

Santa Rosa Junior College

Program Resource Planning Process

Floristry 2014

1.1a Mission

The mission of the **Santa Rosa Junior College Floristry program** is to train students in the art of floral design and the unique requirements of working in and operating floral enterprises.

1.1b Mission Alignment

The **FLORISTRY PROGRAM** supports the district's mission and initiatives in a number of areas: 1.) we provide vocational education to students; 2.) graduates of our certificate programs are trained in areas that will enhance the economic development and competitiveness of Sonoma County; 3.) we offer courses at this time only on the Santa Rosa campus. It is hoped that the FLORS 83A and FLORS 83B classes will be offered again at the Petaluma campus as well. These courses were cut within the last three years due to budget cutbacks.

1.1c Description

The **FLORISTRY PROGRAM** provides the education and training for students to pursue a career in floristry. The program offers both a certificate and major in Floristry. The Floristry curriculum trains students in the art of flower arrangement, buying and selling floral products and gives them the appropriate skills for working in or operating floral enterprises.

The Floristry Program participated in the Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance in Spring 2012 and in Fall 2012. This was the first year of the implementation of the Policy 3.6 at Santa Rosa Junior College. In December 19, 2012, the Consumer Family Studies Department Chair and the Floristry Program Coordinator received notification from the Academic Senate SubCommittee that the Floristry Program was approved for revitalization. The results of the decision to revitalize the Floristry Program are as follows:

1. The Floristry Program will be reduced to 18 units from 23 units.
2. Two classes, FLORS 111, Ikebana - Traditional and Contemporary and FLORS 109, Dry/Silk Floral Design will be deactivated.
3. FLORS 110, Floral Care & Handling will be rewritten to increase the units from 1.5 units to 2.0 units. A new course proposal, FLORS 116, will be submitted to Curriculum Committee in April 2013 to be approved and added to the Fall 2013 schedule.
4. The Certificate and Associate of Arts Major will be submitted in April to the Curriculum Committee for approval to make the required changes as requested

under the recent decision of Policy 3.6. The unit value must be decreased to 18 units.

1.1d Hours of Office Operation and Service by Location

As part of the **Consumer and Family Studies Department, the Floristry Program** is contacted through the CFS office (Room 801, Garcia Hall, M-Th 12:00 pm - 6:00 pm. The Administrative Assistant II works M-Th 12:00 pm - 6:00 pm. **At this time due to changes and cuts in hours for the CFS Lab Assistant, the CFS Office is not open in the mornings M-F. The office is not open on Fridays.** This is not an acceptable schedule for students and should be corrected as soon as possible.

The CFS Lab Assistant III has been reassigned to the Culinary Arts Program full time, effective July 1, 2014. The Vice President of the college approved the CFS Dept. to hire a STNC Lab Assistant I (at a much lower hourly rate) for 2014-2015. However, no budget was given to the Dept. for this position. This year the salary will be paid through the CTEA Funds. The Deans will have to decide how to fund this position in the future years.

The CFS faculty is developing the job description for this position and is hoping to hire early Fall 2014 semester. This position will be 20 hours per week; days and times not yet decided, but is hoped to have office coverage in the morning and on Fridays when the labs can be accessed.

The cutting of hours for the CFS Lab Assistant III has been a real hardship for the faculty and the workload has overlapped to the Administrative Assistant II to help with budget issues and other tasks. Budget cutbacks for the classified staff also has affected whether work is done in a timely manner.

Since all the instructors, including the Program Coordinator, are adjuncts there is no designated office for Floristry.

1.2 Program/Unit Context and Environmental Scan

The **FLORISTRY PROGRAM** is coordinated by an adjunct instructor who will be receiving minimal compensation for this added workload as of Fall, 2014. The program has been completely updated and offers both a certificate and major in Floristry. The Program Coordinator also regularly holds advisory meetings. The Department Chair and full time faculty have participated in the advisory meetings and have offered assistance to the Program Coordinator whenever needed.

The newly revised Floristry Certificate requires 18 units to complete. An Associate of Arts Degree is available to students who complete the additional 23 units of General Education + additional Electives for a total of 60 units.

Current industry trends would support adding units back to the certificate as the budgetary climate improves, specifically adding courses supporting Event Planning as a career objective within the Floristry program.

There is major support of the program from the community. The primary local wholesale florist, Sequoia Floral International, participates on the Advisory Committee, provides discounts to students in the program and recently funded a design show open to the

public that featured 3 of the floristry instructors. This program brought in more money and attendance than a program done previously with a major wire service. It is anticipated that other programs like this will take place in the future. The Program Coordinator is planning to participate again because it provides a place for all local florists to come and learn or update their skills and provides good advertisement for the SRJC's Floristry Program and what is offered here at SRJC.

In June, 2013 Sequoia offered a special 2 day event. The main speaker/ presenter, J. Schwanke AIFD, provided a one day workshop training for students and open to the public and a special 2nd day floral presentation open to the public. Some of the proceeds benefited the Floristry Program at Santa Rosa Junior College. Sequoia is planning to provide 2-3 \$100.00 scholarships for floral students.

At the Spring 2013 Floristry Advisory Committee meeting, it was reported that **Sequoia Floral International is down 50% in business from the Santa Rosa Junior College with the recent floristry course cutbacks. Clearly, the budget cuts we incur in our programs have a direct effect on the community businesses as well.**

The **FLORISTRY PROGRAM** provides the education and training for students to pursue a career in floristry. The program offers both a certificate and major in Floristry. The Floristry curriculum trains students in the art of flower arrangement, buying and selling floral products and gives them the appropriate skills for working in or operating floral enterprises.

Santa Rosa Junior College and City College of San Francisco are the only two colleges offering a Floristry Program in northern California. One student this semester relocated from Southern California specifically to enroll at SRJC and complete her Associate of Arts Degree in Floristry. She is currently working part time at Sequoia Floral International and Kenwood Gardens working on weddings. This is a program that is viable for a student who wants to work part time at their own business (cottage industry) and students with limited English, and appeals to both men and women.

As the wine industry continues to grow, more wineries are including unscented floral designs as an essential element of their decor, as well as an important aspect of their promotional events.

The Floristry instructors are asked to create table and floor floral displays periodically throughout the year for special events. Because of the recent budget cutbacks on course offerings, the Floristry instructors have not been able to accommodate such requests in the last year.

However, this past Fall 2013, the Vice President of the College volunteered our Floristry Program to make the centerpiece arrangements for the State CCLC Conference. This was a wonderful opportunity, however, there were many concerns that were voiced to the Vice President as to why the Floral Program could not accommodate this request. The Vice President of the College wanted this to happen. As it turns out, the Floral adjunct faculty and a few students made the arrangements (36 centerpieces); the ag dept. was able to deliver them to the hotel in San Francisco. Students in the floral classes did not have the skills and the timeline did not work for meeting the conference deadlines. The adjunct faculty were paid from CTEA Funds for the time spent outside of class to complete the project.

Interim Dean, Jerry Miller, mentioned at the Spring 2013 Advisory Meeting that maybe the special course for events could be offered again. Logistics will need to be worked out on how to handle a smaller student enrollment and faculty pay. The members of the Floristry Advisory Committee were very supportive of this idea.

One of the Floristry adjunct faculty's employer in San Francisco, SMR Wholesale, located in the San Francisco Flower Mart has donated cases of supplies for certain projects that students and faculty have been involved in, for example, Day Under the Oaks, where the students created floral arrangements and leis to sell and flowers and supplies for the corsage class. Once a year the faculty and students travel to the San Francisco Flower Mart for a field trip. Students are given a tour through the mart and learn the policies and procedures of the mart. They are also given a student discount on that day to shop. This has been an outstanding activity for the floral students to experience since many of them will be using the mart in their future jobs within the industry.

Five courses in the Floristry Program are transferable to the CSU campuses. Courses do not transfer to the UC campuses. Students wanting to continue at a four year school can transfer into the Environmental Horticultural and/or Hospitality Programs to pursue a Bachelor's Degree.

Trends in industry or technology for Floristry:

Some of the research that has been reviewed indicates that many independent floral shops are closing for various reasons in the recent economic conditions. However, what is really happening is the traditional "full-serviced" floral shop is changing into "specialty" floral services.

New floral departments are opening up in grocery stores, some larger drug stores, small boutiques, and larger warehouse retail centers like Costco have areas where one can purchase their casket and order flowers for funerals and weddings. This is exploding in the industry. Flowers are still a necessity in the consumer's life.

Other technological trends are the use and emergence of face books, blogs, and the increase of individual web sites. Social media is either the 2nd or 3rd highest form for business marketing.

Business people must develop a website for their business now to be competitive in the marketplace. Consumers are used to immediate feedback on questions they ask on a website. In the past, wedding estimates were usually completed and given to the customer in 2-3 days, now if immediate response does not happen within one day or even a few hours, the consumer may look to another business on the web. So many businesses do not have storefronts and can cut down on their overhead by using the social network for advertising to customers.

Wire service (ex. FTD) for flower delivery is decreasing. Consumers can now search the internet in a particular city and locate a floral business and order flowers directly.

