

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

Preparation Date **15-Jul-15** Curriculum Bulletin \_\_\_\_\_  
 Effective Date **Fall 2016** Approved by EPC \_\_\_\_\_

Department **Regional College**  
 College **RE - Regional College**  
 Degree **CER1 - Post-Secondary Certificate <1 year**  
 Program Name **Floriculture** Program Banner Code **C150**  
 Concentration(s) \_\_\_\_\_ Concentration(s) Banner Code(s) \_\_\_\_\_  
 Proposal **Establish program**

**Description of proposal:**

**Establish a Floriculture post-secondary certificate, to be administered at the Geauga and Salem campuses, which will give students the opportunity to learn and engage in a floriculture curriculum that can lead to future student employment as well as the growth of the floral industry.**

Does proposed revision change program's total credit hours?  Yes  No

Current total credit hours: \_\_\_\_\_ Proposed total credit hours **19**

Describe impact on other programs, policies or procedures (e.g., duplication issues; enrollment and staffing considerations; need; audience; prerequisites; teacher education licensure):

**Expected increase in enrollment for the existing Horticulture Technology major within the Associate of Applied Science degree and the Horticulture major within the Bachelor of Applied Horticulture degree.**

Units consulted (other departments, programs or campuses affected by this proposal):

**Regional College, College of Arts and Sciences (Department of Biological Sciences)**

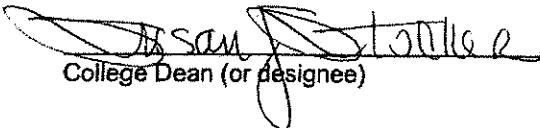
### REQUIRED ENDORSEMENTS

\_\_\_\_\_  
 Department Chair / School Director

\_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
 Campus Dean (for Regional Campuses proposals)

\_\_\_\_/\_\_\_\_/\_\_\_\_

  
 \_\_\_\_\_  
 College Dean (or designee)

4/15/15

\_\_\_\_\_  
 Dean of Graduate Studies (for graduate proposals)

\_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
 Senior Vice President for Academic Affairs or Provost (or designee)

\_\_\_\_/\_\_\_\_/\_\_\_\_

**Notice of Intent to Offer an Educational Program  
Floriculture Certificate  
Kent State University**

Gainful Employment Electronic Announcement #5 dated 1 June 2011 and posted on [www.ifap.ed.gov](http://www.ifap.ed.gov) explains the process for institutional notification to the U.S. Department of Education (ED) of new educational programs that prepare students for gainful employment in a recognized occupation (GE Programs). An institution's notification to ED of its intent to offer a new GE Program must include information to support the institution's determination of the need for the program, as required by the regulations at 34 CFR 600.20(d)(2). Descriptions and documentation provided by an institution can cover more than one new GE Program, if the same, or similar, process was used by the institution to determine the need for the program, and should be provided as follows:

1. Institution Name: **Kent State University**
2. OPEID: **00305100**
3. Program name(s) and program CIP code(s) supported by this documentation: ~~(Theresa Tillott will provide CIP code once document has been submitted to Curriculum Services.)~~

01.0608 Floriculture / Floristry

4. Narrative description of how the institution determined the need for the program. For example, describe what need this program will address and how the institution became aware of that need. If the program is replacing a current program(s), identify the current program(s) that is being replaced by the new program(s) and provide details describing the benefits of the new program(s). If the program will be offered in connection with, or in response to, an initiative by a governmental entity, provide details of that initiative. The institution must retain documents that support this description for review or submission to the ED upon request.

**We became aware of the need for a new certificate program in Horticulture at a meeting held on March 13, 2015 at the Geauga campus of the Horticulture Advisory Board. Thirty members comprised of industry professionals in landscape design, forestry, golf course management, and greenhouse companies (wholesale and retail) were in attendance that day and expressed the need in Geauga County for individuals who could be trained in the areas of Floriculture and greenhouse production. A follow-up survey was sent to the complete membership list.**

**This program will benefit recent changes by the US Dept. of Labor in response to changes in H-2B worker regulations. Major features of the 2015 IFR include the creation a national electronic job registry for all H-2B job orders to improve U.S. worker access to these temporary jobs. The 2015 IFR also enhances recruitment of U.S. workers from across the country, increases the amount of time for which U.S. workers must be recruited and hired, and requires the rehiring of recent former employees when available. As a result we are anticipating increased need for US workers in retail horticulture areas. This program offers formalized training in a key area of need-floriculture.**

