



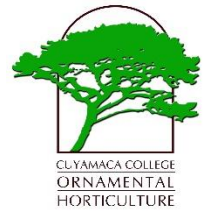
Ornamental Horticulture (OH) Program
Branding & Outreach Advisory Meeting

A G E N D A

Friday, December 2, 2022 | 8:30 am - 11:30 am

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|---|--|---------------------|
| I. | Check-In & Continental Breakfast | 8:00 am – 8:30 am |
| II. | Welcome & Introductions
am | 8:30 am – 8:45 |
| III. | Tour of the New OH program Facility | 8:45 am – 9:15 am |
| IV. | Course Inventory Review
a. Broad overview of courses | 9:15 am – 9:45 am |
| <p>OH Majors: <i>Arboriculture, Floral Design, Golf Course & Sports Turf Management, Irrigation Technology, Landscape Architecture, Landscape Technology, Nursery Technology, Sustainable Urban Landscapes</i></p> | | |
| V. | Program Re-Branding
a. Department Name: Ornamental Horticulture | 9:45 am – 10:00 am |
| VI. | Breakout Sessions by Program*
a. Golf Industry Discussion Group - Nick Spardy, Group Facilitator
b. Irrigation Industry Discussion Group - David Boggs, Group Facilitator
c. Program Outreach Ideas to Increase Enrollment Discussion Group | 10:00 am – 11:00 am |
| VII. | Advisory Meeting Summary, Next Steps & Closing | 11:00 am – 11:30 am |

**See next page for questions*



Breakout Session Questions

1. **Golf Industry Discussion Group**

Facilitator: Nick Spardy

Course rebranding:

Golf Course & Sports Turf Management OH 265

Turf and Ground Cover Management OH 174

- Is a certificate in Sports Turf Management necessary to obtain or maintain employment?
- Please see proposal packet for additional questions

2. **Irrigation Industry Discussion Group**

Group Facilitator: David Boggs

Course rebranding:

Landscape Water Management OH 250

- Irrigation Association Certifications?
- Please see proposal packet for additional questions

3. **Program Outreach Ideas to Increase Enrollment**

Group Facilitators: Joselle Spinoza or Pedro Berry and Monica Rosas

High School Students

- What steps can Cuyamaca College take to promote horticulture and inspire people to pursue careers working with plants? (high school and adult career transition)
- What type of activities and/or events could faculty create to increase the enrollment of high school Students?
- How did you become interested in your line of work and what do you recommend students learn in high school to better prepare them to work in horticulture industry?

Working Professionals

- How can Cuyamaca College better serve the working professionals?
What steps can Cuyamaca College take to promote horticulture courses to working professionals?

Industry Organizations

- What steps can Cuyamaca College take to build collaboration with professional organizations?
- Which professional organizations partnerships will help Cuyamaca College grow its OH programming?