Researching the internet in a Google search produced pages and pages of listings for businesses in the floral industry. Use these headings of Floral Shops in Sonoma

County, Retail Floral, Specialty Floral Shops, Floral Entrepreneur, Floral Careers, Jobs Floral Industry to create the listings.

These Floristry websites are not included in any of the labor market information, such as the U.S. Bureau of Labor Market Statistics or from the Center of Excellence that typically is used to indicate employment trends. The U.S. Bureau of Labor Statistics does not include recent trends in internet jobs, websites for businesses, and blogs as well. These sources are often the only sources used to measure employment trends.

The floral business is one that can be entered with a low capital investment, thus providing opportunity for business development to a broad economic base of qualified candidates.

The Floristry Program Coordinator and CFS Department Chair have been asked to consider a 2+2 Articulation with Santa Rosa High School Agricultural Program. This is in the beginning stages of investigation to see if it is feasible for high school students to move into the college's program. More discussion is needed to determine the feasibility of this articulation.

Data shows overall a decline in Floral Designers from 2010-2015. However, this data does not reflect the changes that are occurring in the industry as described above. The traditional floral shops are changing into specialty businesses and provide services that include event planning in the booming hospitality industry. Weddings and funerals are still important in the industry and needed by the consumer. Sonoma County has become the chosen spot for weddings and major events because of the location in the wine country and food speciality. The hospitality industry is booming in this area. Flowers and floral presentations are an essential and major part of these events.

The data still shows that there are 26 openings in Sonoma County, 67 in the Sonoma Region, 173 in the San Francisco Bay Area, and 1,398 in California. These statistics are just for the floral designers. There are many other job titles that are not included in the data presented and are viable jobs.

Changes are anticipated over the next three years in this industry:

As the economy improves in California and throughout the United States, there will be an increase in specialty type floral businesses. The growth of marketing on the internet via the social media will only increase in large numbers. Consumers will continue to need flowers for weddings, funerals, and other events, but how they access businesses will be done over the internet with immediate responses from the employers. Part-time jobs that are seasonal, like at Thanksgiving, Christmas, Valentine's Day, Easter, and especially Mother's Day (the biggest floral day of the year) will continue to increase. Grocery stores and large warehouse stores, like Costco, will continue to promote floral departments within their own stores. Small independent designers will increase as they develop their own websites for marketing their goods and services. Cottage industry will develop in communities.

Some training occurs within the floral industry itself; however, it can be sketchy. The need for trained employees with the basic skills and knowledge of design mechanics, and the elements and principles of design as applied to the floral industry are essential. Training is needed for potential employees on how to make various types of floral

arrangements. Training is needed in the recognition of flowers and other materials that are used in the variety of floral arrangements. Costing out arrangements is essential. Potential employees need to know what is involved when they go to work in a floral business, caring and storing the inventory, for example. These are just a few of the areas that a Floristry Program can offer to students interested in getting into this industry. **This program provides the entry level basic skills and additional skills beyond entry level for someone to start a business and be successful.**

Some training that occurs in the industry allows for a few individuals to travel to China to attend training in botanical companies where these individuals will study how arrangements in silk and dried flowers are done. These companies sell to the interior design industry. They will come back to the U.S. and apply some of the concepts to the fresh flower industry. Floral training results in job opportunities in other countries as well. Floral designers are used as consultants and design creators of silk botanical flowers that are mass produced in China. These designers are then used as sales reps. here to not only sell, but conduct design shows showcasing these silk flowers to florists here in the United States.

The hospitality industry will continue to grow and the need for floral arrangements for major events will be essential. Training is important in this industry. Here in Sonoma County, there has been an increase of event planning for the wineries in the area and some of our students and advisory committee members are involved in these jobs.

The local wholesale florist, Sequoia Floral International, has been supportive of SRJC's Floristry Program by hiring students in the program and who have graduated from the program. This has been on-going for the past 12-15 years. At this time, Sequoia has three students working full-time and part-time.

The CTEA Funding from the federal government has declined over the last 4-5 years due to the economic slump. The money that is received at SRJC must be shared by all occupational programs. There are always more requests each year than the available money to fund. The Floristry Program Coordinator and the CFS Department Chair are considering writing a CTEA grant 2014-15 to develop a DVD about the floristry program and other disciplines in CFS that could be marketed to the junior high and high schools to recruit new students.

The Floristry Program has given out the following Associate of Arts Degrees:
2007 (1); 2008 (1); 2011 (1); 2012 (2).

The Floristry Program has given out the following Floristry Certificates:
2007 (10); 2008 (1); 2009 (7); 2010 (4); 2011 (6); 2012 (3).

Due to the recent budget cutbacks in course offerings, some decline is attributed to advance courses not being offered. The Petaluma campus course offerings have been terminated by the Petaluma Dean due to the budget crisis. There is talk of offering more Floristry courses in the future in Petaluma, but it is not clear when this will occur.

To increase the number of completers the program needs to begin marketing the certificate to a new population, such as the Hispanic community in Roseland. This may also require the program develop an enhanced, non-credit Floristry certificate program that would help students with ESL. This is an idea that needs some discussion

especially now that the Policy 3.6 decision to decrease the current Floristry Certificate and Major to 18 units. The College is looking very carefully at any new programs and/or certificates and majors.

The Program Coordinator and CFS Department Chair are planning to develop a Floristry poster that can be sent out to the local high schools in Sonoma County along with the Floristry Flyer. This may encourage new students into this career.

The Vice President of Academic Affairs has decided that the College will no longer develop brochures for advertising CTE programs. The Floristry Program Coordinator and the CFS Department Chair are looking at the possibility of developing an attractive flyer or DVD to be distributed to potential new students and sent to the junior high and high school career centers. A CTEA Grant 2014-15 may be written to develop these marketing tools.

2.1a Budget Needs

The cost of the Floristry program materials and supplies continues to increased particularly due to the increased cost of flowers. The combined effect of a decrease in the budget and the increased cost of supplies has negatively impacted the ability of the program to provide students with new materials. The faculty costs and some of the 4000's supplies and fee money have decreased due to the reduction of the class schedule over the last few years.

Note: there are no Floristry courses being taught at the Petaluma campus.

Santa Rosa Junior College - Program Unit Review Floristry - FY 2012-13

2.1 Fiscal Year Expenditures

Santa Rosa Campus

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$35,172.35	-13.84%	\$0.00	0.00%	\$35,172.35	-13.84%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$2,687.94	-19.34%	\$0.00	0.00%	\$2,687.94	-19.34%
Supplies (4000's)	\$28,007.12	-5.43%	\$0.00	0.00%	\$28,007.12	-5.43%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Total Expenditures	\$65,867.41	-10.71%	\$0.00	0.00%	\$65,867.41	-10.71%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$0.00	-100.00%	\$0.00	0.00%	\$0.00	-100.00%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%

STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$0.00	-100.00%	\$0.00	0.00%	\$0.00	-100.00%
Supplies (4000's)	\$0.00	-100.00%	\$0.00	0.00%	\$0.00	-100.00%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Total Expenditures	\$0.00	-100.00%	\$0.00	0.00%	\$0.00	-100.00%

Other Locations (Includes the PSTC, Windsor, and other locations)

Expenditure Category	Unrestricted Funds	Change from 2011-12	Restricted Funds	Change from 2011-12	Total	Change from 2011-12
Faculty payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Adjunct payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Classified payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
STNC payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Student payroll	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Management payroll (and Dept Chairs)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Benefits (3000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Supplies (4000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Services (5000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Equipment (6000's)	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%
Total Expenditures	\$0.00	0.00%	\$0.00	0.00%	\$0.00	0.00%

Expenditure Totals

Expenditure Category	Amount	Change from 2011-12	District Total	% of District Total
Total Expenditures	\$65,867.41	-22.56%	\$109,755,801.72	0.06%
Total Faculty Payroll	\$35,172.35	-24.19%	\$37,642,229.36	0.09%
Total Classified Payroll	\$0.00	0.00%	\$17,914,387.66	0.00%
Total Management Payroll	\$0.00	0.00%	\$9,033,594.60	0.00%
Total Salary/Benefits Costs	\$37,860.29	-24.57%	\$83,300,149.56	0.05%
Total Non-Personnel Costs	\$28,007.12	-19.66%	\$13,951,537.78	0.20%

Supplies (4000's) : The Floristry program uses fee money (4391) for any appropriate student expenses within a course. The program uses its supply budget very judiciously, only buying items that students cannot take home. The cost of flowers has increased significantly over the 4 years and therefore, the fees are high for each of the floral design courses. Some course fees have been increased this year since the course fees had not changed over the last four years. The 4390 budget needs additional money for instructional supplies and materials for teaching demos that are not fee based.

Services (5000's): This money is used for honorarium for speakers and repairs for the Floristry refrigerator. One course that the Floristry program offers, FLOR 107 Arts of the Professional Floral Designer, requires honorarium for 6 professional florists from the community. The cost of this course is more than is available in this category, so this class has not been offered in the past 7 years (Fall 2004). The Floristry Program needs an augmentation of this budget category in order to offer this course. Faculty and the Department Chair are trying to figure out with Business Services a way to offer this course again. The Floristry Advisory Committee would like to see this course offered again as well.