5. Narrative description of how the program was designed to meet local market needs, or for an online program, regional or national market needs. For example, indicate if Bureau of Labor Statistics data or state labor data systems information was used, and/or if state, regional, or local workforce agencies were consulted. Include how the course content, program length, academic level, admission requirements, and prerequisites were decided; including information received from potential employers about course content; and information regarding the target students and employers. The institution must retain copies of documents and its analysis for review and submission to the ED upon request.

**The floral industry is a \$26.6 billion industry, which includes 14, 344 florists across the country. Ohio alone has 343 florist businesses employing 1,310 employees, In addition there are 357 nursery, garden centers and farm supply stores employing another 4, 067 employees.**

**Education is vital to this industry. Giving the students the opportunity to learn and engage in a floriculture curriculum that can lead to future employment is important to their growth as well as that of the floral industry.**

**The course content was developed in consultation with members of the Horticulture faculty as well as a review of similar programs offered throughout the country by other institutions of higher education. Program length was developed in consultation with curriculum services as to the number of credit hours recommended for certificate programs. Course were selected and designed to be at the freshmen levels with minimum barriers to entry so that the certificate program could be used as a gateway to higher level programs such as the AAS Horticulture.**

**Members of the advisory board were also consulted as to course content. A follow-up survey was sent to the larger membership. Of the respondents, 80% indicated that formal training was an important factor in their hiring decisions.**

6. Narrative description of any wage analysis the institution may have performed, including any consideration of Bureau of Labor Statistics wage data related to the new program. The institution must retain copies of analysis documents for review and submission to the ED upon request.

**The median annual wage for floral designers was \$23,810 in May 2012.**

7. Narrative description of how the program was reviewed or approved by, or developed in conjunction with, one or more of the following: business advisory committees; program integrity boards; business that would likely employ graduates of the program; and/or public or private oversight or regulatory agencies (not including the state licensing/authorization agency and accrediting agency).

For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program. The institution must retain, for review and submission to the ED upon request, copies of meeting minutes, correspondence, proposals, or other documentation to support the development, review, and/or approval of the program.

After meeting with members of the Advisory Board for Horticulture Technology in March of 2015, research was conducted to evaluate similar curriculum offerings. The Associate degree floriculture programs at Ohio State's ATI and North Carolina State were reviewed and used as a basis for identifying key coursework and curriculum content for this certificate program.

Next the Faculty Councils at both the Geauga and Salem campus were consulted at their April and May. This consultation is included in the minutes of the meetings. Several new course proposals, as well as the curriculum course list for the certificate program was developed during Summer 2015. The documentation for new course approval and certificate program approval will be presented to the curriculum committee for biological sciences at their September 2015 meeting.

8. Date of the first day of class. Include both:
  - a. Fall semester 2016
  
  - b. The day you would like to begin disbursing Title IV funds to students enrolled in the program.

## Floriculture Certificate

College: Regional College

Campus(es): Geauga  
Salem

Department: Regional College

### Description:

The Floriculture certificate provides entry level skills for those interested in employment or a career in the field. The curriculum provides basic principles of design used in commercial and natural settings, commercial production, marketing and post- harvest care. The certificate articulates well into an Associate of Science degree or the bachelor's degree in horticulture.

### Admission Requirements:

Admission is open to anyone with a high school diploma or its equivalent.

For more information on admissions, visit the Admissions website for new freshmen. For more information about admission criteria for **transfer, transitioning and former students**, please visit the admissions website.

### Graduation Requirements:

Minimum 2.000 overall GPA

### Program Requirements

Course		Title	Credits
ART	10023	3D Composition	3
HORT	16001	Introduction to Horticulture	1
HORT	16010	Floral Design I	3
HORT	16011	Floral Design II	3
HORT	16020	Plant Materials I	3
HORT	16021	Wholesale Floriculture	3
HORT	26001	Occupational Regulations and Safety	2
HORT	36092	Internship in Horticulture (1-4)	1
Minimum Total			19