Floriculture

Department

Cycles included in report:
Cycle #3 8/1/14 to 7/31/15

Program Name: Floriculture
Program Cycle: #3 8/1/14   to 7/31/15

1 Program Summary

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The Floral Design Certificate is part of the Interior Design Program offerings. The Floral Design Program began as the Floriculture Program in 2008. The Floral Design Certificate moved from Horticulture and Science to the Business Division and into the Interior Design Program in Fall 2011. The JCCC Floral Design Certificate is a unique program and the only one of its kind in the state of Kansas.

The Floriculture and Interior Design program numbers are sometimes shown separately and sometimes combined. Two separate program review reports will be completed to address unique considerations of both parts of the Interior Design Program.

HandbookProgramReviewFall2014 [PDF 2,136 KB 9/23/14]

Interior Design & Floriculture [PDF 809 KB 9/23/14]

1.1 Degree Offerings

The Floral Design program only offers one certificate, no Associate degrees.

1.2 Certificate Offerings

In 2011-2012, one student completed the Floral Design Entrepreneurship Certificate #4240 prior to its deactivation.

During the three years under review, twelve students graduated with the Floral Design Certificate #4420.

2 Program Resources

3 Reflection on Institutional Data

For the Floriculture classes, the enrollment numbers are highest in FLR 130 Principles of Traditional Design. Some students take Floriculture classes more for personal interest. What is often the final course needed to complete the certificate, FLR 270 Retail Flower Shop Operations, typically has the lowest class sizes. Over all, in the Floriculture classes, the completion rate was high. Attrition rate is low. The Floriculture classes are not offered in online or hybrid versions and most have a significant amount of integrated lecture lab activities.

4 Student Success

The Floral Design Certificate was designed in response to industry need for better preparation and education of their lead floral design employees. Florists often seek numerous temporary employees during peak periods. Skilled lead Floral Designers are needed to train these temporary workers. Many students are now employed by local flower shops. Local flower shops contact JCCC for floral designer applicants for their job openings.

4.1 Define Student Success

Student success is measured by the individual student's goal attainment. Some students enroll in these classes for personal enrichment. These students want to learn specific skills but may not want to complete a certificate.

Some students are searching for skills for a new career. Some students are already employed, at least as temporary floral staff, and want to gain skills to achieve promotions. The employment in the greater Kansas City region would primarily be as a Florist or Floral Designer. About half the students who begin taking FLR courses will eventually complete the certificate.
During the three years in review, one student listed transfer as a goal. Floral Design is a small subset of the larger field of Floriculture which is part of a broader study of Horticulture.

4.2 Achieve/Promote Student Success

The Floral Design Certificate contains an internship to get the student connected to the real world job market. The Floral Club also offers industry connections. The Floral Club participates in the Friday Pastry Sales by selling floral arrangements and sells preordered holiday arrangements for Thanksgivings, Christmas, Valentines Day, Admin Day and Easter. This opportunity gives students great preparatory experience for their future careers.

4.3 Successful Transfer

The Floral Design Certificate is not designed to be a transfer program. Students in the certificate program need Accounting 111 Small Business Accounting and 6 additional hours of electives classes which include business, horticulture, marketing, entrepreneurship, and mathematics class options that likely transfer.

5 Assessment of Student Learning Outcomes

See Interior Design Program as activity on assessment in this certificate is limited.

5.1 Reflection on table provided on assessment.

The Floral Design Certificate classes, while having high instructor feedback ratings, do not have any formal assessment reports on file.

5.2 Significant Assessment Findings

Copy of ProgramQuestionFileView.FLRxls [XLS 42 KB 10/27/14]

5.3 Ongoing Assessment Plans complete

The Floral Design Certificate classes are taught by one adjunct faculty member, as such, it is beyond the expectations for adjunct faculty to require assessment leadership.

6 Curriculum Reflection

The Floral Design Certificate was developed in response to a paring down of the broader offerings of the Floriculture Program. The courses kept were those needed for the Floral Design Certificate. The courses and course sequence was refreshed to reflect this new direction that also made the certificate a better fit within the Interior Design Program rather than the Horticulture Program.
Courses were recently modified and updated.

6.1 Honors Contract(s)

The Floral Design Certificate has no honors contract courses.

6.2 New Course Offerings

While curriculum development is certainly a circular process, with continual updates needed as careers and industry expectations change, recent modifications are still currently appropriate.

7 Faculty Success

During the time under review, Diana Ryan was the sole adjunct faculty member instructor in the Floral Design Certificate. Her commitment and dedication to the program's success is admirable. She

advised the Floral Club and manages many details needed for a class requiring living or fresh plant materials for classes. She orders, receives, stores, prepares, and sometimes grows the plant materials and supplies needed in the integrated lecture lab classes. Diana's work load in terms of class preparation is significantly more than would typically be expected for an adjunct faculty member. It is her commitment to preparing students for a career in the floral industry that fuels her work.