2.1b Budget Requests

Rank	Location	SP	M	Amount	Brief Rationale
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0001	ALL	01	01	\$3,000.00	For instructor demonstrations and classroom supplies.
0002	Santa Rosa	01	01	\$2,100.00	Honorarium for professional florists from the community. This would be a one time budget request. The purpose would be to use the honorarium to offer a course that would be self-sustaining once it is offered initially. The course Arts of the Professional Florist is demonstration class for floristry certificate students as well as the community.

2.2a Current Classified Positions

Position	Hr/Wk	Mo/Yr	Job Duties
(See CFS PRPP)	0.00	0.00	

2.2b Current Management/Confidential Positions

Position	Hr/Wk	Mo/Yr	Job Duties
(See CFS PRPP)	0.00	0.00	

2.2c Current STNC/Student Worker Positions

Position	Hr/Wk	Mo/Yr	Job Duties
(See CFS PRPP)	0.00	0.00	

2.2d Adequacy and Effectiveness of Staffing

(See CFS PRPP)

Current classified staff is used VERY efficiently. However, because the workload exceeds classified staff availability, faculty are working without compensation to meet program needs.

The CFS Lab Assistant III has been transferred to the Culinary Arts Program full time, effective July 1, 2014. The Vice President of the College approved a STNC Lab Assistant I position (at a much lower hourly rate), however, no budget was provided for that position. The CFS faculty is developing the job description and it is hoped that this position will be filled in early Fall 2014 semester. The position will be for 20 hours per week, 11 month. Salary will be paid from CTEA Funding for 2014-2015. The Deans will have to determine how to pay for this position in the future.

The Administrative Assistant was reclassified to an Administrative Assistant II in July, 2012. However the total number of hours for this 0.6 position continues to be inadequate.

The Floristry Program is in need of a Program Coordinator. At this time an adjunct faculty member is coordinating the program, writing and updating the curriculum, planning the two yearly Advisory Committee Meetings (required for CTEA Funds), organizing the certificate ceremony event, etc. The Program Coordinator needs more time to keep programs strong. The Program Coordinator could visit high schools to meet with Horticulture/Floral Design students and encourage continuation of their education in this field.

The Consumer Family Studies Department has requested a full time or 62% Floristry faculty position for many years.

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13

2.2 Fiscal Year Employee Data and Calculations

Employee Head Counts

Employee Category	Count	Change from 2011-12	District Total	% of District Total
Contract Faculty	0	0.00%	283	0.00%
Adjunct Faculty	4	0.00%	1276	0.31%
Classified Staff	0	0.00%	497	0.00%
STNC Workers	0	0.00%	420	0.00%
Student Workers	0	0.00%	597	0.00%
Mgmt/Admin/Dept Chair	0	0.00%	148	0.00%

Employee FTE Totals

FTE Category	FTE	Change from 2011-12	District Total	% of District Total
FTE-F - Faculty	0.7851	-13.05%	642.6824	0.12%
FTE-CF - Contract Faculty	0.0000	0.00%	278.5000	0.00%
FTE-AF - Adjunct Faculty	0.7851	-13.05%	364.1824	0.22%
FTE-C - Classified	0.0000	0.00%	400.6181	0.00%
FTE-ST - STNC	0.0000	0.00%	50.7970	0.00%
FTE-SS - Support Staff	0.0000	0.00%	627.9055	0.00%
FTE-SW - Student Workers	0.0000	0.00%	176.4904	0.00%
FTE-M - Management	0.0000	0.00%	118.9300	0.00%
FTE-DC - Department Chairs	0.0000	0.00%	50.0000	0.00%

Student Data

Data Element	Value	Change from 2011-12	District Total	% of District Total
FTES-CR - Credit	18.4011	-35.38%	16141.1500	0.11%
FTES-NC - Non-Credit	0.0000	0.00%	2064.1447	0.00%
FTES - combined	18.4011	-35.38%	18205.2947	0.10%
Students Enrolled/Served	191	-11.57%	30000	0.64%

Calculations

Data Element	Value	Change from 2011-12	District Total	% of District Total
FTE-S : FTE-F	23.4386	-25.68%	28.3270	82.74%
FTE-AF : FTE-CF	0.0000	0.00%	1.3077	0.00%
FTE-F : FTE-SS	0.0000	0.00%	1.0235	0.00%
FTE-F : FTE-M	0.0000	0.00%	5.4039	0.00%
FTE-SS : FTE-M	0.0000	0.00%	5.2796	0.00%
FTE-ST : FTE-C	0.0000	0.00%	0.1268	0.00%
Average Faculty Salary per FTE-F	\$44,801.03	-12.82%	\$58,570.50	76.49%
Average Classified Salary per FTE-C	\$0.00	0.00%	\$44,716.87	0.00%
Average Management Salary per FTE-M	\$0.00	0.00%	\$75,957.24	0.00%
Salary/Benefit costs as a % of total budget	57.48%	-2.59%	75.90%	75.73%
Non-Personnel \$ as a % of total budget	42.52%	3.74%	12.71%	334.51%
Restricted Funds as a % of total budget	0.00%	0.00%	11.39%	0.00%
Total Unit Cost per FTE-F	\$83,899.09	-10.94%	\$170,777.67	49.13%
Total Unit Cost per FTE-C	\$0.00	0.00%	\$273,966.16	0.00%
Total Unit Cost per FTE-M	\$0.00	0.00%	\$922,860.52	0.00%
Total Unit Cost per FTE-S	\$3,579.53	19.84%	\$6,028.78	59.37%
Total Unit Cost per student served/enrolled	\$344.86	-12.42%	\$3,658.53	9.43%

2.2e Classified, STNC, Management Staffing Requests

Rank	Location	SP	M	Current Title	Proposed Title	Type
0000	Other	00	00	(See CFS PRPP)		Unknown

2.3a Current Contract Faculty Positions

Position	Description
	None

2.3b Full-Time and Part-Time Ratios

Discipline	FTEF Reg	% Reg Load	FTEF Adj	% Adj Load	Description
Floristry	0.0000	0.0000	1.4200	100.0000	The ratio is 0 for the Floristry program since it has no full-time faculty, therefore the program is much lower than the District ratio. It is critical that the District support full-time or 62% contract faculty to serve as Program Coordinator and Faculty.

2.3c Faculty Within Retirement Range

There are no contract faculty in this program. Two of the four adjuncts in the program are within retirement range.

2.3d Analysis of Faculty Staffing Needs and Rationale to Support Requests

The adjunct pool for Floristry is open and has been open continuously.

The program is in need of a Full-time Tenured Faculty or 62% Tenured Faculty that would coordinate and work on developing the Floristry Program. The many opportunities available through the hospitality industry in Sonoma County provides a great opportunity for students interested in the Floristry business. The problem is that the Floristry Program needs a District-supported position in order for the needed amount of time and effort to be put into making community contacts and developing the program to its full potential.

2.3e Faculty Staffing Requests

Rank	Location	SP	M	Discipline	SLO Assessment Rationale
0001	ALL	02	01	Floristry	As of Fall, 2014, 90% of all the Floristry courses have been assessed.

2.4b Rational for Instructional and Non-Instructional Equipment, Technology, and Software

A major cost for the students in the program is the flowers that must be bought locally and in small volume since the Floristry program has only one small refrigerator for storage. If the program had a dedicated walk-in refrigerator the instructors would be able to buy larger volumes of flowers from the San Francisco flower market and thereby significantly reduce the cost of the courses to students. It is standard for floral shops to have a walk-in refrigerator for storage of flowers and floral arrangements.

The Culinary Arts Program moved to their new building in December 2011. This move will open up space within Garcia Hall for the remaining programs to utilize. The full-time faculty and the Floristry Program Coordinator will continue to develop preliminary plans on reallocating the space in Garcia Hall during the summer 2014. This fall 2014, the two walk-in refrigerators were converted to accommodate flowers that were needed for a big event. The Floral instructors were asked to create centerpiece floral arrangements for a state conference. These walk-in refrigerators were instrumental in keeping the arrangements fresh for 3 days before transporting them to San Francisco for the conference.

New locking storage cabinets are needed to store materials and supplies used by the floral instructors and students. With the reorganization of the labs and relocation of some of the Fashion Studies supplies and materials to other locations in Garcia Hall, that will open up some space to use the new storage units. A lot of supplies are stored in the open and not as secure as should be.

NOTE: The CFS Dept Chair has kept the request for new walk-in refrigerators in the 2.4c, Instructional Equipment Requests area of the PRPP. It would be possible to omit this request if the existing walk-in refrigerators (left when the Culinary Arts Program moved to their new building) could be utilized by the Floristry Program.

Additional Note: SRT used the rooms 875, 855, and 835 for the summer 2014. The refrigerators were unplugged. It is not clear what the cost will be to start them again and make sure they are calibrated for floral arrangements. Also, all of the sinks were removed in 855 and 835. The large commercial sink was taken out (by mistake) and must be reinstalled.

