



C U Y A M A C A
· C O L L E G E ·

HORTICULTURE PROGRAM

Arboriculture Certificate/Degree

Employer Advisory Board (EAB) Meeting Agenda

Friday, April 5, 2024 | 9:00 A.M. – 11:00 A.M.

I. Introductions

- Welcome – OH Department Chair Amy Huie
- Employer Advisory Board Member Introductions

- Rachele Melious, ISA Certified Arborist (zoom)
- Tyler Stevenson, Program Specialist, Forest Service (USDA), Urban & Community Forestry (zoom)
- Jose Bedoya, Owner, Leaf It To Us Tree Service
- Ron Matranga, Consulting Arborist / Sr. Account Manager, Atlas Tree Service
- Kurt Peacock, Project Manager/ Arborist, Tree San Diego
- Daniel Kump, District Manager, Davey Tree Experts
- Pedro Barry, Certified Arborist
- Danene Brown, Student
- Malena Medrano-Job Placement Case Manager, Cuyamaca College
- Amy Huie, Program Coordinator, Cuyamaca College
- George Dowden-Dean, Career Education, Cuyamaca College (zoom)
- Monica Rosas, Employer Relations Liaison, Cuyamaca College

II. Program Overview and Updates

- A. Huie: program chair shared the arboriculture certificate of achievement course outline and reminded group it can be converted to an *Associates in Science* if the general education is added
- A. Huie: shared the student learning outcomes (SLO) as a discussion prompt to advisors
 - The SLO are *“upon successful completion, students will be able to perform work related functions according to current industry standards. They’ll be able to assess and resolve work, related problems, using current industry, specific tools, and resources, communicate effectively to prospective clients, managers and co-workers in a workplace setting and abide by industry and government regulations regarding occupational health, safety and or environmental standards.”*
 - A. Huie: brought up horticulture specific business class. This is a department plan to bring back as many graduates do open their own businesses
 - A. Huie: reflected on the RSVP survey sent to advisors because one of the advisors commented about the importance of ISA certification and real-world experience in getting a job
 - A. Huie: shared the program is on a 2-year cycle; this runs into issues if class does not have enough students, class is not offered

III. Curriculum Review

- [OH 105](#) *Edibles in Urban Landscapes*
Low enrollment. Do we try to offer this class or delete it?



- A. Huie: posed the idea to shift class to a short-term course, an 8-week course with a lab portion that focused on vegetables and fruit tree pruning and production (but primarily fruit)
- P. Bedoya: agreed to the name change and added it can be promoted to social media. For example, Facebook groups, the San Diego gardeners, master gardeners and homeowners, not necessarily professionals from industry
- R. Melious: a motion to add a lab component to the edibles in urban landscapes that covers fruit tree pruning as a short term (5-8 weeks to include lab). R. Melious motioned to change name to reflect PRUNING and EDIBLES
 - Approved by P. Berry second; ALL in favor
- [OH 170](#) *Plant Materials: Trees and Shrubs*
 - A. Huie: touched on this class being straightforward, identifying the 125 trees and shrubs
- [OH 260](#) *Arboriculture (Jose Bedoya instructor)*
 - Conversation related to OH 260 was embedded in the OH 266 discussion below
- [OH 263](#) *Urban Forestry (Rachele Melious instructor, moving to HyFlex format)*
 - R. Melious: mentioned this 5-week class could be longer to cover some important aspects of the class. Especially, because it's designed that the students to do an inventory and then prepare an urban Forest management plan
 - D. Brown: commented that the name of the course is a bit misleading for potential students who do not have industry backgrounds; proposed the name can be slightly edited to attract students from other classes. For example, the sustainability class
 - A. Huie and R. Melious will review curriculum in summer, adjust and rewrite course outline of record and then share back with committee
- [OH 264](#) *Safe Tree Climbing Practices (Jose Bedoya instructor)*
 - R. Matranga: adding the ANSI Z133 Safety Standard, specifically the one that says "safe work practices" under text and references. The booklet cost about \$15 to \$20 and you buy directly with ISA (digital costs: ISA Members: \$10.99/Non-Members: \$13.99)
 - R. Melious: suggested it would be a good idea for the college/program to have a collection of the ANZI standards and Best Management Practices (BMPs) for students to reference
 - J. Bedoya: requested to add to the course content that class covers pruning, how to maneuver tree with tools (to reference in recording: 1:42:57)
- [OH 266](#) *Science in Practice in Arboriculture (Rachele Melious instructor, moving to HyFlex format)*
 - R. Matranga: asked about the difference between OH266 Science and Practice and the OH260 Arboriculture class
 - R. Melious: confirmed it is a 10-week class and they go through the ISA Manual
 - J. Bedoya: brought up the importance of marketing and promotion of the program to increase enrollment

