



Ornamental Horticulture Program
Stackable Certificates Landscape Design and Floral Design
Advisory Board Votes – March 2025

Summary Link:

<https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=uvvU15A3gKyLoL2eKZ0p45tDUki3k4DE&id=kkDrKUXMAE-JvKREGJuPyjWCoXbLbmhKjCM8QgBjYuVUM1FKR1BUNFA2TDNJRzFVT0NBTKxRUVpZQi4u>

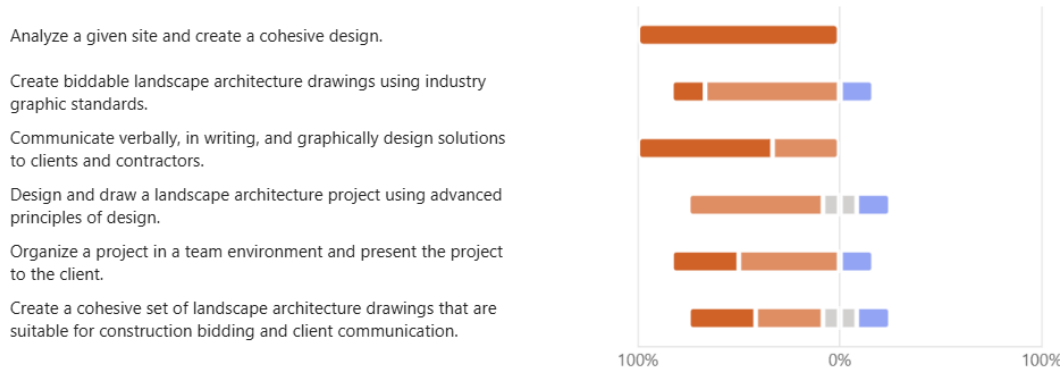
Core Group voting representatives:

1. Ron Matranga, Consulting Arborist, SavATree (Atlas Tree)
2. Mike Madewell, Sales Manager, Hunter Industries Inc.
3. Debby Dunn, Senior Water Resources Specialist, San Diego County Water Authority
4. Holly McMullen, Assistant Professor of Horticulture and Design, Southwestern College
5. Jade Verri, Student Representative, Cuyamaca College Botanical Society (CCBS)
6. Lee Wozniak, Sales Representative PCA, CCA, Target Specialty Products

Landscape Design Survey Results:

1) Please rate the importance of the following **Landscape Design Student Learning Outcomes** for this stackable certificate using the scale below.

Extremely Important Very important Neutral Somewhat important Not so important



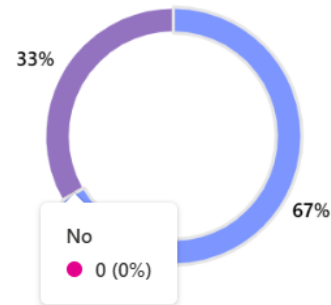
2) **OPTIONAL:** if you would like to elaborate on your response, please share your thoughts here:

- All of these options are important. Some were worded differently but with the same outcome.
- Out of the 2,000+ residential customers I have worked with, the majority use someone who is only semi-knowledgeable. If they have taken this type of course, their computer design ability has never shown through. They often only have the design eye and knowledge. I do want irrigation to be taught, even if it is boring.

- I think these are all excellent SLOs for the stackable certificate. The only revision I'd suggest is reconsidering the use of "advanced" in this statement: "Design and draw a landscape architecture project using advanced principles of design." Perhaps "advanced terminology" would be more appropriate for the full certificate?
- To be successful in the industry the most important skill to learn is how to present our work to clients. This will mean different things to different students (more art vs drafting vs communications) so facilitating the different styles should be the most important part of this certification (not artistic ability)
- It is important that the student to listen to the client, understand the client's picture in their head....and be able to create a design that the client is envisioning. This job profession requires professionals to work in Teams....or to create a team that is going to add to the quality of the project.

3) Based on your experience in the industry, would organizations (including yours) consider hiring a student who has earned a **Landscape Design** stackable certificate based on the skills and knowledge outlined above?

