**Ogden College of Science and Engineering**

**Office of the Dean**

**745-4449**

**REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE**

Date: September 13, 2012

The Ogden College of Science and Engineering submits the following action items for consideration at the September 2012, UCC meeting:

1. New Business

|  |  |
| --- | --- |
| **Type of item** | **Description of Item & Contact Information** |
| Action | **Make Multiple Revisions to a Course**  HORT 316, Greenhouse Production  Contact: Roger Dennis, [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu), 5-3382 |
| Action | **Make Multiple Revisions to a Course**  HORT 317, Greenhouse Production Laboratory  Contact: Roger Dennis, [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu), 5-3382 |
| Action | **Create a New Course**  HORT 340, Commercial Floriculture Production  Contact: Roger Dennis, [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu), 5-3382 |
| Actopm | **Create a New Course**  HORT 420, Floral Shop Management  Roger Dennis, [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu), 5-3382 |
| Action | **Create a New Minor Program**  Minor in Floristry  Roger Dennis, [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu), 5-3382 |

Proposal Date: June 13, 2012

**Ogden College of Science and Engineering**

**Department of Agriculture**

**Proposal to Make Multiple Revisions to a Course**

**(Action Item)**

Contact Person Roger Dennis [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu) (270)745-3382

**1. Identification of course:**

* 1. Current course prefix: HORT 316
  2. Course title: Greenhouse Production
  3. Credit hours: 2

**2. Revise course title:**

* 1. Current course title: Greenhouse Production
  2. Proposed course title: Greenhouse Maintenance and Operation
  3. Proposed abbreviated title: Greenhouse Maint & Operation
  4. Rationale for revision of course title: The revised title better reflects the emphasis on the structural aspects of greenhouse operation, which, over the years, have become the primary focus of the course.

**3. Revise course number: NA**

* 1. Current course number:
  2. Proposed course number:
  3. Rationale for revision of course number:

**4. Revise course prerequisites/corequisites/special requirements: NA**

4.1 Current prerequisites/corequisites/special requirements: (indicate which)

4.2 Proposed prerequisites/corequisites/special requirements:

4.3 Rationale for revision of course prerequisites/corequisites/special requirements:

4.4 Effect on completion of major/minor sequence:

**5. Revise course catalog listing:**

* 1. Current course catalog listing: Structures, equipment and cultural techniques for growing floriculture crops with special emphasis on the production of container plants, foliage crops and bedding plants.
  2. Proposed course catalog listing: Structures, equipment, and maintenance of greenhouse facilities and an introduction to basic techniques for growing floriculture crops
  3. Rationale for revision of course catalog listing: Over the years, this course has evolved to emphasize more the structural aspects of greenhouse operation rather than the cultural practices of growing plants, which are covered thoroughly in HORT 340.

**6. Revise course credit hours: NA**

* 1. Current course credit hours:
  2. Proposed course credit hours:
  3. Rationale for revision of course credit hours:

**7. Proposed term for implementation:** Spring 2013

**8. Dates of prior committee approvals:**

Department of Agriculture 8/13/12

OCSE Curriculum Committee 9/6/12

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: June 13, 2012

**Ogden College of Science and Engineering**

**Department of Agriculture**

**Proposal to Make Multiple Revisions to a Course**

**(Action Item)**

Contact Person Roger Dennis [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu) (270)745-3382

**1. Identification of course:**

* 1. Current course prefix: HORT 317
  2. Course title: Greenhouse Production Laboratory
  3. Credit hours: 1

**2. Revise course title:**

* 1. Current course title: Greenhouse Production Laboratory
  2. Proposed course title: Greenhouse Maintenance and Operation Laboratory
  3. Proposed abbreviated title: Greenhouse Maint & Operation Lab
  4. Rationale for revision of course title: The revised title better reflects the emphasis on the structural aspects of greenhouse operation, which, over the years, have become the primary focus of the course.

