

MINUTES

Horticulture Advisory Committee Meeting

Date | time 2/21/2017 1:00 PM Meeting called to order by Janet Gallagher, Instructor

In Attendance

Janet Gallagher / Horticulture Instructor, Kishwaukee College

Richard Alde / Horticulture Instructor, Kishwaukee College

Matthew Ewert / Horticulture Instructor, Kishwaukee College

Matthew Feuerborn / Dean of Career Technologies Division, Kishwaukee College

LaCretia Konan / Director of Business and Training Partnerships, Kishwaukee College

Brianna Hooker / Administrative Assistant to Instruction, Recorder, Kishwaukee College

Joyce Grattoni / Owner, Flowers by Grattoni

Laurie McGhee / Sales, Mariani Plants

Mark Toms / General Manager, Western DuPage Landscaping

Matthew Fredrickson / Production Manager, Midwest Groundcovers

Amanda Mathey / Assistant Grower, Midwest Groundcovers

Mark Toms from Western DuPage Landscaping reports having a good year last year. Construction has been good and looks optimistic. However, maintenance has had a tough winter due to lack of snow. The company will be hosting a job fair in March.

Laurie from Mariani Plants reports the overwhelming industry concern from the seminars she has been attending is the need for skilled labor in the industry. There is lots of work upcoming as people are optimistic for it to be a good season.

Day. As for weddings, many people seem to be booking last minutes (3 weeks out) which is a transition from several months as seen in the past. She is not sure what this transition is attributed to.

Student Representation

Janet reports there are no current students attending this meeting.

Curriculum Update

Janet reports all curriculum changes made at the Fall 2016 meeting were approved by the college as well as by ICCB and will go into effect Fall 2017. Special thanks to all of the members who contributed to these curriculum changes.

High Tunnel Grant Request

Matt Feuerborn reports a submission has been made for a grant that would fund the building and installation of a High Tunnel on campus. Rich explains that the High Tunnel would allow for a longer growing season, into late October/early November possibly.

Hydroponic Course Development Update

Matt Feuerborn reports request for using half of a \$25,000 donation made to the Horticulture Department to be used for renovation of Bay 4 of the Greenhouse for hydroponics. Matt is currently working to develop a course for hydroponics.

Laurie expresses many students interested in pursuing horticulture and specifically interested in hydroponics and less landscaping but there is still an industry need for landscaping so encourages the school to not forget about that aspect or horticulture.

Chris is curious if there are any existing partnerships between the college and the Rochelle businesses (Bright Farms and Mighty Vine). Matt Ewert replies positively which is important because there is a concern over space with regard to introducing hydroponics at the college that we are currently working through.

Marketing and Recruitment

Janet seeks ideas/suggestions for committee members of how, as a college, we can attract more people into the program. Blumen Gardens pushed for offering an evening trees course, which had sufficient enrollment but was not necessarily successful and encouraging people to pursue the program.

Rich thinks visiting/ hosting evening courses at area high schools may attract more non-traditional students. Rich also discusses the option of auditing classes, where someone could take the class without earning credit and not having the pressure of passing exams. Auditing courses serves the students hoping to explore an area of study.

Matt Fredrickson seeks clarification on what t ' Ž 1 Œ ~ •• Ž • Ž œ 1 • ~ Š • 1 ' œ 1 ~ • 1 ~ •• Ž › ' — • 1 — ' • • 1 Œ • Š œ œ to accommodate the needs of current students as well as hoping to attract new students (esp. nontraditional students). Janet reports the current class structure meets the needs of a traditional student, however, our student population is changing and the weekday only schedule is not ideal for most non-traditional students. Matt thinks we may be having trouble by trying to market the same way to so many different demographics of potential students.

LaCretia expresses importance of utilizing her position to ensure people already in the workforce are aware of the resources available to them in terms of alternative schedules/auditing courses for example.

Chris explains that he often markets to and hires people outside of the industry (sales positions), so offering courses that these people could take to get them up to speed on the industry would be useful.

Dan suggests offering courses that people could take as a review before taking a test to renew a license.

Matt Feuerborn explains to committee that the college needs students enrolled in credit courses.

Joyce considers idea of offering some 1 credit hour courses to address the needs of the college yet also take into consideration some ideas mentioned above.

Dawn, Chris, and Matt E. report seeing an art/landscape design integrative interest. Matt E. explores idea of offering an art elective as a landscape design course; committee takes strong interest in this idea.

Matt Fredrickson has heard from several students who took Intro to Hort as an elective and then decided to pursue a horticulture degree so we could capitalize on that. Rich explains that many students are likely cautious about what electives they choose to take due to ensuring they can transfer to universities; Intro to Hort generally does not transfer.

New Business

Matt Ewert proposes a way to more widely introduce Interview Day as a marketing event so people can see how many jobs are available in the industry. This would hopefully help improve perception of the industry. His • ' ~ Ž • • 1 ' œ 1 • 1 " Ž Ž ™ 1 — • Ž › Ÿ ' Ž 1 Š ¢ 1 Š œ 1 ' • 1 Ž j ' œ • œ 1 ' — 1 • Ž 1 — › — ' — • 1 Š — • ~ (œ 1 • Š ' › 1 ' — 1 • Ž 1 Š •• Ž › — ~ ~ — ĭ 1

Chris likes the idea because it would help attract more students to the industry and would also attract possible employees to employers. Matt Fredrickson expresses concern turnout to these events is relatively low because employment is pretty strong right now. William likes the idea; since Rock Valley college does not offer Hort many Rockford High School students do not even have Hort on their radar and he would be able to bring students here for this event.

Matt Fredrickson inquires about program outlook. Janet reports that our numbers prove to be one of the strongest programs in the state. Matt Feuerborn reports the program itself is on the best footing it has been in a long time especially with the curriculum changes that were just made. Matt Ewert also explains that we have really been building up our dual-credit offerings and next year we will be offering dual credit between high school Ag classes and Kish hort classes. Matt Feuerborn explains how, with dual-credit, it can sometimes take a few years to really see the impact it has since it starts in the high school.

Next Meeting

10/11/2017 3:00 PM Kishwaukee College, Room TBA

Motion to adjourn made at 2:30pm by Matt Fredrickson. Second by Matt Ewert. Unanimously passed.