipline of natural horsemanship by the FFE (French Federation of Equestrianism), the national association that oversees these equestrian clubs and centers, numbered at more than 800. Recently, the FFE has developed, in conjunction with Haras de la Cense, a 3-part series of training manuals that explain the methods of natural horsemanship to the French rider. These developments in the French market have influenced William Kriegel and La Cense to pursue the development of a similar program in the United States in conjunction with the University of Montana-Western, so that the discipline of natural horsemanship can develop within the parameters of an officially recognized and accredited industry standard.

**Below is additional information regarding the equine industry, procured from the American Horse Council, which reflects the magnitude of the horse industry in terms of participant and economic impact.**

The horse industry is a highly diverse industry that supports a wide variety of activities in all regions of the country. It combines the primarily rural activities of breeding, training, maintaining and riding horses with the more urban activities of operating racetracks, horse shows and public sales.

For years, horsemen and women have known that the American horse industry is a serious, economically diverse and productive business that deserves the attention and appreciation of government, media and the public. But they had no written documentation to support their claims. Following are some industry statistics from ***The Economic Impact of the Horse Industry in the United States***, conducted by the *Barents Group* of Washington, DC for the American Horse Council.

The horse industry has a total impact of **\$112.1 billion** on U.S. Gross Domestic Product (GDP).

- The horse industry provides **1.4 million** full time jobs.
- The horse industry pays **\$1.9 billion** in taxes.
- Racing, showing and recreation each contribute more than **25%** to the total value of goods and services produced by the industry.
- The horse industry's contribution to the U.S. GDP is greater than motion picture services, railroad transportation, furniture and fixtures manufacturing and tobacco product manufacturing industries. It is only slightly smaller than the apparel and other textile products manufacturing industry.
- In terms of employment, the industry directly employs more people than railroads, radio and television broadcasting, petroleum and coal products manufacturing and tobacco product manufacturing.

There are **7.1 million** Americans are involved in the industry as horse owners, service providers, employees and volunteers.

- **4.3 million** individuals participate in recreation activities
- **3.6 million** individuals participate in horse showing
- *With some overlap in cases of people who participate in both showing and recreation.*
- **1.9 million** people own horses
- **941,000** people participated in racing in either a professional or volunteer capacity
- *In addition to the people actually involved in the industry, tens of millions more Americans participate as spectators.*
- The median income for horse owning households is **\$60,000**
- **14%** of horse-owning households have incomes under **\$25,000**
- **38%** of horse-owning households have incomes under **\$50,000**
- **64%** of horse-owning households have incomes under **\$75,000**

There are **6.9 million** horses in the U.S., including both commercial and recreational horses.

- **2,970,000** are used in recreation
- **1,974,000** are used in showing
- **1,262,800** are used in other activities, such as farm and ranch work, rodeo, polo, police work, etc.
- **725,000** of those horses are involved in racing and racehorse breeding.

According to the Bureau of Labor Statistics' *2001 National Occupation Employment and Wage Estimates*, the farm and ranch industry is estimated to grow at a rate of 6% over the next five years. Wages for all occupations average \$8.56 an hour; however, the national median wage for animal trainers is \$10.90 per hour with top wages averaging \$20 per hour. The national median wage for animal breeders is \$10.30 with top wages of \$24 per hour. The average national median wage for farm and ranch management positions is \$21 per hour with top wages of \$45 per hour. These data suggest that the equine industry is vital, growing and lucrative.

An increasing number of ranches, especially in the western United States, are offering courses and clinics teaching the methods of natural horsemanship. As the UM-W Natural Horsemanship Bachelor's Degree would be the first program to offer this level of accreditation in this discipline, UM-W graduates would clearly have an enormous advantage over other candidates in acquiring positions at these businesses promoting natural horsemanship.