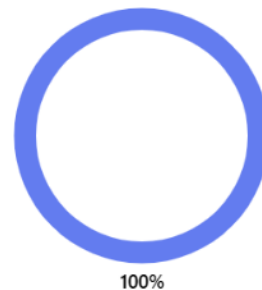
● Yes	4
● No	0
● Maybe	0
● Other	2



Other: Intern or entry level position.

4) **Advisory Board Vote:** Should Cuyamaca College's Ornamental Horticulture Program proceed with implementing a stackable certificate in Landscape Design?

● Yes	6
● No	0



- 5) If you answered NO to the previous question, please provide more details below: 0 responses
- 6) **OPTIONAL:** are there any textbooks or reference materials you would recommend to support this certificate program?
- A Californian's Guide to the Trees Among Us, Matt Ritter; The Biology and Management of Landscape Palms, Donald Hodel
 - This would not only help the students that want to achieve a Degrees in Landscape Architecture but also help the many APLD designers that are not fully licensed.
 - Designing California Native Gardens: The Plant Community Approach to Artful, Ecological Gardens
 - See Katie's LA curriculum and encourage the Japanese garden design class to better the student's understanding of design and flow

Floral Design Survey Results

- 1) Please rate the importance of the following **Floral Design** Operations Student Learning Outcomes for this stackable certificate using the scale below.

● Not as important ● Important ● Neutral ● Somewhat Important ● Extremely Important

Demonstrate the basic principles and elements of floral design by producing floral designs in class activities.

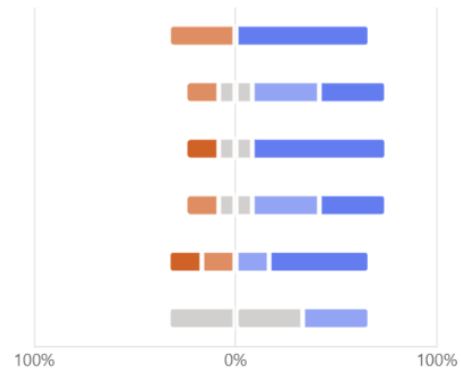
Identify and select proper plant materials for floral designs.

Calculate the retail price of floral designs in order for a floral business to make a profit.

Demonstrate proper use of all tools in florist trade and the use of decorative options while effectively implementing the Principles...

Analyze the costs of floral designs to accommodate specific client needs, and execute a unique final design.

Compare and contrast European design trends with traditional designs and use various organic and inorganic materials to...



- 2) If you would like to elaborate on your response, please share your thoughts here:
- I think that the business portion is of the utmost importance. Many florists are "small businesses" and students need some hint of Business principals.
 - Floral design is more style. Knowing the plant names is not that important when you have Google and a phone.
 - I love the idea of students comparing and contrasting designs from the United States with European designs, but including designs of Mexico, could be important here as well. The style seems to be incredibly different and both are relevant to our region.

- We should endeavor to fuel student's creativity, letting them use the principles or challenge them to build a marketable niche.
- Floral Design is Art. Like art it is subjective. Not everyone will enjoy your art piece. If you want to make money you have to contend with the fact that you need to produce pieces that have mass appeal.....and fit the correct Budget Bucket that you are working in.....I was extremely happy that the student is required to take a business class.

3) Based on your experience in the industry, would organizations (including yours) consider hiring a student who has earned a Floral Design Operations stackable certificates based on the skills and knowledge outlined above?

● Yes	6
● No	0
● Maybe	0



4) **Advisory Board Vote:** Should Cuyamaca College's Ornamental Horticulture Program proceed with implementing a stackable certificate in Floral Design Operations?

● Yes	6
● No	0



Comment from an advisor: "Should we look into creating a stackable certificate for floral farming? something like what Jen does where we blend floral design with landscape technologies..."



- 5) If you answered NO to the previous question, please provide more details below: 0 responses
- 6) **OPTIONAL:** are there any textbooks or reference materials you would recommend to support this certificate program? 0 responses

Additional comments from advisors: “This is an excellent idea, Amy! Not only do you have my full support, but you’ve also inspired me to take a closer look at our certificates at Southwestern College. We have issues with completion in both of these programs as well and I think that you’ve come up with a fantastic solution (SWC Faculty)”