7.1 Departmental Accomplishments

The Floral Club participates in the Floral and Pastry Sales on Fridays, now held at the Hospitality and Culinary Academy here at JCCC. The Floral Club often leads the development of the table-scape in the Design Industry Fighting Aids, DIFFA, fundraiser in collaboration with the Interior Design Student Association.

Program Review 2014 Department accomplishments [DOCX 25 KB 11/23/14]

7.2 Faculty Accomplishments

Diana Ryan is truly one of those faculty members who are admired by all their students. She is a constant promoter of the floral design field. She is charismatic and a JCCC YouTube "star." Diana Ryan is passionate about floral design education.
Nikki Potter is a new adjunct faculty member teaching in Floral Design. She brings experience as a event florist in Las Vegas and teaching skills developed as a tutor in the KU Athletic Department.

Diana Ryan's business web site and Nikki Potter's resume are included here.

http://new.floralaccentsbydiana.com/about-floral-accents/

Nikki Potter Resume (2) [DOCX 24 KB 11/23/14]

7.3 Innovative Research, Teaching or Community Service

The Floral Design Certificate's goal of career preparation is innovative. Floral Design was previously considered more of a talent than a teachable skill. The Floral Design Certificate is raising the standard by better preparing the students for their future career. The goal is to help the floral shops find the skilled workforce they need.

8 Goal Setting and Action Plan

8.1 Long-term Goals

This is a relatively small certificate program, so a simple goal tied to the Interior Design Program identified goals is appropriate.

1. Increase the average number of students per section while maintaining appropriate upper class size limits and remaining responsive to student's needs.

General Outcomes Links

Key Performance Indicators	Campus-wide KPIs	
4 - Student Satisfaction	(Measured by Noel-Levitz Student Satisfaction Inventory) on the following indicators: Instructional Effectiveness Registration Effectiveness Concern for Individual Academic Advising/Counseling Safety and Security	

8.1.1 Actions/Resources Required

1. Increase the average number of students per section while maintaining appropriate upper class size limits and remaining responsive to student's needs.
S. Evaluate opportunities to impact average class size: recruitment, student advising, scheduling,

curriculum management
M. Average class size increases.
A. Analysis and action to improve factors in our control should impact the numbers.
R. This could lead to better class size for many team and peer activities within classes. Increasing average class size may reduce the cost per credit hour, ultimately benefitting students by helping to control the cost of their education.
T. Analysis and action are both ongoing, but refining the focus, and time is needed to evaluate the success of efforts.

8.1.2 Updates on Long-Term Goals

8.2 Short-Term Goals

A small certificate program has limited appropriate short term goals.

1. The Floral Design classes collect a separate fee for supplies. The appropriate balancing and reconciliation of those accounts require further exploration.

8.2.1 Actions/Resources Required

1. The Floral Design classes collect a separate fee for supplies. The appropriate balancing and reconciliation of those accounts require further exploration.
S. Fees go the JCCC General Fund. There is no credit in the Interior Design Program budget balancing the expense of the supply line debit for floral material purchases.
M. This is basic accounting, except the figures are not readily available. This is not a small amount, the supply side budget is $10,000.
A. Should be manageable, and then the data will likely lead to further questions.
R. There may be changes, possibly increases, made to the way these fees are levied and accounted.
T. Proper accounting of fees will likely lead to changes that reflect the cost of the program for students. This will likely lead to discussions on developing a system that helps to make the program sustainable.

8.2.2 Updates on Short-Term Goals

9 Accreditation Standards

Since the Floral Design Certificate classes are all taught by adjunct faculty, this program focuses on JCCC adjunct faculty development opportunities. The Interior Design Program advisory board recruits members representing the Floral Design career perspective.

9.1 Specialized Accreditation

There is no specific accreditation for this certificate program.

10 Resource Request/Adjustment

Budgetary concerns for the Floral Design Certificate are twofold. There seems to be a significant shortfall in the fees collected from Floral Design students and the amount budgeted for flowers and supplies. This is supposed to be offset by fees collected from students. This would work only if classes ran at capacity. However, classes are not at capacity and there is a gap.

Right now, this affects the cost per credit hour calculations for Interior Design and for Floral Design, since the budgets are combined with the same budget number.

The fees go to the general fund and are not shown in the Interior Design Program budget to offset the supply expenses. This negatively and inaccurately skews the cost per credit hour calculations.

BudgetChart [XLS 2,000 KB 9/23/14]

Copy of ProgramQuestionFileView [XLS 2,006 KB 11/23/14]

Floral Program Review Budgetary Concerns for the Floral Design Certificate [DOCX 13 KB 11/30/14]

10.1 Long-range Adjustment to Resources

Changes to the budgetary management of the supply funds for Floral Design need consideration.

10.2 Educational Technology Support

The Floral Design classes are taught in the Horticulture building and the technology resources are adequate.
Adjunct faculty with limited time are often challenged by Learning Management System issues. And often there is little time or opportunity to learn a new system. Better technology support would be appreciated. Technological change seems to be moving faster than we can recover from and learn from technological mistakes. Faculty need more help and support. Adjunct faculty often maintain multiple positions and odd work schedules. Extended hours of technical support are needed.

End of report