**3. Explain how the program relates to the Role and Scope of the institution as established by the Board of Regents.**

The University's role and mission statement reads:

*"The unique mission of The University of Montana-Western provides interdisciplinary education through experiential learning that combines theory and practice. Western serves citizens of all ages with its academic, community service and lifelong-learning programs. As a part of a global community, Western encourages diversity, international awareness, environmental responsibility and mastery of technology as a gateway to the world."*

The Natural Horsemanship Bachelor's Degree builds on the successful UM-W Equine Studies and Natural Horsemanship (AAS) Program. The Natural Horsemanship program is offered as a separate degree within the Equine Studies Program. Students are provided opportunities to gain experiential learning through the laboratory classes at La Cense Montana and through the equine theory classes offered at the University, effectively combining theory and practice through a unique partnership between business and education. Students enrolled in this program will have the opportunity to travel to France and participate in courses at the facility, Haras de la Cense. This opportunity will provide UMW students with an international and truly unique experience.

This BS program will prepare students for the world of work by providing them with the education and skills necessary to find employment in the equine industry. A credential in Natural Horsemanship from an accredited University will enhance employment opportunities for program graduates via either the option in Natural Horsemanship Management or Natural Horsemanship Science.

**4. Please state what effect, if any, the proposed program will have on the administrative structure of the institution. Also indicate the potential involvement of other departments divisions, colleges or schools.**

The addition of the Bachelor's Degree in Natural Horsemanship will not impact the administrative structure of the institution. The program will be administered under the auspices of the Business and Technology Department.

Because of the nature of the program, other departments, including the Departments of Business and Arts and Sciences, will provide supporting courses including the general education and elective courses required for the program.

**5. Describe the extent to which similar programs are offered in Montana, the Pacific Northwest, and the states bordering Montana. How similar are these programs to the one proposed.**

Listed below are the equine degree programs at colleges/universities within a 1000-mile radius of the University of Montana-Western. The two-year degree programs typically emphasize western equitation or farm and ranch management.

*Research on equine programs, however, indicates that there are currently no existing university-accredited programs in Natural Horsemanship.*

Associate Degree Programs

- College of Southern Idaho
- Laramie Community College (WY)
- Linn Benton Community College (OR)
- Northeastern Junior College (CO)
- Northwest College (WY)

Baccalaureate Degree Programs

- Colorado State University
- Oregon State University
- Rocky Mountain College
- Montana State University-Bozeman

- 6. Please name any accrediting agency/ies or learned society/ies that would be concerned with the particular program herein proposed. How has this program been developed in accordance with criteria developed by said accrediting body/ies or learned society/ies?**

The program has been developed to meet all requirements of the Northwest Commission on Colleges and Universities (NWCCU).

The U.S. Equestrian Federation is the official national governing body for equestrian sport. The proposed program is consistent with the published bylaws of this organization, which set forth professional standards for the industry.

- 7. Prepare an outline of the proposed curriculum showing course titles and credits. Please include any plans for expansion of the program during its first three years.**

**Bachelor of Science: Natural Horsemanship**

The Natural Horsemanship Bachelor of Science Program will provide students the opportunity to develop a strong foundation in equestrianism as well as in the basics of Natural Horsemanship—the art of working with horses in a manner that incorporates an understanding of the horse’s behavior, instincts and personality. Students will be introduced to widely accepted equine management principles, and they may choose an option in either Natural Horsemanship Management or Natural Horsemanship Science.

Shown below is the proposed program of study for the Bachelor of Science degree.

**BS: Natural Horsemanship**

**Degree Requirements**

<b>BS General Education Core.....</b>	<b>32</b>
ENG 102 Foundations of Language .....	4
PSY 100Gen Psychology .....	4
BIO 101 or 111 .....	4
CHEM 101 General Chemistry .....	4
(or CHEM 131 for Science Option Core)	
HIST 101 (or other HIST) .....	4
Humanities: Expressive Arts .....	4
Humanities: Literary Arts .....	4
MATH 131 .....	4

**BS Natural Horsemanship Core .....56-60**

EQST 101 Intro to Equine Studies .....	4
EQST 155 Intro to Groundwork .....	3
EQST 201 Basic Horse Care & Nutrition .....	4
EQST 202 Equine Science I.....	4
EQST 203 Equine Science II .....	4
EQST 252 Practice in Groundwork .....	3
EQST 254 Adv Round Pen Groundwork .....	3
EQST 255 Intro to Horseback Riding .....	3
EQST 351 Horseback Practice.....	4
EQST 352 Advanced Horseback.....	4
EQST 353 Intro to Horse Training .....	4-6
EQST 400 Nat Horsemanship Internship .....	4
EQST 401 Adv Horse Care/Nutrition.....	4
EQST 490 Adv Studies in Nat Hrmnship.....	4-6

**Natural Horsemanship Option Areas.....28**

Select one Area as noted below.