**3. Revise course number: NA**

* 1. Current course number:
  2. Proposed course number:
  3. Rationale for revision of course number:

**4. Revise course prerequisites/corequisites/special requirements: NA**

4.1 Current prerequisites/corequisites/special requirements: (indicate which)

4.2 Proposed prerequisites/corequisites/special requirements:

4.3 Rationale for revision of course prerequisites/corequisites/special requirements:

4.4 Effect on completion of major/minor sequence:

**5. Revise course catalog listing: NA**

5.1 Current course catalog listing:

5.2 Proposed course catalog listing:

5.3 Rationale for revision of course catalog listing:

**6. Revise course credit hours: NA**

6.1 Current course credit hours:

6.2 Proposed course credit hours:

6.3 Rationale for revision of course credit hours:

**7. Proposed term for implementation:** Spring 2013

**8. Dates of prior committee approvals:**

Department of Agriculture 8/13/12

OCSE Curriculum Committee 9/6/12

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Course Inventory Form**

Proposal Date: 5/23/12

**Ogden College of Science and Engineering**

**Department of Agriculture**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Roger Dennis roger.dennis@wku.edu (270) 745-3382

**1. Identification of Proposed Course**

1.1 Prefix and number: HORT 340

1.2 Title: Commercial Floriculture Production

1.3 Abbreviated title: Commercial Floriculture Prod

1.4 Credit and contact hours: 3.0

1.5 Type of Course: Lecture/Lab (C)

1.6 Prerequisites: HORT 316 and HORT 317

1.7 Catalog course listing:

Commercial greenhouse production of floriculture crops, focusing on the production of bedding plants, potted flowering plants, foliage plants and other miscellaneous crops.

**2. Rationale**

2.1 Reason for developing the proposed course:

Floriculture has become a multi-billion dollar business. To be competitive in the industry, students need to have the knowledge of how to produce major greenhouse crops. The proposed course also will fill the need for secondary agriculture educators to be trained in plant production.

2.2 Projected enrollment in the proposed course:

About 10-15 per offering based upon previous enrollment of 10+ students from outside and within the department. Increased enrollment is expected as this proposed course will be a requirement for a minor in floristry.

2.3 Relationship of the proposed course to courses now offered by the department:

This course builds on the fundamental concepts of greenhouse maintenance and floriculture introduced in HORT 316.

2.4 Relationship of the proposed course to courses offered in other departments:

No other course within the University covers this topic

2.5 Relationship of the proposed course to courses offered in other institutions:

Similar courses are offered at most land-grant colleges that offer degrees in horticulture. For example, University of Kentucky, Mississippi State University, Texas A & M and Ohio State.

**3. Discussion of proposed course**

3.1 Course objectives:

To learn the history of the floriculture industry and its extent and scope

To identify major greenhouse-produced plants such as bedding plants, flowering potted plants and foliage plants

To understand how to prepare growing schedules for floriculture crops

To understand how to grow and propagate floriculture crops

To describe cultural practices applied to the production of floriculture crops

3.2 Content outline:

Introduction

⁃ The floriculture industry

⁃ Plant anatomy

⁃ Life process of plants

⁃ Plant propagation

Cultural practices

⁃ Light

⁃ Temperature

⁃ Air

⁃ Water

Growing and identifying potted flowering crops

⁃ Poinsettia

⁃ Chrysanthemum

⁃ Azalea

⁃ Hydrangea

⁃ Cyclamen

Growing and identifying foliage plants

Pest and disease management of greenhouse crops

3.3 Student expectations and requirements:

Student mastery will be assessed using quizzes and tests, In addition, each student will complete a crop-growing project and a landscape design for a flower bed.

3.4 Tentative text and course materials:

Floriculture Principles and Species, 2nd edition by Dole, John. M, Wilkins, Harold F. Prentice Hall publisher, February 2004.

**4. Resources**

4.1 Library resources: See Library Resources Sheet

4.2 Computer resources:

Use of websites to gain up-to-date information on the floriculture industry. Examples of sites used: Ball Seed Company, Society of American Florist, Tropical Foliage Plant International.

**5. Budget Implications**

5.1 Proposed method of staffing:

On a two-year cycle some courses will be offered only in alternate years to accommodate the new course offerings. For example over four semesters the following courses will be offered using the indicated rotation.