2.4c Instructional Equipment and Software Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	ALL	01	01	Walk-in Floral Refrigerator	1	\$15,000.00	\$15,000.00	Sandy Bertram	880	Bonnie Panizzera
0002	Santa Rosa	01	01	Locking Storage Cabinets	2	\$500.00	\$1,000.00	Sandy Bertram	880	Bonnie Panizzera

2.4d Non-Instructional Equipment, Software, and Technology Requests

Rank	Location	SP	M	Item Description	Qty	Cost Each	Total Cost	Requestor	Room/Space	Contact
0001	Santa Rosa	01	01	38" -42" tables w waterproof tops (6' wide)	10	\$600.00	\$6,000.00	Sandy Bertram	880 or 855 and 835	B.Panizzera
0002	Santa Rosa	01	01	30" Stools or Chairs for lab tables	30	\$200.00	\$6,000.00	Sandy Bertram	880 Garcia Hall or 855, 835	B. Panizzera
0003	Santa Rosa	04	01	Sinks 24" x 30" wide	2	\$150.00	\$300.00	Sandy Bertram	880 Store room or 855,835	B.Panizzera
0004	Santa Rosa	01	01	Built-in electrical outlets into counters	10	\$200.00	\$2,000.00	Sandy Bertram	880 or 855, 835	B.Panizzera

2.5a Minor Facilities Requests

Rank	Location	SP	M	Time Frame	Building	Room Number	Est. Cost	Description
0001	ALL	04	06	Urgent	Garcia Hall	880/890/855/875	\$50,000.00	Rooms listed could be remodeled to accommodate more accessible storage space and an area for the supplies used in the floristry classes. This should be planned during summer and fall 2014. The Culinary Arts Program moved to their new building in December 2011. This remodel would be coordinated with the plans for the remodel of the building under the 1301 budget code as listed in that PRPP. Room 855, 875, 835 need to be remodeled into classroom areas and smart rooms. Room 835 should be changed to enlarge Room 801, the CFS Office and then the rest be an office area for the Floral Program.
0002	ALL	01	01	Urgent	Garcia Hall	855,875,	\$30,000.00	Need tables/counters with water proof tops; stools or chairs; additional electrical outlets added to the counters; 2-3 sinks (24" deep and 30" wide); open storage shelves; locked storage cabinets; smart room.
0003	Santa Rosa	04	06	Urgent	Garcia Hall	835, 801	\$15,000.00	Remove and relocate the wall connecting Room 801 and 835. This will open up and enlarge Room 801 CFS office space. The wall was added when the Culinary Bakery was added to the program which severely decreased the CFS Office space. It is time to open up the area again since there are 5 people using the CFS office. Room 835 will need a computer, desk, chair for faculty, file cabinets, locked storage, and open shelving.

2.5b Analysis of Existing Facilities

Over the past 4 semesters the Floristry classes have been bumped from different classroom locations on campus, even within a semester. The faculty of these classes must then try to relocate their flowers from Garcia Hall to each of these new locations. These facility issues has made it very difficult for the Floristry faculty to work effectively and to promote their program adequately.

Petaluma has eliminated having any floristry courses. Not sure why; floristry courses have been very successful in the past at Petaluma. Enrollment could be increased and open to the Marin area since College of Marin does not offer any floristry courses.

The Space Allocation Needs Report (November 2005) indicates that Floristry program, as part of the Consumer and Family Studies Department, is in need of additional storage space and upgrades to the infrastructure of the building (Garcia Hall). The Report also highlights the need of the Floristry program for both refrigeration and water.

The Culinary Arts Program moved to its new building December 2011. The Consumer Family Studies faculty and the Floristry Program Coordinator will be working on preliminary plans for a remodel of Garcia Hall to better accommodate the remaining programs: Floristry, Fashion Studies, Interior Design, Foods and Nutrition, and Diet Technology. Storage and the location of the large walk-in refrigerator are critical to the Floristry program. The walk-in refrigerators left from the Culinary Arts program have been changed to accommodate the Floral Program (Fall 2013).

However, the SRT Program used the rooms in Summer 2014. The walk-in refrigerators were unplugged and all the sinks and faucets removed from 855 and 835. The walk-in refrigerators need to be hooked up again and recalibrated (if needed again) to accommodate the floral program needs. The large commercial sink must be reinstalled in room 835.

Room 855 and 875 would need to have tables and/or counters with waterproof tops and chairs/stools.

- Tables/counters should be 38" - 42" height

- Stools should be 30" high

- Electrical outlets need to increase and be built into the counters

- Need at least 2-3 sinks (24" deep and 30" wide)

- Open storage shelves

- Locking storage cabinets

- Smart Room (media equipment)

Room 835 would be the floristry office with computer and desks, chairs, file cabinets and shelving (both locked and open)

Washer and dryer will be kept in Room 875 for use by the CFS Dept Programs.

3.1 Develop Financial Resources

The Floristry Program must have a full-time tenured faculty or a 62% tenured faculty to coordinate the program and work with students.

The Floristry Adjunct Faculty will continue to stay current with the trends and the needs in the industry and incorporate these trends and needs to the curriculum.

The Floristry Program Coordinator would like to expand on the floristry presence on the SRJC campus by doing special events once again. Adding back the special events class that could be funded differently because the student enrollment would be less than 20 students as required would help to restore the participation in providing flowers for special campus events.

3.2 Serve our Diverse Communities

The Floristry program has 4 adjunct instructors, all Caucasian. The program follows the procedures and guidelines set out by the SRJC Human Resources department for all recruiting and hiring of adjunct faculty.

3.3 Cultivate a Healthy Organization

See PRPP Report for Consumer Family Studies (1301)

3.4 Safety and Emergency Preparedness

CFS Department Chair

3.5 Establish a Culture of Sustainability

The CFS Department has a recycled bin in the Department office for supplies and paper; print cartridges are recycled in the warehouse. There are recycled bins in the hall way of Garcia Hall for students to recycle paper and other items like beverage containers.

Instructors print course materials on two-sided paper.

The sympathy floral class offered this past fall 2013 semester uses flowers over three days to help cut down on the cost of flowers for the class. The class is taught Tuesday, Wednesday, and Thursday. By teaching these 3 days in a row for the six week class and using the floral refrigerator for storage, the instructor can reuse the flowers ordered each week.

4.1a Course Student Learning Outcomes Assessment

Floristry faculty have completed assessments of one or more Student Learning Outcome for 90% of the Floristry courses. All Floristry faculty, who are all adjunct instructors, have participated in one or more assessment. The faculty will continue to work on additional learning assessment projects for SLOs that have not been completed, as well as for Floristry

105, which has not been offered recently and therefore could not be assessed. **Floristry 105 will be offered in Fall 2014 and will be assessed at the end of the semester..**

CFS Department 6-Year Cycle SLO Assessment Plan: 13__-Floristry

Course	SLO #s	Participating Faculty	Semester Initiated or to Be Initiated	Semester Completed	Comments	Year of Next Assessment
FLORISTRY						
FLORS 83A- Beginning Floral Design	#2 #1,2 #3	D Vigil D Vigil	F 2010 F 2013 F 2014	F 2010 F 2013	SLO Met SLO Met	F 2016 F 2019 – SLO 1
FLORS 83B – Intermediate Floral Design	#1 #2, 3	S Bertram D Dolan	F 2011 F 2014	F 2011	SLO Met	F 2017
FLORS 83C – Advanced Floral Design	#4 #1, 2 #3	S Bertram	S 2011 2014-15 2015-16	S 2011	SLO Met	S2017 or before F 2014 2015-16
FLORS 87 – European Floral Design	#1 #1, 2, 3	S Bertram S Bertram	2011-12 S 2014	S 2012 S 2014	SLO Met SLO Met	S 2020
FLORS 105 – Flowers to Wear and Carry	#1, 2, 3	S Bertram	F 2014			As scheduled
FLORS 108: Display and Merchandising	#1, 2	S Bertram	2012-13	S 2013	SLO Met	2018-19
FLORS 109: Dry/Silk Floral Design	#1, 2	J Christie	2012-13	S 2013	SLOs Met	Inactivated
FLORS 110: Floral Care and Handling	#1 #2	S Bertram	2012-13	S 2013	SLO Met	Inactivated New Course: FLORS 116
FLORS 111: Ikebana	#1, 2	R Abueg	S 2013	S 2013	SLOs Met	Inactivated As scheduled, if reactivated
FLORS 112: Wedding Design	#1 #2	R Abueg	F 2012 As Scheduled	S 2013	SLO Met	F 2018 As scheduled
FLORS 113: Floral Tributes	#1, 2, 3	S Bertram	F 2013	F 2013	SLOs Met	F 2019
FLORS 114: Retail Flower Shop Mgmnt	#1, 2, 3	S Bertram	2013-14	2013-14	SLOs Met	As scheduled 2019-20
FLORS 116: Floral Care and Handling	#1, 2	S Bertram	S 2014	S 2014	SLOs Met	S 2020

Not all courses are scheduled on a yearly basis. Some assessments are planned for the next term in which course is taught.

4.1b Program Student Learning Outcomes Assessment

The Floristry faculty have assessed course SLOs that align with the Major and Certificate Student Learning Outcomes. As a result of reviewing the assessment results, both the Floristry Major and the Floristry Certificate have been assessed.