**BS: Natural Horsemanship Option**  
**Total Credits Required..... 120 cr.**

**BS: Natural Horsemanship Option Areas**

**Natural Horsemanship Management Option      28 cr.**

**Natural Horsemanship Management Emphasis.....14**

BUS 241 Financial Accounting .....	3
BUS 281 Business Law I .....	3
BUS 347 Prin. & Pract Marketing .....	3
EQST 204 Equine Facilities Management.....	4
EQST 404 Contem Issues in Eq Business.....	4

**Natural Horsemanship Management Professional Electives.....14-18**

**Minimum 13 credits** from the following:

BUS 201 Entrepreneurship.....	3
BUS 202 Customer Service.....	3
BUS 242 Managerial Accounting.....	3
BUS 252 Prin of Microeconomics.....	3
BUS 282 Business Law II .....	3
COMS 101 Intro to Computers .....	1
COMS 102 Beginning Word Processing...1	
COMS 108 Beginning spreadsheets .....	1
COMS 109 Beginning Database .....	1
COMS 135 Microcomputer App.....	3
COMS 236 Adv Microcomputer App .....	3
ECON 252 Prin of Microenconomics.....	3
HHP 231 First Aid and Safety.....	1
HTR 112 Fundamentals of Tourism .....	3
HTR 204 Leadership .....	3
HTR 240 Leisure Services.....	4
HTR 345 Special Events .....	3
HTR 350 Resort Management.....	3

**Natural Horsemanship Science Option    28 cr.**

**Natural Horsemanship Science Emphasis.....16**

BIO 112 Biology II .....	4
BIO 262 Microbiology .....	4
<u>or</u>	
BIO 255 Cell Biology .....	4
BIO 343 Genetics .....	4

**Natural Horsemanship Science Professional Electives...12**

**12 credits** from the following:

BIO 262 Microbiology .....	4
(Unless taken above)	
BIO 255 Cell Biology .....	4
(Unless taken above)	
CHEM 132 General Chemistry .....	4
CHEM 331 Organic Chemistry .....	4
CHEM 332 Organic Chemistry .....	4
ENVS 267 Wldls Skills: Horsepacking .....	2
ENVS 268 Wldls Skills: Hrsemanshp .....	2
HHP First Aid & Safety .....	1
MATH 232 Statistics.....	4
PHYS 101 or 233 Physics .....	4

## Course Descriptions

### Core Courses for Natural Horsemanship Option

**EQST 101: INTRODUCTION TO EQUINE STUDIES (4).** This course gives the student an overview of the equine world that provides a basis for subsequent, more practical and scientifically based courses. In this class, we will look at the evolution and behavior of the horse, the history of horsemanship, contemporary breeds and their uses, selection of a appropriate horse (including conformation and prepurchase examinations), and insights into career avenues within the equine industry.

**EQST 155: INTRODUCTION TO NATURAL HORSEMANSHIP: GROUNDWORK (3).** The student will gain an understanding of the basic concepts of natural horsemanship first in groundwork, and then riding. Using a natural approach, the student will learn and implement a number of basic maneuvers to gain the horse's confidence and respect from the ground. These activities will increase the student's awareness of safety issues around horses and will increase the student's ability to read the horse's body language. Then, the student will learn safe and efficient saddle techniques, and how and when to safely mount the horse. In the saddle, the student will learn the fundamentals of rein position and will be able to control the horse in all three gaits (walk, trot, and canter).

**EQST 201: BASIC EQUINE CARE AND NUTRITION (4).** In this course, the student will learn the principles of horse care by focusing on nutrition and preventive medicine. Topics covered include appropriate feeds for horses, principles of equine digestion, nutritional requirements demanded by different types of horses and their uses, and preventive medicine (including vaccination and deworming programs). Prereq: BIO 101.

