

Ornamental Horticulture (OH) Program  
Branding & Outreach Advisory Meeting  
Friday, December 2, 2022 | 8:30 am - 11:30 am

MINUTES

Present: Nick Spardy, Mike Madewell, Marc Goldberg, Joselle Spinoza, Jose Bedoya, Pedro Berry, David Boggs, Charlene Alsbaugh, Monica Rosas, Amy Huie, John Thomas.

Next meeting: TBD

Amy Huie called the meeting to order at 8:30am.  
After the introduction, Amy Huie gave a tour of the new Horticulture facilities to the members present.

**Discussion Item I: Shall Cuyamaca College change the program name from Ornamental Horticulture?** *Based on research, Cuyamaca College proposed the following names:*

- Environmental Horticulture
- Horticulture
- Plant Sciences
- Landscape & Natural Resources Management

There was not much agreement in a single name. **Green Industry Studies** might have had the most support. There was a lot of talk of people not knowing what horticulture means. There was almost unanimous agreement that Ornamental Horticulture is hard to say and does not help people to understand what the program is about. Some people liked **Plant Sciences**, but it was pointed out that this makes the program sound more science-oriented than it is.

Suggested form the advisory board, include the word “studies”, consider the green industry. The advisory group suggested Cuyamaca College hold focus groups to obtain feedback on suggested names, especially high school and career changers.

**Discussion Item II: Shall Cuyamaca College consider changing the course titles and course descriptions for the following courses?**

OH 174 Turf and Group Cover Management

After discussion, Nick Spardy motioned to OH 174 be renamed **Introduction to Turf Management** and to remove references to ground cover. Amy Huie- accepted the motion, Joselle Spinoza seconded the motion. The advisory board approved the motion. Amy will process changes through the curriculum committee and report to the board when approved.

#### OH 265 Golf Course and Sports Turf Management

After discussion, Charlene Alsbaugh motioned to rename the course **Advanced Turf & Field Operations**. Amy Huie- accepted the motion, Joselle Spinoza seconded the motion. The advisory board approved the motion. Amy Huie motioned to allow Nick Spardy to rewrite the course description for further review and digital approval by the advisory board. Mike Madewell accepted the motion, Joselle Spinoza, seconded the motion. The advisory board approved the motion.

#### OH 250 Landscape Water Management

Discussion was raised as to whether the course description should include the phrase “course includes preparation of the Qualified Water Efficient Landscaper (QWEL) certification”. After discussion it was determined the course description and name should remain as is. John Thomas motioned to keep the description as is. Amy Huie- accepted the motion; Marc seconded the motion. The advisory board approved the motion. The advisory board mentioned returning to the topic of supporting industry certifications for students through curriculum.

#### OH 221 Landscape Construction: Irrigation & Carpentry

Some concerns regarding use of Landscape Construction C-27 certification, split into classes: concrete, irrigation, carpentry and electrical. Table the “C-27” discussion for spring 2023 advisory. Mike Madewell suggested including industry trends in this course as he has been seeing new building and design trends for construction of decks, overhead structures, wooden fences and gates.

There was interest from the advisory to bring back Sustainable Urban Landscape Conference.

*Table for future discussion*

- Certificates hold weight and value hiring process (value in specialized certificates)
- Professional organizations mentioned and with whom program should strengthen relationships are:
  - Sports Turf Managers Association (STMA)
  - Association of Professional Landscape Designers (APLD)
  - California Landscape Contractors Association, San Diego Chapter (CLCA)
  - Irrigation Association (IA)
- Outreach

*Future Business - Faculty Retreats to focus on the following:*

- Irrigation classes
- Certification opportunities