**Curriculum Writing Retreat/Workshop   
Sparking a Wholesale Revolution: Preparing Small and Mid-Sized Farmers to Enter Larger Markets**

**June 2nd, 2015. 10:00am – 4:00pm. Pumpkin Hill Bistro. Aurora, NY.**

**10:00am – 10:15am.** **Arrival.** Enjoy home-made breakfast refreshments, coffee, tea and juice

**10:15am – 10:25am.**  **Introductions.** Spend a few minutes getting to know your neighbor, then introduce them.

**10:25am – 10:35am.** **Overview of the Day**

* How the curriculum writing committee fits in to the 3 year project
* What the curriculum writing project entails and timeline for our work
* Objectives and learning outcomes for today’s retreat/workshop

**10:35am - 10:55am.** **What *is* curriculum?** Words that come to mind when you think/hear/see the word curriculum. Alone/in pair/share with group

**10:55am – 11:30am**. **Essential Skills. Creating Mind Maps**.

**11:30am – Noon**. **Modules Outline**. Share Mind Maps. Use flip charts to categorize the skills into 3 – 7 modules with subtopics.

**Noon – 1:00 Lunch**

**1:00pm – 1:15pm. Finish Module Outline**. Look over existing examples of Wholesale Market Readiness curriculum (provided). Add in topics of importance that might have been overlooked.

**1:15pm – 1:30pm.** **One minute reflections on Teaching Styles**

**1:30pm – 2:30pm.**  **Building out the Modules**. Assign each group of 3-4 a module. Use Sample Template.

* Who are the students/learners?
* What are the learning objectives (concepts and skills)?
* What are the modesof instruction (lecture, demonstration, videos, hands-on exercises, small group discussion)
* How will they be measured/evaluated (assessment questions, etc)?
* What are additional resources or references that will be provided?

**2:30pm – 2:45pm. Stretch Break**

**2:45pm – 3:30 pm.** **Sharing Preliminary Lesson Plans/Units** (15 minutes per group)

**3:30pm – 4:00pm.** **Closing thoughts**. Review tools for collaboration (google docs) and identify target goals/dates for moving forward.

# Wholesale Market Curriculum Writing Project: 6 month plan

**Project Objectives**

Work in teams of 3-4 to generate detailed instructional plans (curriculum) for agricultural educators and service providers in NY to teach Wholesale Readiness to an audience of small and mid-sized farmers. The target audience is farmers (of all enterprises) that have been primarily direct-marketing and are new to exploring the feasibility of wholesale markets.

**How to Get Started**

After your sub-committee members are finalized, each sub-committee group will schedule an introductory meeting with Violet. Violet will join each group’s initial meeting via phone or webinar to help the groups get started. In this initial meeting, our goals will be to discuss:

* Each member’s availability (time and schedule) to work on the project. Do any of the group members have big commitments over the duration of the writing project (June – November) the group should know about?
* Each member’s specific expertise and key areas of interest
* How responsibility will be allocated within the group. Examples might be:
  + Two members are writers, one member is editor
  + All members write but assume leadership for different subtopics within the module
  + Some members prepare content/learning activities and others prepare supplements/appendices
* Review subtopics generated at the Curriculum Writing Retreat
* Which existing resources will be most appropriate to use as content references?

**Where to Source Content**Many of the topics generated at theCurriculum Writing Retreat have been approached by organizations in the way of guides and manuals. You may discover that your job as ‘curriculum designers’ is less about ‘writing’ and more about ‘research and editing’. Our shared Google folder includes a [spreadsheet of current guides/manuals/curriculum](https://drive.google.com/file/d/0B0DedSx0ptn5SkVQR3gzQW5YRFU/view?usp=sharing) that address different aspects of Wholesale Readiness. We’ll refer to these in our first subcommittee meeting and you’ll have an opportunity to order the resources that most suit your group’s topic area. The project will cover the cost of these resources for your group.

**Curriculum Template**  
 I’ve included the Unit titled “Making and Using Compost” in our shared Google folder. **Please use this as a template**. This Unit has been excerpted from Teaching Organic Farming and Gardening: Resources for Instructors revised in 2014 by UC Santa Cruz. Plan to spend some time getting familiar with the components of this Unit prior to getting started with the writing process (i.e. lecture, demonstration, assessment questions/key, supplements, appendices, etc). Which of the topics your group is working on lend themselves well to lecture versus demonstration/hands-on activity/field trip/ guest presentation, etc.?

**Structure of the Curriculum**We’ve been hesitant to impose too much structure on the curriculum so the content can be used flexibly by an instructor for their own needs. While adaptability is important, we also want the curriculum to have depth and be thorough. At the Curriculum Writing Retreat, we identified 5 modules. Aim for 3-4 subtopics per module. Think about each subtopic being taught in about an hour. That way, the final curriculum could be used for a 3 day course, about 6 hours per day, or some topics could be eliminated for a condensed course.

**How will modules and subtopics be arranged or ordered?**

Some curriculums progress sequentially (i.e. if the curriculum is about making strawberry jam, start with ‘Step 1: Pick the Berries’ and end with ‘Step 6: Process in a Hot Water Bath for 10 minutes’. Others are grouped according to theme. I suggest not worrying too much about the ‘order’ in this early stage of writing the curriculum. Let’s focus on building out the modules and the components of the curriculum. If need for a sequential ‘order’ emerges as the content is developed, we can arrange our modules/topics in whatever fashion makes sense.

**Services NY SARE office can provide:**

*Don’t hesitate to contact our office at any time if you need assistance. Specific things Violet and a student assistant can provide include:*

* Hard copies of existing guides and manuals to use as references
* Support with questions/concerns that arise during the writing process
* Support with content development and structure
* Assistance identifying supplementary materials and appendices for your units (i.e. videos, powerpoints, books, guides, worksheets, websites, etc)

**Reviewers**Violet will start assembling an external review committee to critique the draft content in November. If you have names of people to nominate for this committee, please forward them. You’ll have an opportunity to peer review each other’s work half-way through the project (3 mo. mark)

**Timeline**The entire Curriculum Writing Committee will meet monthly via webinar to share our progress/questions/concerns with the entire group. Any content completed is due 2 days prior to the monthly webinar meetings so Violet can review it and address any questions to the sub-committees. Violet will poll the group to assess the best days of the week/times for these calls prior to scheduling them out for the remainder of the project.