HORT 209 Introduction to Floral Design: 3 times (spring, every other fall)

HORT 309 Advanced Floral Design: 2 times (spring)

HORT 420 Floral Shop Management: 1 time (every other spring)

HORT 330 Wedding Floral Design: 1 time (every other fall)

HORT 312 Introduction to Horticulture: 2 times (every other spring)

HORT 340 Commercial Floriculture Production: 2 times (spring)

HORT 316/317 Greenhouse Maintenance and Operation Lecture and Lab: 2

times (fall)

5.2 Special equipment needed:

Existing greenhouses located at the Agricultural Education Research Center

5.3 Expendable materials needed:

Seeds and rooted plant material

5.4 Laboratory supplies needed:

Flower pots, soil and other greenhouse supplies

**6. Proposed term for implementation:** Spring 2013

**7. Dates of prior committee approvals:**

Department of Agriculture 8/13/12

Ogden College Curriculum Committee 9/06/12

University Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachments: Library Resources Form, Course Inventory Form**

Proposal Date: 6/25/12

**Ogden College of Science and Engineering**

**Department of Agriculture**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Roger Dennis roger.dennis@wku.edu (270) 745-3382

**1. Identification of Proposed Course**

1.1 Prefix and number: HORT 420

1.2 Title: Floral Shop Management

1.3 Abbreviated title: Floral Shop Management

1.4 Credit and contact hours: 3.0

1.5 Type of Course: Lecture/Lab (C)

1.6 Prerequisites, corequisites and/or special requirements: Restricted

Enrollment restricted to students seeking a minor in floristry. Permission of instructor required.

1.7 Catalog course listing:

Principles of floral shop management, including sourcing, purchasing, distributing, marketing and selling floricultural products. This course is restricted to students with a Floristry minor.

**2. Rationale**

2.1 Reason for developing the proposed course:

To be good floral shop managers, students need to learn the day-to-day transactions of the business, as well as floricultural principles and applications.

2.2 Projected enrollment in the proposed course:

About 20-30 per offering based upon previous enrollment in the floral design courses, with 10-15 students from outside the department (e.g. interior design, hotel restaurant management).

2.3 Relationship of the proposed course to courses now offered by the department:

No other course in the Department of Agriculture covers this topic, but it will certainly enhance the background of students in the floral design program.

2.4 Relationship of the proposed course to courses offered in other departments:

This course would enhance the background of students in Interior Design or Hotel Restaurant Management programs at WKU.

2.5 Relationship of the proposed course to courses offered in other institutions:

Similar courses are offered in various other floral design programs, such as those at Mississippi State University and Texas A & M University.

**3. Discussion of proposed course**

3.1 Course objectives: Upon completion of this course, students will be able to:

Identify the requirements for proper care and handling of floral materials

Manage a retail floral shop

Plan for special events and holidays

Merchandise and display products sold

Follow procedures for ordering products sold in a retail floral shop

Take and receive orders and write proposals for events

3.2 Content outline:

Introduction

⁃Types of floral shops

⁃Developing a business plan

Job opportunities in retail floral shops

Job training for retail floral shops

Proper procedures for order taking

⁃Selling in the floral shop

⁃Selling by phone

⁃Sending flowers by wire

Pricing strategies

⁃Determining cost of goods

⁃Mark-up pricing

⁃Retail cost of goods plus labor

Displays

⁃Theme displays

⁃Product-oriented displays

3.3 Student expectations and requirements:

Students will develop a business plan for a retail floral shop.

Students will spend two hours per week in the WKU Floral Design Training Center doing on-site training to be a floral shop manager.

Students will develop a theme display for a retail floral shop.

Students will develop a product-oriented display for a retail floral shop.

3.4 Tentative text and course materials:

Floriculture Designing and Merchandising, 3rd edition by Griner, Charles, Delmar publisher, 2011, 2004, 2002.

**4. Resources**

4.1 Library resources: See Library Resources Sheet

4.2 Computer resources:

Use of websites to gain up-to-date information on the floriculture industry. Examples of sites used: Society of American Florists, American Institute of Floral Designers and various wholesale market websites for floral products.

**5. Budget Implications**

5.1 Proposed method of staffing:

On a two-year cycle some courses will be offered only in alternate years to accommodate the new course offerings. For example over four semesters the following courses will be offered using the indicated rotation.

