minutes

Horticulture Advisory Committee Meeting

02/20/2018 at 1:00pm | Meeting called to order by Rich Alde

# In Attendance

Advisory Committee Members Present:

Vicki and Larry Hubbard—Owners, Pepper Creek

Joyce Grattoni—Owner, Flowers by Grattoni

Laurie McGhee—Sales Representative, Mariani Plants

Kelly Nicholas—Greenhouse Manager, Midwest Goundcovers

Mark Toms—General manager, Western Dupage Landscaping

Chris Bausman & Dawn James— Crimson Valley Landscaping

Joel Barczak —Co-Owner, Blumen Gardens

KC Presence:

Matt Feuerborn—Dean of Career Technologies, KC

Joanne Kantner—Vice President of Instruction, KC

Rich Alde—Assistant Professor in Horticulture, KC

Matt Ewert—Assistant Professor in Horticlture, KC

Janet Gallagher—Assistant Professor in Horticulture, KC

LaCretia Konan—Director of Business and Training Partnerships, KC

Bette Chilton—Dean of Health and Education, KC

# Introductions

Rich thanks everyone for attending. Asks committee to take a look at the consent agenda.

# Department Activities

Janet talks about how students went down to Illinois State to compete and got first and second place.

Matt Ewert then mentions another competition in North Carolina that a few students attended. Placing 8th out of 90 students. As well as 7th in digital landscaping.

Joel asked if any of this would be posted in the Newspapers.

Joanne suggested it be in the board highlights.

Rich had mentioned that he admired the fireplace attire, but suggested it be in a more popular location in the school.

Janet mentions that a press release is required but it should be shown off.

# Industry Update

Mark mentions that they are growing more and that labor is great.

Laurie mentions that labor is difficult. That they are down crew members in multiple areas.

Joel adds that he has seen a lot of help wanted signs all over. He wonders why labor is down. Seasonal job? Suggest letting people know that there is a wide variety of jobs.

Bette asks if there is any way to get people’s attention.

Joel mentions how getting employees into interesting classes gets them curious. He had a few of his workers try a tree class.

Kelly explains how labor seems to be a huge issue, but had a good turnout of plant ship outs. See 2018 to be a good year.

Chris said their sales were better than ever. Of course labor is always a concern.

# Enrollment Data

Spring 2017 enrollment had a 127 head count. While Spring 2018 head count was 145.

Rich also mentions that all across the country the enrollment is going down, but not here.

Janet adds that a lot of students want a certificate more than a degree.

Joel suggest the idea of Miracle Landscape Institute, where the student works four days out of the week and goes to class one day out of the week. Night class is the way to go.

The cost for a class depends on the credit or training. Twelve students required to make a class.

Chris adds that out of the ten employees maybe only three are educated. The requirement for this career path isn’t as high as it used to be.

# Update

Rich starts with talking about a possible “farm-to-table” type class. Students can learn about crop and then go to the kitchen and learn to prepare it.

Matt F. then asks about why students go for just a certain certificate and not the degree.

Kelly mentions that if an applicant comes in with any experience/knowledge of horticulture whether it fits their requirements or not they still have a chance of being hired because the company will then train them to be able to meet the company’s needs.

Matt F mentions that if there were eighteen students in general courses once they divide into their specific course interest there are roughly 6 students in a class.

Janet then asks if advanced classes are necessary in order to get employed.

Chris replies that if they have any interest in horticulture they are considered for the job. It would be nice to be picky, but there aren’t enough people to be picky.

Rich asks if there are any suggestions for the plant sale.

Joel suggests pot ornament cabbage kale or anything that takes hold.

Kelly suggest ornamental peppers or grasses. Or even sunflowers.

# Next Meeting

Wednesday October 10th 2018