



SADDLEBACK COLLEGE

28000 Marguerite Parkway • Mission Viejo, CA 92692
949.582.4500 • www.saddleback.edu

Department of Horticulture and Landscape Design Advisory Board Meeting Memorandum

RE: Recommendation and Approval of Proposed Low-Unit Certificate, "The Business of Horticulture and Landscape Design"

Date: March 7, 2022

Discussion:

This memorandum is to re-confirm Advisory Board's recommendation and approval for new Low-Unit Certificate program, "The Business of Horticulture and Landscape Design", as a part of submittal documents for the curriculum review and approval.

Upon the signature below, Advisory Board members fully support Horticulture and Landscape Design Department's efforts on creating a new Low-Unit Certificate program, "The Business of Horticulture and Landscape Design", to prepare its students with the critical understanding and knowledge of business aspects of Horticulture and Landscape Design professions. This new program will certainly encourage and support the students focusing on proper management of time, money, human resources as well as liabilities. Upon acquiring "The Business of Horticulture and Landscape Design" certificate, students will be well-positioned to perform their professions successfully with efficient and effective business operations.

Therefore, as Advisory Board members for Horticulture and Landscape Design Program, we fully support and recommend creating "The Business of Horticulture and Landscape Design" Low-Unit Certificate under Department of Horticulture and Landscape Design.

Name	Title / Company	Signature
Casey Anderson	Executive Director OC Farm Bureau	
Wes Murray	City of Whittier Planning Commissioner (Retired)	<i>Wes Murray</i>
Kurt Buxton	Vice President, BrightView Design Group	<i>Kurt Buxton</i>
Nathan Gipple	Exec. Director Solutions For Urban Agriculture	
RON VANDERHOFF	V. P. ROGER'S GARDENS	



Horticulture and Landscape Design Advisory Committee Discussion

December 14, Monday, 2020 | 8:00 am - 9:00 am | Zoom Session

Attended: Casey Anderson (OC Farm Bureau), Jodie Cook (Jodie Cook Landscape Design), Mike Evans (Tree of Life Nursery), Wes Murray (Former City of Whittier Planning Commissioner), Kurt Buxton (BrightView Landscape)

Missed: Ron Vanderhoff (Roger's Gardens), Sadie Harness (Belmont Village)

Department Chair Report

- Under COVID-19 situation, the entire courses in Fall 2020 have been offered as online format, and, HoLA program has been continuously performing very well with both enrollment as well as completion. Uptick trends still remain strong.
- First group of students had received our newly approved Low-unit Certificates of Urban Farming, and, Wellness Gardening in May 2020. The interest in these certificates from students has been increasing steadily.
- Proposed Low-unit Certificates in progress - **Business of Horticulture and Landscape Design (in collaboration with Business Dept)**, Digital Technology in Landscape Design (in collaboration with Computer Information Management & Graphics Depts)

Current Degrees and Certificates Offered

- *AS Degree in Sustainable Horticulture*
 - *AS Degree in Sustainable Landscape Design*
 - *Certificate in Sustainable Horticulture*
 - *Certificate in Sustainable Landscape Design*
 - *Low-unit Certificate in Urban Farming*
 - *Low-unit Certificate in Wellness Gardening*
 - *Occupational Skills Awards in Plant Identification*
 - *Occupational Skills Awards in General Horticulture*
- Advertisement with The California Future Farmers of America (Clickable banner in their web site) has been completed, and, it will be on hold for renewal until COVID-19 situation is resolved with "new normal" learning environment.
 - First Virtual Plants Sales is held during the week of November 23, 2020 to generate the scholarship, and, it is a success as many plants are sold out.



Department Needs

- Strategy to keep Greenhouse under HoLA Dept. - Not much change since last meeting.
- Greenhouse Replacement & Upgrade - Greenhouse Renovation Project had been kicked off with \$25K Donation from OCFB, and, currently on hold due to Campus Closure.
- Additional Advisory Board Members Recruitment - Continuing efforts to increase current Advisory Board numbers up to 12 (currently 8)
- Part-time Faculty Recruitment - Continuing efforts to increase Part-time Faculty Candidates Pool to be able to offered more classes.

Board Comments and Recommendation

- Urban Farming may be expanded to Urban Agriculture, including Hydroponics, and, to collaborate with organic food growing.
- Entrepreneurship can be widely applied to both Horticulture and Landscape Design, focusing on business aspects.
- Understanding permit process for food health, such as, becoming certified organic farm, may be a possible candidate for a new course, or even, new low unit certificate program.