Major conclusions of the assessments:

The combination of class time split between lecture and demonstration helps provide clear directions for students to gain knowledge and build skills required for creating their individual designs. Ample lab time allows for individual student instruction and guidance. Because of the open enrollment policy for some of the courses, the individual attention in lab helps students who enter Floristry courses with a wide range of skills be successful and meet the course outcomes. Regular peer review of student floral designs in most courses also helps build student confidence and skill.

4.1c Student Learning Outcomes Reporting

Type	Name	Student Assessment Implemented	Assessment Results Analyzed	Change Implemented
Course	FLORS 83A Beg Floral Design	Fall 2013	Fall 2013	N/A
Course	FLORS 83B Interm Floral Design	Spring 2012	Spring 2012	N/A
Course	FLORS 83C Adv Floral Design	Fall 2011	Fall 2011	N/A
Course	FLORS 87 European & Adv Contem	Spring 2011	Fall 2011	N/A
Course	FLORS 98 Independent Study	N/A	N/A	N/A
Course	FLORS 105 Flower to Wear & Car	Fall 2014	Fall 2014	N/A
Course	FLORS 107 Arts of Prof Desig*	N/A	N/A	N/A
Course	FLORS 108 Display & Merchandis	Spring 2013	Spring 2013	N/A
Course	FLORS 109 Dry/Silk Floral Des*	Spring 2013	Spring 2013	N/A
Course	FLORS 116 ID & Handling Flowr	Spring 2013	Spring 2013	N/A
Course	FLORS 111 Ikebana: Trad & Con*	N/A	N/A	N/A
Course	FLORS 112 Wedding Design	Spring 2013	Spring 2013	N/A
Course	FLORS 113 Sympathy Design	Fall 2013	Fall 2013	N/A
Course	FLORS 114 Retail Flower Shop	Fall 2013	Fall 2013	N/A
Certificate/Major	Floristry Certificate	Fall 2013	Fall 2013	Spring 2014
Certificate/Major	Floristry Major	Fall 2013	Fall 2013	Spring 2014

4.2a Key Courses or Services that address Institutional Outcomes

Course/Service	1a	1b	1c	2a	2b	2c	2d	3a	3b	4a	4b	5	6a	6b	6c	7
Floristry 114 Retai	X		X	X	X			X	X	X	X					X
Floristry 83 A						X						X				X
Floristry 83 B						X						X				X
Floristry 83 C						X						X				X

4.2b Narrative (Optional)

The Floristry Program's floral design series (83A-C) give students the ability to communicate their floral design to others, as well as, demonstrate creativity in their floral design. This program also promotes an appreciation of the value of life long learning. Specific courses in the program give students foundational skills; skills in personal development, critical analysis, intercultural interaction and responsibility.

5.0 Performance Measures

5.1 Effective Class Schedule: Course Offerings, Times, Locations, and Delivery Modes (annual)

The Floristry Program course offerings are limited due to facilities (see above). The majority of courses are offered at the SR campus where storage facilities and refrigeration

are available. These courses are offered in the afternoon and evening which best fits students' schedules, according to an informal survey of current floristry students. In Petaluma, because of limited space, Floristry courses are only offered on Friday which significantly limits the program's effectiveness. The program in the past only offered the basic core classes FLORS 83A and FLORS 83B. Only one course of Floristry was ever offered per semester. However, Spring 2012 semester the following courses were offered in lieu of the beginning and intermediate classes offered in the past: FLORS 105 Flowers to Wear and Carry (1 unit) and FLORS 106 Flowers for Parties and Events (1 unit). These are short courses. Lack of storage for supplies and lack of a Floristry refrigerator at the Petaluma campus prevent more courses from being offered. At the Request of the Petaluma Dean and due to budget cuts in course offerings, the floristry courses are no longer offered at the Petaluma campus. the Dept Chair was asked to pack up all supplies in the classroom since that storage space was needed by other instructors. **No floristry courses have been taught in Petaluma from Fall 2012 to present.** It is the hope of the Floristry Program Coordinator and the CFS Dept. Chair that as the economy improves and more course offerings are encouraged that the floral courses can return to the Petaluma campus. It would draw students from the Marin area and would benefit the program.

Student head count at the Santa Rosa campus has increased between Fall 2008 (112 and Fall 2009 (142); Fall 2010 (154); with a slight decline in Fall 2011 (150). **Fall 2012 had a sharp decline in head count because the two FLORS 83A Beginning Floral Design courses were cut just before Proof #2 schedule was permatized. There are 28 students in each of the beginning courses.** Spring 2009 (118), Spring 2010 (154) and Spring 2011 (163) shows a significant increase even though there have been reductions in course offerings due to budget constraints; Spring 2012 (99) shows a significant decrease in head count again because of cuts in course offerings from past semesters.

At the Petaluma campus it has ranged from Fall 2008 (53) and Fall 2009 (61). Spring 2009 (41). Spring 2010 (26) and Fall 2010 (25) show a sharp decline because in Spring 2010 budget cutbacks limited just one course at Petaluma in the Fall and Spring semesters. The enrollment for Spring 2011 was only (23). Spring 2012 (56) shows a significant increase in head count because two short courses were offered that were advance courses and filled up nicely. This was the first semester any advance courses were offered in Petaluma. Fall 2012 to present, no Floristry courses were offered in Petaluma due to budget cutbacks.

Summer school enrollment for the Sympathy Course declined from Summer 2007 of 15 to 0 during Summer 2008 when the summer class was canceled due to budget constraints. The Sympathy course which is only offered in summer was offered in Summer 2010 and had (19) students enrolled. This course has been offered every two years as a rule. This course was offered Summer 2012 (23). The Sympathy Course was offered Fall 2013 to accommodate a number of students who were completing their certificates and AA Degrees.

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.1 Student Headcounts The number of students enrolled in each Discipline at first census (duplicated headcount).

Santa Rosa Campus

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	19	154	163	0	150	99	23	90	10

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0	25	23	0	0	56	0	0	

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0	0	0	0	0	0	0	0	

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	19	179	186	0	150	155	23	90	10

5.2a Enrollment Efficiency

Enrollment efficiency for the **Floristry Program** at the **Santa Rosa campus** is at 89.6% Fall 2008 and 78.7% in Spring 2009 showing a slight decline. The efficiency rate increased dramatically in Fall 2009 (113.6%) and a slight decline in Fall 2010 (102.7%). Spring 2010 increased to (102.7%). Fall 2011 (100.0%) maintained enrollment efficiency but in Fall 2012 (72.0%) a major decrease due to two FLORS 83A Beginning Floral Design courses that were cut at the last minute from Fall schedule.

The **Petaluma campus** efficiency was 70.7% Fall 2008 and 85.4% Spring 2009. Fall 2009 showed an increase to (122.0%) and Fall 2010 was (100.0%). Fall 2011 (0%) and Fall 2012 (0%) because no floristry classes were offered in Petaluma. Spring 2010 increased to (108.3%); Spring 2011 (92.0%) shows major decrease. However, Spring 2012 (112.0%) shows an increase because two advance level floristry short courses were offered. The higher efficiency at the Petaluma campus is possibly reflective of the limited number of courses that are offered in Petaluma thus students have less options to select from and enrollment is high in the one elective class that is offered. Summer courses are not offered at the Petaluma campus. There were no floristry courses offered Fall 2012 to present at the Petaluma campus due to budget cutbacks.

Santa Rosa Junior College - Program Unit Review Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.2a Enrollment Efficiency

The percentage of seats filled in each Discipline at first census based on class limit (not room size).

Santa Rosa Campus

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	76.0%	102.7%	108.7%	0.0%	100.0%	99.0%	92.0%	72.0%	82.4%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0%	100.0%	92.0%	0.0%	0.0%	112.0%	0.0%	0.0%	0.0%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	76.0%	102.3%	106.3%	0.0%	100.0%	103.3%	92.0%	72.0%	82.4%

5.2b Average Class Size

The average class size for Floristry courses at the Santa Rosa campus is 18.9 (F'07) and 22.4 (F'08). The average class size declined slightly from 21.0 (S'08) to 19.7 (S'09). Fall 2009 showed an increase in average class size of 28.4 and Fall 2010 a slight decline to 25.7. Fall 2011 shows 25.0 and Fall 2012 shows 18.0 a slight decline in average class size. This decline in average class size for Fall 2012 is due to only advance courses being offered. The two FLORS 83A classes, Beginning Floral Design were cut at the last minute on Proof #2 and were not offered in Fall 2012. Advance courses sometimes have a smaller student enrollment.

Spring 2010 increased to 25.7; Spring 2011 increased to 27.2 and Spring 2012 showed a slight decrease 24.8. However, all are still good enrollment for CTE lab classes.

At the Petaluma campus, the average class size increased from 11.7 (F'07) to 17.7 (F'08) and declined slightly from 23 (s'08) to 20.5 (s'09). Fall 2009 showed an increase to 30.9 and Spring 2010 showed an increase to 26.0. Again, some of the changes are due to cutbacks on classes and some students feeling they may not get through the program. The courses that require design and construction of floral arrangements requires more space per student to effectively teach and maintain the safety of students. Thus, a lower average class size is expected.

