

**Cuyamaca College Horticulture Program
Employer Advisory Board (EAB) Meeting Minutes
Friday April 14, 2023 - 9AM-10:30AM**

Advisory Committee Members: *Participants in green attended meeting.*

- Amy Huie, Program Coordinator, Horticulture Cuyamaca College
- Steve Jacobs, President and Owner, Nature Designs
- Michael Madewell, Outside Sales/Tech Services, Hunter Industries
- Joselle Spinoza, Owner, Hearticulture and current student/TA
- Charlene Alsbaugh, Program Manager, Career Education Programs, Cuyamaca College
- Monica Rosas, Employer Relations Liaison, Cuyamaca College
- Taylor Lemker, Work-Based Learning Coordinator, Cuyamaca College
- George Dowden, Dean, Career Education, Cuyamaca College

Meeting Agenda:

- 1) Introductions (*Joselle and Mike joined us at Fall 2022 meeting*)
- 2) Background Information from fall EAB meeting (December 2, 2022)
 - **Idea:** Focus on the landscaping contracting aspect of our program. Should we focus on doing test prep (C27 license) or do more general background education and leave it to the student to choose if they want to move toward licensing?
 - **The current course (OH 225 Landscape Contracting) covers:** How to estimate, sales, employees, laws, etc. (Steve Jacobs) and this course has traditionally been good preparation for the licensing.
 - When this course was required, it was always filling up. It has since been made elective, and Steve's last class was about ~12-15.
 - "Of those students, how many received their C27 license?" (Q from Michael)
 - Potential to update course SLO's to include preparation for the license exam. (MR)
 - 90% of state exam applicants currently take private courses for test prep.
 - Unanimous: Students NEED to learn business skills as they pertain to Landscaping.
**Leadership skills are crucial to develop alongside technical skills.
- 3) Proposal for 'Landscape Construction Certificate of Specialization or Achievement'
 - a) Classes to be included:
 - i) OH 220 Landscape Construction: Concrete/Masonry
 - ii) OH 221 Landscape Construction: Irrigation
 - (1) Update: Carpentry to be removed from Irrigation course.
 - (2) Potential topic area additions: Lighting, Water features, gray water systems.
 - iii) OH 225 Landscape Contracting (Unanimous agreement that this one should be required.) Bringing it back Spring 2024!
 - iv) 'Certificates of Achievement' require 30-36 units of coursework.
 - v) Data: Do we have data around how many students achieve certificates vs associate degrees?
 - b) Are there any other classes that should be included?

- i) Fundamentals of Horticulture
 - ii) Horticulture-specific Business Course (previously offered by Steve)
 - iii) Blend in bits and pieces from Entrepreneurship courses, leadership, business administration (contract law, business plans, etc.)
- 4) Should the OH Department consider developing any other Landscape Contracting/Construction classes?
 - a) Relevant Job Titles in industry:
 - i) Account Management
 - ii) Crew Leader
 - iii) Project Manager
 - iv) Supervisor or Foreman
 - v) **Idea:** Pull relevant job descriptions related to the above titles, scrape descriptions for KSAs necessary to the industry (CLC has JDs) - Joselle put her name on this action item.
 - b) **Landscape Maintenance:** Running a crew, order of operations on a maintenance site (pruning, sharpening blades, etc.)
- 5) **New Topic:** Opportunities for outreach and upskilling external workforces.
 - a) Reach out to local businesses/larger companies to share our course offerings and propose upskilling their workforce. ROAD SHOW!
 - b) Mid-June event "How to Stay in the Good Graces of the CSLB" (Mike) - Flyer coming out in the next two weeks.
- 6) **Course Modification:** OH 225 Landscape Contracting
 - a) Change course title -> Landscape Contracting and Business Operations(?)
 - i) Group to brainstorm more descriptive titles.
 - b) Pitch it as C27 license preparation AND increased business acumen.
 - c) It is possible to change content without having to change course or re-write COR, if the course content remains in alignment with current learning outcomes (Charlene.)
- 7) **Proposed next EAB: Early December 2023** (Arboriculture + irrigation focus)
 - a) Our Next Steps: Let's reconvene as a smaller group (summer 2023?)
 - b) Group to pull in more partners / SMEs for next meeting (Amy to connect with Mike)
 - c) Doodle Poll for summer meeting dates > send out to committee.
 - d) Late June, July, or early August date(s) as options.