HORT 209 Introduction to Floral Design: 3 times (spring, every other fall)

HORT 309 Advanced Floral Design: 2 times (spring)

HORT 420 Floral Shop Management: 1 time (every other spring)

HORT 330 Wedding Floral Design: 1 time (every other fall)

HORT 312 Introduction to Horticulture: 2 times (every other spring)

HORT 340 Commercial Floriculture Production: 2 times (spring)

HORT 316/317 Greenhouse Maintenance and Operation Lecture and Lab: 2

times (fall)

5.2 Special equipment needed: None

5.3 Expendable materials needed: None

5.4 Laboratory supplies needed: None

**6. Proposed term for implementation:** Spring 2013

**7. Dates of prior committee approvals:**

Department of Agriculture 8/13/12

Ogden College Curriculum Committee 9/06/12

University Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachments: Library Resources Form, Course Inventory Form**

Proposal Date: April 23, 2012

**Ogden College of Science and Engineering**

**Department of Agriculture**

**Proposal to Create a New Minor Program**

**(Action Item)**

**Contact Person:** Roger Dennis [Roger.dennis@wku.ed](mailto:Roger.dennis@wku.ed)u 270-745-3151

1. **Identification of Program**
   1. Program title: Minor in Floristry
   2. Required hours in minor program: 21 hours
   3. Special Information:
   4. Catalog description: This minor is meant to enhance majors such as business, horticulture, hospitality management, hotel restaurant management, and interior design. Students who elect the Minor in Floristry will develop the skills needed to establish and manage a retail floral business, with emphasis on logistics, resources, marketing and risk management.
2. **Rationale**

2.1 Reason for developing the proposed minor program:

Floriculture has become a growing industry in the United States. This minor provides floristry students the opportunity to focus skills learned in various horticultural and floral design courses toward a career objective.

2.2 Projected enrollment in the proposed minor program:

From the group of students currently enrolled in floral design courses, it is projected that 10 minors will be declared in the first year of the program and that number will increase by about 4 students annually. More are expected to select this minor from the population of students enrolled in the suggested major areas of collaboration. (These projections are based on a survey of currently enrolled floral design students in which 20% of those polled indicated they would have considered the proposed minor if the option had been available to them.)

2.3 Relationship of proposed minor program to other programs now offered by the department:

No such program is now offered by the Department of Agriculture.

2.4 Relationship of the proposed minor program to other university programs:

This minor does not duplicate any other minor currently offered by the University and would be complimentary to a number of majors.

2.5 Similar minor programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions):

A survey of internet resources does indicate majors and minors in floristry and floral shop management at out-of-state universities and colleges but none in Kentucky. University of Kentucky has in the past offered classes in floral design but no major or minor. The following are some of the institutions that offer a major and/or minor in floristry: City College of San Francisco, Mississippi State University, Ohio State University, Kishwaukee College, Triton College, and Texas A & M University.

2.6 Relationship of the proposed minor program to the university mission and objectives:

This minor supports the university mission to (1) produce graduates who are productive , engaged leaders, (2) to provide learning opportunities for constituents, and (3) to foster a high quality of life throughout its region. Further, being entrepreneurial in mindset and focus, the minor addresses Strategic Goals, #1 (increase students learning) and #4 (improve the quality of life in Kentucky and beyond).

1. **Objectives of the proposed minor**

To introduce the student to the growing floriculture industry.

To familiarize the student with the challenges associated with developing and managing a retail floral business in terms of logistics, resources, marketing, and risk.

To produce graduates of the minor with the ability to envision and develop alternative support for their major.

To produce graduates of the minor with experience in the industry.

1. **Curriculum**

HORT 209 Introduction to Floral Design 3 hours

HORT 301 Wedding Floral Design 3 hours

HORT 309 Advanced Floral Design 3 hours

HORT 312 Introduction to Horticulture 3 hours

HORT 316 Greenhouse Production 2 hours

HORT 317 Greenhouse Production Lab 1 hour

HORT 340 Commercial Floriculture Production 3 hours

HORT 420 Floral Shop Management 3 hours

1. **Budget Implications**

No new faculty will be needed. The courses and labs will be taught at the existing WKU Floral Design Training Center. Course fees will be attached to the floral design courses to cover expenses associated with those classes.

1. **Proposed term for implementation:** Spring 2013
2. **Dates of prior committee approvals**

Department of Agriculture 8/13/12

OCSE Curriculum Committee 9/06/12

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_