Fall 2010 showed a decrease to 25.0 and Fall 2011 and Fall 2012 did not have any Floristry courses offered at Petaluma. Spring 2011 had 23.0 average class size and Spring 2012 showed 28.0 average class size. This increase is due to two advance short courses being offered for the first time at the Petaluma campus. Fall 2012 to present, no Floristry courses were offered in Petaluma.

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.2b Average Class Size The average class size in each Discipline at first census (excludes cancelled classes).

Santa Rosa Campus

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	19.0	25.7	27.2	0.0	25.0	24.8	23.0	18.0	20.0

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0	25.0	23.0	0.0	0.0	28.0	0.0	0.0	0.0

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	19.0	25.6	26.6	0.0	25.0	25.8	23.0	18.0	20.0

5.3 Instructional Productivity

The instructional productivity of the Floristry program is lower than the District goal of 17.5 because of the smaller class sizes required for teaching the floristry curriculum and the limited classroom facilities with the appropriate physical accommodations. The classroom (Room 880, Garcia Hall) only holds barely 25 students.

The ratio for Fall 2010 (14.45.); Fall 2011 (15.93); Fall 2012 (10.78) a major decrease, again due to the fact that the two FLORS 83A Beginning Floral Design courses were cancelled at Proof #2 and not offered in Fall 2012. Spring 2010 (14.29); Spring 2011 (13.49), a slight decrease; Spring 2012 (10.91) another decrease due to the fact that fewer Floristry courses were taught than previous semesters.

The Petaluma campus ratio has increased substantially: Fall 2008 (11.05), Fall 2009 (16.27), Fall 2010 (15.00). Spring 2009 (11.33), Spring 2010 (15.60), Spring 2011 (7.66). Spring 2012 the Floristry Program offered two advance short courses at Petaluma and that is why there is an increase of 13.90 in productivity. The class size limit for all floristry programs is 25 students per class which would limit productivity to a maximum of 12.5. Fall 2011 and Fall 2012 to present, no floristry courses were offered at Petaluma due to budget cut backs.

Although below the district target of 17, the Floristry program's productivity is close to the maximum for a laboratory class.

One way to increase the productivity of the program would be to provide support for courses that have a higher student to faculty ratio that could balance out the lab classes. An example of this would be FLORS 107 Art of the Professional Florist, which in the past had an enrollment of 75-100 students per instructor. Since this course is a lecture course it could be held in existing large lecture halls and would provide a much higher instructional productivity ratio for the program. The reason this course has not been offered recently is the fact that there is no money in the budget to teach the course. In the past, the class had a course fee of \$50.00 per student. That was used to pay the honorium and flowers for the demonstration. The CFS Dept. Chair, Floristry Coordinator are trying to figure out a way to fund this course again. It was an important class and had strong enrollment when it was taught in the past.

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.3 Instructional Productivity The ratio of Full-Time Equivalent Students (FTES) to Full-Time Equivalent Faculty (FTEF) in each Discipline at first census.

Santa Rosa Campus

Floristry		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTES	1.96	12.04	12.35	0.00	14.73	9.90	2.23	7.57	8.60
	FTEF	0.17	0.83	0.92	0.00	0.92	0.91	0.17	0.70	0.70
	Ratio	11.41	14.45	13.49	0.00	15.93	10.91	13.03	10.78	12.34

Petaluma Campus (Includes Rohnert Park and Sonoma)

Floristry		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTEF	0.00	2.50	2.30	0.00	0.00	3.84	0.00	0.00	0.00
	FTEF	0.00	0.17	0.30	0.00	0.00	0.28	0.00	0.00	0.00
	Ratio	0.00	15.00	7.66	0.00	0.00	13.90	0.00	0.00	0.00

Other Locations (Includes the PSTC, Windsor, and other locations)

Floristry		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FTEF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Ratio	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

ALL Locations (Combined totals from ALL locations in the District)

Floristry		X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
	FTEF	1.96	14.54	14.65	0.00	14.73	13.74	2.23	7.57	8.60
	FTEF	0.17	1.00	1.22	0.00	0.92	1.18	0.17	0.70	0.70
	Ratio	11.41	14.55	12.05	0.00	15.93	11.61	13.03	10.78	12.34

5.4 Curriculum Currency

In 2004, Sandy Bertram, the Floristry Program Coordinator did a complete revision of the Floristry certificate program. At that time all the Floristry curriculum was updated. Thus, all Floristry curriculum is up to date. All Floristry courses have Student Learning Outcomes identified and passed at Curriculum. Floristry Program Student Learning Outcomes have been approved at Curriculum. As of Fall 2014, 90% of the courses have at least one of the Student Learning Outcomes assessed.

At the April 28, 2010 Floristry Advisory Meeting, the Dean requested the committee members to begin to review the curriculum again starting in the Fall 2011 to see if curriculum is current and still meeting the needs of industry. Labor market information was the main direction for last year. A labor market survey was conducted in Fall 2011 with the results being included in the Policy 3.6 process (Program Review, Evaluation, Revitalization, and Discontinuance) that the Floristry Program was involved in.

Policy 3.6 decision to revitalize the Floristry Program was announced on December 19, 2012 and stated in the description of the PRPP (1.1c). The changes in course units required in the certificate and major will be sent to the Curriculum Committee in April 2012 for approval and then sent on to the Chancellor's Office. Two courses will be inactivated and one course will be increased from 1.5 units to 2 units. A new course proposal for the increase in units was sent to the Curriculum Committee in April 2012 for approval and to be offered Fall 2013.

5.5 Successful Program Completion

The Floristry Program has given out Associate of Arts Degrees:

2007 = 1, 2008 = 1, 2011 = 1, 2012 = 2.

Certificates given out are: 2007 = 10, 2008 = 1, 2009 = 7, 2010 = 4, 2011 = 6, 2012 = 3.

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	100.0%	94.4%	92.4%	0.0%	93.4%	94.7%	100.0%	90.8%	87.4%

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.6b Successful Course Completion The percentage of students receiving a grade of A,B,C, or CR in each Discipline (duplicated headcount).

Santa Rosa Campus

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	100.0%	98.1%	92.6%	0.0%	90.7%	91.7%	100.0%	88.5%	86.4%

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0%	72.0%	78.3%	0.0%	0.0%	98.2%	0.0%	0.0%	0.0%

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	100.0%	94.4%	90.8%	0.0%	90.7%	94.0%	100.0%	88.5%	86.4%

Santa Rosa Junior College - Program Unit Review

Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.6c Grade Point Average The average GPA in each Discipline (UnitsTotal / GradePoints).

Santa Rosa Campus

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	3.95	3.49	3.33	0.00	3.52	3.30	3.91	3.69	3.2

Petaluma Campus (Includes Rohnert Park and Sonoma)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.00	2.73	3.50	0.00	0.00	3.93	0.00	0.00	0.0

Other Locations (Includes the PSTC, Windsor, and other locations)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0

ALL Locations (Combined totals from ALL locations in the District)

Discipline	X2010	F2010	S2011	X2011	F2011	S2012	X2012	F2012	S2013
Floristry	3.95	3.37	3.35	0.00	3.52	3.43	3.91	3.69	3.2

The course retention rate for the floristry courses is over 90% consistently according to the data.

The rate of course completers is well over 86% - 90+% according to the data.

The grade point average is 3.5+ for most all years represented.

5.7 Student Access

Santa Rosa Junior College - Program Unit Review Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.7a Students Served - by Ethnicity The number of students in each Discipline at first census broken down by ethnicity (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Floristry	Ethnicity	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	White	222	60.7%	177	61.2%	115	57.2%	201
	Asian	4	1.1%	9	3.1%	10	5.0%	20
	Black	5	1.4%	2	0.7%	1	0.5%	2
	Hispanic	70	19.1%	64	22.1%	43	21.4%	20
	Native American	1	0.3%	0	0.0%	0	0.0%	0
	Pacific Islander	1	0.3%	0	0.0%	0	0.0%	0
	Filipino	5	1.4%	4	1.4%	2	1.0%	2
	Other Non-White	0	0.0%	0	0.0%	0	0.0%	0
	Decline to state	58	15.8%	33	11.4%	30	14.9%	20
	ALL Ethnicities	366	100.0%	289	100.0%	201	100.0%	201

Santa Rosa Junior College - Program Unit Review Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.7b Students Served - by Gender The number of students in each Discipline at first census broken down by gender (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Floristry	Gender	2010-11	Percent	2011-12	Percent	2012-13	Percent	2013-14
	Male	16	4.4%	18	6.2%	6	3.0%	20
	Female	349	95.4%	271	93.8%	191	95.0%	181
	Unknown	1	0.3%	0	0.0%	4	2.0%	0
	ALL Genders	366	100.0%	289	100.0%	201	100.0%	201

Santa Rosa Junior College - Program Unit Review Floristry - FY 2012-13 (plus current FY Summer and Fall)

5.7c Students Served - by Age The number of students in each Discipline at first census broken down by age (duplicated headcount).