**EQST 202: EQUINE SCIENCE I (4).** In this course series, the student will learn the fundamentals of equine anatomy, physiology, and diseases using a step-wise systems approach. The normal anatomy and physiology of each system of the horse are covered initially, and then basic pathologic concepts and important diseases of each system are investigated. This first of the two part series will cover the body as a whole, and then look in more detail at the musculoskeletal system, cardiovascular system, hematopoietic system, respiratory system, and the digestive system. Prereq: BIO 101.

**EQST 203: EQUINE SCIENCE II (4).** In this course series, the student will learn the fundamentals of equine anatomy, physiology, and diseases using a step-wise systems approach. The normal anatomy and physiology of each system of the horse are covered initially, and then basic pathologic concepts and important diseases of each system are investigated. This second part of the two part series will cover the nervous

system, endocrine system, the urogenital system, the integumentary system, special senses, and the basics of equine genetics and reproduction. Prereq: BIO 101.

**EQST 252: NATURAL HORSEMANSHIP PRACTICE IN GROUNDWORK (3).** This course will take the student to a new level of being able to teach the horse to respond to slightest pressure without resistance. On the ground the student will gain more feel, better timing, learn new techniques as well as improving his skills with rope handling while using a longer rope (22 ft). In the saddle, the student will develop habits needed in order to be a true horseman, learn how to properly use two reins and to get the horse to understand lightness. The student will learn more about the horse's emotional behavior. Prereq: 155 or c/i (demonstrated ability).

**EQST 254: NATURAL HORSEMANSHIP ADVANCED GROUNDWORK: ROUND-PEN (3).** The primary objective of this course will be to take the skills and techniques learned in EQST 155 and EQST 252 and perfect them through practice in the more confined area of the round-pen. Working in the round-pen on foot, students learn to find the horse's points of release, relaxation and attention while moving the horse both on line and at liberty. Students will also learn to control the speed and direction of the horse while at liberty and on-line at every gait, and with and without obstacles. In the saddle, the student will learn to be less dependent on the reins and have more control with his seat. Certain exercise patterns will be learned to deal a particular horse's impulsion levels. Prereq: 252 or c/i (demonstrated ability).

**EQST 255 NATURAL HORSEMANSHIP PRACTICE IN RIDING (3).** In this course, the student will continue improving previously learned groundwork as well as work in the round-pen. In the saddle, the student will learn to control the horse's speed and turn the horse in a more subtle manner. This course will also teach about riding in a refined way, using shorter reins and teaching the horse to flex vertically and collect. Prereq: 254 or c/i (demonstrated ability).

**EQST 351: NATURAL HORSEMANSHIP ADVANCED RIDING I (4).** The student will learn to control the gait and direction of a horse at three distinct paces, independently of other horses, on a field without obstacles. Simple obstacles will be introduced later in the semester. Continuing their work on "horse mobilization", students will be able to load a horse into a trailer at increasing distances. Prereq: 255 or c/i (demonstrated ability).

**EQST 352: NATURAL HORSEMANSHIP ADVANCED RIDING II (4).** In this advanced level course, students will continue to learn what it means to act as a leader on horseback. They will further develop the ability to recognize the signs of relaxation, maintaining the horse's attention while riding. In this advanced stage of horseback training, students will also work on controlling the speed and direction of a horse for every gait without reliance on reins or artificial aids while navigating a precise route, in the arena and outdoors, and with and without obstacles. Prereq: 352 or c/i (demonstrated ability).

**EQST 353: INTRODUCTION TO HORSE TRAINING (4).** In this course, the student will learn to start young horses, both on the ground and under saddle. The student will learn to develop a natural foundation for the horse by keeping the horse mentally involved, building enthusiasm, and increasing interest, bravery and responsiveness while minimizing opposition reflexes. The student will learn to help these horses become mentally, emotionally and physically balanced. Prereq: 352 or c/i (demonstrated ability).

**EQST 354: HERD BEHAVIOR (4).** In this course, students will be introduced to horse behavior and hierarchies within a herd. The student will also learn herd behavior and management as it relates to bovine behavior in a cow-calf operation. Students will participate in moving animals (horses and cows) on a ranch while focusing on the principles of natural behavior of the animals. In the later part of the course, students will begin to understand how to manage the “herd effect” to their benefit. Prereq: c/i.