- G. Dowden has met with Cuyamaca College marketing coordinator Michael Moore to help with enrollment
- M. Rosas mentioned industry associations to target people in industry
- A. Huie: idea to help boost enrollment to bring back the Spring Garden Festival and/or Career Field Day focused on Arboriculture to invite community to see program
- P. Berry: have certificate pamphlets to bring tailored marketing to each industry event (for example, going to an ISA event, bringing the arboriculture pamphlet to that event)
- T. Stevenson: shared the ISA career patch flowchart in arboriculture <https://www.isa-arbor.com/Careers/Careers-in-Arboriculture/Career-Paths-Flowchart> by clicking on each career title it takes you to the career path job description, education and training requirements, etc.
- D. Brown: referred to the fundamentals of ornamental horticulture lecture about the different careers and the above chart can help students visualize the opportunities
- R. Melious: targeting municipal urban forestry professionals, who are managing contracts. They don't even have hands-on. Market throughout the State as Cuyamaca is one of the few who offer. We could tap into Arbor Day Foundation and California Relief help promoted. In addition, advertise with San Diego and California Urban Forest Council.
- R. Melious: brought up the idea of moving the ISA prep course online. Currently, it is offered at 5pm on Thursday. HyFlex will start to be offered now that the professor is certified to teach HyFlex. Program has students from Carlsbad, Encinitas and their municipalities who have 7-10 employees and want the certificate to advance their careers
- D. Brown: students appreciate the flexibility because most students work and can have the option to join class online
- A. Huie: posed a notation about including in the course description to say “no prerequisite, however, if you're intending to take the exam. Be aware of the ISA exam” so that folks have a better idea of what the goal is.
 - A. Huie: reminded advisors about the course being in a 2-year rotation for arboriculture, stressing there is an empty period between the 2 years and to drive excitement from potential students, perhaps offering a pruning class can help with arboriculture enrollment. It can be a 1-unit class in the spring or fall
- *Add specialty pruning class*
 - Student Learning Outcomes
 - Units and schedule
 - A. Huie: asked advisors if they would like to make a motion to offer a basic pruning short-term course and a specialty pruning short-term course without including the chainsaw certification piece. Perhaps word it as structural pruning 18-unit certificate that distills the arboriculture class

IV. Roundtable from EAB and Next Steps

- The meeting predominantly focused on brainstorming various strategies and opportunities for promoting enrollment
 - G. Dowden: Cuyamaca is open to hosting any industry event testing on campus or any type of organization meeting
 - P. Berry: asked about Landscape Exam is no longer hosted at Cuyamaca, we lost influx of people from industry
 - P. Berry: other associations in tree industry we can host?
 - D. Kump: Tree Care Industry Association (TCIA) focus is helping run the business and their accreditation and not as important as in the East Coast. The Professional Tree Care Association (PTCA) is the West Coast standards for knowing how to take care of trees.
 - K. Peacock: brought up the topic of drones and GIS and perhaps tie it with Grossmont's Drone program (?)
 - P. Berry: shared about the wildlife, trained arborist training (<https://treecareforbirds.com/>)
 - R. Melious: Western chapter ISA had their Arboriculture Conference at the Hyatt
 - A. Huie shared John was going to submit paperwork to table and promote

V. Adjourn

- Irrigation EAB 4/05/24 Recording: https://gcccd-edu.zoom.us/rec/share/kHsKssHPE_UzNUXxeleTSE9uFas9LEkLY4UtXtRBDaRy7r5pYtEZTYU6DJmJS_wS.DbSpU3aelei8ldZF?startTime=1712333053000
- Links shared in chat:
 - [Arborist.pdf \(isa-arbor.com\)](#)
 - [International Society of Arboriculture \(isa-arbor.com\)](#)
 - [International Society of Arboriculture \(isa-arbor.com\)](#)
 - [cert-Application-Certified-Arborist.pdf \(isa-arbor.com\)](#)
 - [Tree Care Services & Arborist Education by Tree Care Industry Association, LLC - Tree Care Industry Association, LLC.](#)
 - [Urban and Community Forestry Grants - 2023 Grant Awards | US Forest Service \(usda.gov\)](#)
 - [Regulatory Requirements for Financial Value Transparency and Gainful Employment | Knowledge Center](#)
 - AllTech pro aerial lift: <https://www.alltechpro.us/>