ALL Locations (Combined totals from ALL locations in the District)

Floristry	Age Range	2010-11	Percent	2011-12	Percent	2012-13	Percent	20
	0 thru 18	38	11.4%	21	7.8%	3	1.6%	
	19 and 20	55	16.6%	57	21.3%	35	18.3%	
	21 thru 25	82	24.7%	45	16.8%	36	18.8%	
	26 thru 30	31	9.3%	25	9.3%	23	12.0%	
	31 thru 35	9	2.7%	14	5.2%	13	6.8%	
	36 thru 40	17	5.1%	10	3.7%	13	6.8%	
	41 thru 45	6	1.8%	15	5.6%	14	7.3%	
	46 thru 50	25	7.5%	25	9.3%	16	8.4%	
	51 thru 60	69	20.8%	56	20.9%	38	19.9%	
	61 plus	34	10.2%	21	7.8%	10	5.2%	
	ALL Ages	332	100.0%	268	100.0%	191	100.0%	

The majority of the Floristry students are in the 19-30 age bracket. The age bracket of 51-60 showed a dip in enrollment over two years ago; it still is the third largest group represented.

The majority of the students continues to be female with the percentages around 95%.

Ethnicity is majority White (52.2%) and Hispanic (21.4%).

5.8 Curriculum Offered Within Reasonable Time Frame

The Floristry Program participated in Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance in Spring 2012 and Fall 2012 (2nd year). The decision to revitalize the Floristry Program was sent to the CFS Dept Chair and the Floristry Coordinator on December 19, 2012. The changes to the Floristry are as follows:

Reduce the Floristry Certificate of Achievement to 18 units from 23 units.

Rewrite FLORS 110 for 1.5 units to a new course FLORS 116 - Floral Care and Handling for 2 units. FLORS 110 will be deactivated.

Two courses FLORS 109 - Dry/Silk Floral Design and FLORS 111 - Ikebana, Traditional and Contemporary will be deactivated.

The Fall 2012 Schedule received a 30% cut in sections offered from Fall 2011. There were no FLORS 83A Beginning Floral Design classes offered Fall 2012 semester. This will and has effected the enrollments, and students entering the program.

This is the course rotation for the Floristry Program:

FLORISTRY PROGRAM

Tentative Class Rotation Schedule

Rev. January 29, 2013

FALL 2012

FLORS 83-B- INTERMEDIATE FLORAL DESIGN *

FLORS 83-C- ADVANCED FLORAL DESIGN **

FLORS 87- EUROPEAN DESIGN ***

FLORS 108- DISPLAY & MERCHANDISING **

FLORS 112- WEDDING DESIGN **

SPRING 2013

FLORS 83-A- BEGINNING FLORAL DESIGN

FLORS 83-C- ADVANCED FLORAL DESIGN **
FLORS 109- DRY/SILK FLORAL DESIGN **
FLORS 111- IKEBANA: TRADITIONAL & CONTEMPORARY DESIGNS **

SUMMER 2013

No classes

FALL 2013

FLORS 83-A- BEGINNING FLORAL DESIGN
FLORS 83-B- INTERMEDIATE FLORAL DESIGN *
FLORS 113 – FLORAL TRIBUTES **
FLORS 110- ID & HANDLING OF FLOWERS, FOLIAGES & PLANTS

SPRING 2014

FLORS 83-A- BEGINNING FLORAL DESIGN
FLORS 83-B- INTERMEDIATE FLORAL DESIGN *
FLORS 87- EUROPEAN DESIGN ***
FLORS 105- FLOWERS TO WEAR & CARRY
FLORS 114- RETAIL FLOWER SHOP MANAGEMENT

SUMMER 2014

FLORS 113- FLORAL TRIBUTES

FALL 2014

FLORS 83-A- BEGINNING FLORAL DESIGN
FLORS 83-B- INTERMEDIATE FLORAL DESIGN *
FLORS 83-C- ADVANCED FLORAL DESIGN **
FLORS 108- DISPLAY & MERCHANDISING **
FLORS 112- WEDDING DESIGN **

SPRING 2015

FLORS 83-A- BEGINNING FLORAL DESIGN
FLORS 83-B- INTERMEDIATE FLORAL DESIGN *
FLORS 87- EUROPEAN DESIGN ***
FLORS 110- ID & HANDLING OF FLOWERS, FOLIAGES & PLANTS

* PREQ. 83-A

** PREQ. 83-B

*** PREQ. 83-C

This is the course sequence for the Floristry Program:

Santa Rosa Junior College
Consumer & Family Studies Department

Floristry Certificate of Achievement
Course Sequence

Semester 1

Rev. January 29, 2013

FLORS 83-A- BEGINNING FLORAL DESIGN (no prerequisite)
FLORS 110- ID & HANDLING OF FLOWERS, FOLIAGES & PLANTS (no prerequisite)
FLORS 114- RETAIL FLOWER SHOP MANAGEMENT (completed 83A or concurrent enrollment)

Semester 2

FLORS 83-B- INTERMEDIATE FLORAL DESIGN (completed 83A)
FLORS 105- FLOWERS TO WEAR & CARRY (completed 83A)
FLORS 108- DISPLAY & MERCHANDISING (completed 83A)

Summer

FLORS 113- FLORAL TRIBUTES (completed 83B)

Semester 3

FLORS 83-C- ADVANCED FLORAL DESIGN (completed 83B)
FLORS 112- WEDDING DESIGN (completed 83B)

Semester 4

FLORS 87- EUROPEAN DESIGN (completed 83C)

Santa Rosa Junior College

Consumer & Family Studies Department

Floristry Certificate of Achievement

Program Student Learning Outcomes

Upon successful completion of this certificate, the student will be able to:

1. Name and properly use the tools and mechanics in floral design.
2. Demonstrate proper standards of care and handling of fresh floral materials.
3. Create fresh floral arrangements and distinguish between the different types of design styles.
4. Demonstrate an entry level knowledge of retail flower shop operation.

5.9a Curriculum Responsiveness

There are four Advisory Members that attend the Floristry Advisory meetings on a regular basis that represent the industry. There are three Advisory Committee members that represent industry and also are adjunct faculty teaching in the program.

The Floristry Program has a good and diverse representation of the industry serving on the committee. However, the Program Coordinator has been trying to expand the committee over the last few years. It has been difficult to recruit new industry people partly due to the economy. Efforts to expand the committee will continue.

At the April 28, 2010, Floristry Advisory meeting, the Cluster Dean suggested that the Floristry curriculum and certificate be reviewed by the advisory committee starting in the Fall 2010. This did not happen because the faculty and committee members were working on labor market information this past year. The last time all courses were reviewed by the Advisory Committee was 2004. Since the Floristry Program just completed the Policy 3.6 process, all courses were reviewed as part of that process and the results are listed below.

The Floristry Program participated in the Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance in Spring 2012 and in Fall 2012. This was the first year of the implementation of the Policy 3.6 at Santa Rosa Junior College. In December 19, 2012, the Consumer Family Studies Department Chair and the Floristry Program Coordinator received notification from the Academic Senate Subcommittee that the Floristry Program was approved for revitalization. The results of the decision to revitalize the Floristry Program are as follows:

1. The Floristry Program will be reduced to 18 units from 23 units.
2. Two classes, FLORS 111, Ikebana - Traditional and Contemporary and FLORS 109, Dry/Silk Floral Design will be deactivated.
3. FLORS 110, Floral Care & Handling, will be rewritten to increase the units from 1.5 units to 2.0 units. A new course proposal, FLORS 116, will be submitted to Curriculum Committee in April 2013 to be approved and added to the Fall 2013 schedule.
4. The Certificate and AA Major will be submitted in April 2013 to the Curriculum Committee for approval to make the required changes as requested under the recent decision of Policy 3.6. The Floristry unit value must be decreased to 18 units.
5. The Dean of Curriculum should have sent the revision to the Chancellor's Office for approval. The CFS Dept. Chair will follow-up to see if that step has been completed.
6. The revised Floristry Program should be updated on the SRJC Web site and the new catalogue and supplement.

5.9b Alignment with High Schools (Tech-Prep ONLY)

There are no courses in Floristry taught at the high school level in Sonoma County and no Tech Prep or 2+2 Agreement.

However, the Floristry Program Coordinator was contacted in December 2010 to look at Santa Rosa High School's Agriculture Program where the high school instructor is offering some floral courses. The Program Coordinator will be meeting with the high school instructor to review their offerings. It is not clear if what is taught at the high school will meet the requirements to articulate to the FLORS 83A course at Santa Rosa Junior College. More communication is needed on this matter. Since the Floristry Program was involved in the Policy 3.6 (Program Review, Evaluation, Revitalization, and Discontinuance) for two years, there was not an opportunity to follow-up with this communication.

The Floristry Program Coordinator for the past 12+ years is stepping down and a new adjunct faculty member is starting this Fall 2014 in that position. It is anticipated that she will contact Santa Rosa High School and follow-up this year.

5.10 Alignment with Transfer Institutions (Transfer Majors ONLY)

Floristry does not have a transfer major to the four year college. There are no Floristry Programs at the 4 year level. Floristry offers a Floristry Certificate and an Occupational Major.

Students can transfer to the 4-year college and major in Environmental Horticulture and/or Hospitality to pursue a Bachelor's Degree.

5.11a Labor Market Demand (Occupational Programs ONLY)

According to the U.S. Bureau of Labor Statistics, "Floral designers held about 76,100 jobs in the U.S., in 2008, and there will be 174 new jobs in the bay area in the next 10 years. About 50 percent of all floral designers worked in florist shops. Another 12 percent worked in the floral departments of grocery stores."