**EQST 400: NATURAL HORSEMANSHIP INTERNSHIP (4).** A laboratory field experience provides a practical application of acquired knowledge and theory in a professional setting. Students serve under the guidance of an appropriate professional with the support of a university faculty supervisor. Students will complete a series of written periodic reports and a portfolio in the form of a final comprehensive report on their experience. Prereq: Senior standing or c/i.

**EQST 401: ADVANCED HORSE CARE AND NUTRITION (4).** In this advanced course, students will apply the basic elements of horse care and nutrition from EQST 201 and expand upon them, learning more detail about the equine digestive system and nutrition from the horse’s birth through adulthood. Also included in the course will be ancillary topics such as basic dental care, routine hoof care, maintaining good health records, non-prescriptive veterinary care and an understanding of and how to deal with true medical emergencies for the horse. Prereq: EQST 201 and c/i.

**EQST 404: CONTEMPORARY ISSUES IN EQUINE BUSINESS (4).** As a capstone course, the student will earn an integrated set of business skills necessary for anyone who wishes to pursue a career in the equestrian business. Some of the topics to be covered include strategic vision; ranch management, finance, and accounting; horse import/export; sales and marketing; client and public relations. Students will have the opportunity to intern at a ranch, working in the administrative offices at LaCense Montana, where they will learn about the day-to-day operations of the ranch. Prereq: Senior standing, or c/i.

**EQST 491: ADVANCED STUDIES IN NATURAL HORSEMANSHIP (4).** This course allows the student to focus on a contemporary area of interest in the natural horsemanship area. Courses will vary from year to year, and will be taught by equine studies faculty and/or visiting faculty. The flexible format of the course will allow opportunities for distance learning. Prereq: Senior standing or c/i.

### **Faculty and Staff Requirements**

**1. Please indicate, by name and rank, current faculty who will be involved with the program proposed herein.**

Charlotte F. Quist, DVM PhD, Head, Equine Studies; Assistant Professor

John Xanthopoulos, Ph.D., Associate Professor of Education and Coach, Equestrian Team

Iole Else M.S., Instructor of Education and Head Rodeo Coach

**2. Please project the need for new faculty over the first five years of the program. Include special qualifications or training. If present faculty is to conduct the program, please explain how they will be relieved from present duties.**

Per the agreement with La Cense, adjunct instructors will be provided by La Cense to work at their facility to instruct students in the application-focused courses required for the program.

**3. Please explain the need and cost for support personnel or other personnel expenditures.**

The current support personnel in the Business and Technology department are adequate to support the addition of the Natural Horsemanship program.

**Capital Outlay, Operating Expenditures and Physical Facilities**

**1. Please summarize operating expenditure needs.**

The existing operating budget is adequate to support the new BS program.

**2. Please evaluate library resources. Are they adequate for operation of the proposed program? If not, how will the library need to be strengthened during the next three years?**

Present library resources are adequate for this program. Materials will be added, as needed, to support the Natural Horsemanship degree as part of the Business Department's long-range resource acquisition plan.

**3. Please indicate special clinical, laboratory, and/or computer equipment that will be needed. List those pieces of equipment or computer hardware presently available in the department.**

Through the partnership with La Cense Montana, application-based courses and activities for the Natural Horsemanship program will be held at the La Cense facility outside Dillon. This facility will provide, per the partnership agreement, students with the necessary resources for the hands-on or laboratory components of the program including barn, pens and other physical facilities.

**4. Please describe facilities and space required for the proposed program. Are current facilities adequate for the program? If not, how does the institution propose to provide new facilities.**

As described above, through the partnership agreement with La Cense Montana, physical facilities necessary to implement the proposed new program will be provided by La Cense. For those theory-based courses offered on campus, existing classroom space is adequate to support the program offerings.

**Evaluation of the Proposed Program**

**1. Please name faculty committees or councils that have reviewed and approved the program herein proposed.**

The proposed program and curriculum have been cooperatively developed by personnel from La Cense Montana and the University. Both the curriculum and the program components have been reviewed and approved by the Business and Technology Department, the University Curriculum Committee, the Faculty Senate, and the Vice Chancellor for Academic Affairs.