Job opportunities are strong in California. Research done by Dr. Dennis H. Tootelain, Director of the Center for Small Business at California State University, Sacramento indicates that the expenditures by growers, wholesalers, retailers, and affiliated businesses create a ripple effect that generates 121,950 full time equivalent jobs in California. This translates to a variety of jobs related to the floral industry.

Examples of jobs: growers of flowers, foliage, potted, blooming and garden flowers are just one area of the industry.

Shipping and distribution of fresh product to the wholesale and retail market is a major field in the industry.

Retail floristry, wedding and event planning, artistic design for home interiors, interior landscapes, plant rental companies, and office plant maintenance companies are all part of this industry.

Designers of vases, pottery, baskets, party decor, wedding decor, permanent botanical designs for display in staging homes, offices, etc. are all dependent on the floral industry.

The Society of American Florists states the Floriculture is the third largest agricultural crop in the United States. The U.S. Floral Industry consists of more than 60,000 small businesses, growers, wholesalers, retailers, distributors and importers. The top six fresh flower growing states are **California with 77%**, Washington at 6%, Hawaii at 4%, Florida at 3%, Oregon at 3%, and New Jersey at 3%.

The Battelle Study, commissioned by Produce Marketing Association, the first of its kind done in the floral industry, concluded that the floral industry has an **economic impact of \$554 billion dollars**. The study indicated that the fresh produce and mass-market floral industry accounts for more than \$275 billion in direct economic output and a total impact of more than \$554 billion in the ripple effect. **Every dollar of production value generates \$16.75 of the total economic value.**

The California Cut Flower Commission (CCFC) report on December 10, 2008, by Dr. Dennis H. Tootelain, Director of the Center for Small Business at California State University, Sacramento indicated that **California's cut flower industry has an annual impact of nearly \$10.3 billion on the states economy, returning 92 cents of every dollar back into the California economy**. The report indicates that there are 121,950 full-time equivalent jobs in California, with a **total of \$3.3 billion in gross wages**.

"Despite the decline in employment, job opportunities are expected to be good as many people leave this occupation because of relatively low wages and limited advancement opportunities." "Opportunities should be good in grocery store and Internet floral shops, as sales of floral arrangements from these outlets grow. Prearranged displays and gifts available in these stores appeal to consumers because of the convenience and because of prices that are lower than can be found in independent floral shops."

"Independent shops have added online ordering systems to compete with Internet florists. Others are trying to distinguish their services by specializing in certain areas of floral design or by combining floral design with event planning and interior design services. Some florists also are adding holiday decorating services in which they will set up decorations for businesses and residences."

"Discretionary spending on flower and floral products is highly sensitive to the state of the economy, and during economic downturns employment may fall off as floral expenditures decline."

No other community college in the Bay Area offers a Floral Certificate or Occupational Major.

Because of Sonoma County location to the Bay Area, the Program Coordinator has been contacted by the floral shop owners in the area and event planners requesting good trained students to help with activities they are planning. These are new jobs opening up in Sonoma County. These are jobs that students in the program can apply for because they have the required skills requested:

Knowledge of purchasing, proper care and conditioning of the product, proper mechanics of design, customer service, knowledge of resources for specific floral needs, etc.

Students completing the Floristry program will be hired to specialize in certain areas of floral design and event planning which includes the hospitality industry.

Job Titles:

Florists retailers and wholesalers

Wedding planners and coordinators

Event planners

Hospitality industry

Wholesale specialist in product both hard and soft goods,

Floral Designer to design prototypes for large companies in silk and dry and botanical floral industry

5.11b Academic Standards

Academic Standards are discussed at the Floristry Advisory meetings and with full time faculty in the Consumer Family Studies Department. Faculty maintain high academic standards in their classes. Articulation of academic standards are explored in courses where several faculty teach the same course.

6.1 Progress and Accomplishments Since Last Program/Unit Review

Rank	Location	SP	M	Goal	Objective	Time Frame	Progress to Date
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6.2a Program/Unit Conclusions

Location	Program/Unit Conclusions
ALL	Implement the recommendations of Policy 3.6 for the Revitalization of the Floristry Program as stated in the PRPP Report. The program decreased the required units to 18 units. This should help increase completers for the certificate. Maintain and continue to develop a robust floristry certificate program. Increase numbers of certificates Associate Degrees per year.
ALL	<p>Program - future plans. It is difficult to think about expansion of courses in a budget crisis the college has been facing. However, the faculty and Program Coordinator and Floristry Advisory Committee members should think about other ways of increasing enrollment and completers for the certificate and Associate Degree. Reaching out to the Latino community and analyzing new and current jobs in Sonoma County that will need skilled floral students is critical for this next year. Outreach to the local high schools via a poster and flyers will provide another viable career goal for many high school students not planning to transfer to a four-year college or university.</p> <p>The floral business is adaptable for independent contractors. Many Floristry blogs are now available to review. Many businesses are now on the WEB as the floral business is in transition, This was reported earlier in this PRPP report.</p>

6.2b PRPP Editor Feedback - Optional

The Dean, CFS Department Chair, and Floristry Program Coordinator will closely examine the labor market and existing job opportunities for the graduates. Moreover, given the relatively low number of certificates awarded each year, an evaluation of the curriculum for currency and effectiveness is in order. **The lower number of completers is directly related to the budget cuts and the reduction of course offerings (advance classes) in a rotation. Fall 2012 semester had a 30% cut to the course offerings.**

The Floristry Program participated in the Policy 3.6 - Program Review, Evaluation, Revitalization, and Discontinuance in Spring 2012 and in Fall 2012. This was the second year of the implementation of the Policy 3.6 at Santa Rosa Junior College.

In December 19, 2012, the Consumer Family Studies Department Chair and the Floristry Program Coordinator received notification from the Academic Senate SubCommittee that the Floristry Program was approved for revitalization. The results of the decision to revitalize the Floristry Program are as follows:

1. The Floristry Program will be reduced to 18 units from 23 units.

2. Two classes, FLORS 111, Ikebana - Traditional and Contemporary and deactivated.

FLORS 109, Dry/Silk Floral Design will be

3. FLORS 110, Floral Care & Handling will be rewritten to increase the units
FLORS 116, will be submitted to Curriculum Committee in April 2013 to be approved and added to the Fall

from 1.5 units to 2.0 units. A new course proposal,
2013 schedule.

4. The Certificate and AA Major will be submitted in April to the Curriculum
changes as requested under the recent decision of Policy 3.6. The unit value must be decreased to 18 units.

Committee for approval to make the required

5. Implementation of the recommendations are under way to complete the
stated above by the end of Spring 2013 semester. This revision is effective Fall 2013.

necessary paper work for all revisions as

6. The Dean of Curriculum should submit the Floristry Certificate and Associate
approval.

of Arts Degree to the Chancellor's Office for

7. The Dean of Curriculum should revise the certificate requirements on the SRJC
supplement. The CFS Dept. Chair will follow-up with the Dean.

web site and in the new college catalogue and

A survey was conducted Fall 2011 with Sonoma County and the Bay Area to determine the availability of jobs and job titles. The results of this survey are included in the Policy 3.6 Report and were reported at the Fall 2012 Floristry Advisory Committee meeting.

6.3a Annual Unit Plan

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	Santa Rosa	01	01	Develop a Floristry poster and flyer to be sent to the local high schools to inform students of the program and encourage students to attend SRJC. Increase completers for the Floristry Certificate and Associate of Arts Degree.	Floristry Program Coordinator, faculty, advisory committee members and the CFS Dept. Chair will develop the drafts and work with Public Relations Office to develop final poster and flyer.	2014-2015	Cost for printing and mailing to the local city and county high schools, counselors, and career centers. It may be possible to access and use CTEA funds for these costs. CTEA Grant (\$1000.00) denied two years in a row. The Floristry Program has been out of Floristry Brochures since 2010.

0002	Santa Rosa	00	00	Develop a short DVD on the Floristry Program to be used for promotional purposes. Jerry Miller, CTE Dean III, is encouraging program coordinators and departments to develop these DVDs. These can be posted on our web site but also distributed to the local city and county high schools.	Develop a plan for the Floristry DVD. Write a CTEA Grant 2015-2016 to provide compensation for faculty involved in the development of the plan and DVD, cost of production, and mailing of DVD to the local city and county high schools.	2014-2016	Money will be needed; a CTEA Grant 2015-2016 could be written to provide the resources needed for the develop of the Floristry DVD. Adjunct Faculty and CFS Dept. Chair time will be needed to make this happen.
0003	Santa Rosa	01	01	The Floristry Program Coordinator will meet with Santa Rosa High School and other high schools that have Horticulture/Floral Design students to determine if the high school classes meet the objectives that are required in the FLORS 83A course. Encourage completers for the certificate and AA Degree.	Arrange to contact and meet with high school faculty to discuss program and class objective, evaluate if the high school class will articulate and satisfy objectives taught in the FLORS 83A course. Set up articulation agreements if needed.	2014-2015	Adjunct faculty and CFS Dept. Chair time to meet with the high schools. Possibly a CTEA mini grant could be used to compensate adjunct faculty for time.