



OAKLAND  
COMMUNITY  
COLLEGE

Auburn Hills Campus  
2900 Featherstone Road, Auburn Hills, MI 48326-2845

(248) 340-6500

Fax: (248) 340-6507

## LANDSCAPE TECHNOLOGY ADVISORY COMMITTEE MEETING

November 20, 1998

### Members Present:

Jill C. Alred, Ph.D., Career Preparation Center, Warren Consolidated Schools  
Thomas A. Ariss, Grounds, Bloomfield Hills Schools  
Bonnie A. Krimmel, OCC Student  
Jim Matusik, Henry F. Michell  
Robert Miller, Miller Landscaping  
Marie Muehlenbein, Global Garden Inc.  
Bonnie Carlson Quinn, OCC Graduate  
Frank Torre, Torre & Bruglio, Inc.  
Dan Veresh, The Dow Gardens  
Bill Zikewich, City of Southfield

### OCC Ex Officio Members Present:

Marshall Baeckeroot, Faculty  
Charlie Kurzer, Counselor  
Susan E. Lorton, Dean, Academic and Student Services  
Michelle Mitchell, Faculty  
Ruth Springer, Secretary  
Uni Susskind, Chair, Natural Science Department

### Welcome and Review of Minutes

Dean Susan Lorton welcomed the group and invited the members to introduce themselves. The minutes of the Landscape Technology Advisory Committee meeting held on July 25, 1997, were reviewed and approved as written. The minutes of the follow-up meeting of OCC members of the advisory committee held on December 2, 1997, were reviewed, and a progress report was given on each committee recommendation, as follows:

**Progress Report on Advisory Committee Recommendations**

- 1. That OCC require those working as groundspeople to take classes in the Landscape Program.**

Ms. Lorton reported that this recommendation could not be approved and carried out for a number of reasons, primarily related to union contract issues. Groundspeople are encouraged to take classes, but they cannot be required to do so.

- 2. That OCC's Office of Institutional Planning & Analysis survey students enrolled in Landscape classes during the past 10-12 years to determine whether the training they received at OCC assisted them in obtaining a job or receiving a promotion on the job.**

Mr. Marshall Baeckeroot reported that he and Ms. Lorton met with Mr. Martin Orłowski, OCC's Director of Institutional Planning & Analysis. His office will be doing a needs assessment/market analysis for the Landscape Program, and the information requested in this recommendation will be included in that analysis. However, he cannot begin to do the needs assessment until he is directed to do so by Chancellor's Council, which will take place after the new curriculum has reached the College Curriculum Committee.

- 3. Combined with Recommendation 9.**

- 9. That a marketing plan be prepared and presented to the OCC administration. That the marketing plan include efforts to make people aware that the program includes courses which prepare students for management positions.**

It was reported that the Landscape Program recently held a Saturday career day at the Auburn Hills Campus. Information was sent to the high schools, inviting their students to attend. Current and former Landscape students were also invited. Employers came in to talk with students about opportunities in the field. About 35 current students attended. The target audience of high school students did not attend. Ms. Stephanie Spears-Boothe, Auburn Hills Campus Recruiter, has explained that high school students in general are not interested in attending events on Saturday. They like to come to campus on a bus on a school day. We will be planning another event targeted toward high schools for a Friday in the spring. We will be asking for help from advisory committee members at that time.

Dr. Jill Alred suggested that it might be better to hold such an event earlier in the year. Students are being targeted now and applying now to colleges. An event in the spring might be too late. In addition, employers are busy at that time, so it might be difficult for them to come and talk to students.

Ms. Lorton agreed, stating that there had been discussion about holding an event in February or early March. Mr. Marshall Baeckeroot reported that there will be a meeting early in December

with Ms. Spears-Boothe and Ms. Linda Casenhiser, Coordinator of the Advanced Technology Center on campus, to determine how quickly we can get the facility reserved and do the recruiting of high school students. A target date will be set at that meeting. If we can do it in February, we will.

Dr. Alred pointed out that Michigan State University and Wayne County Community College are targeting students now, in November, for their Landscape Programs. Ms. Lorton responded that we should keep that in mind and try to plan an event for Fall 1999.

Dr. Alred reported that having articulation agreements with local colleges helps in recruiting students from the local high schools for her Career Preparation Center programs. For example, students who complete the high school computer program receive 21 credits from Detroit College of Business. Other schools, such as Wayne County Community College, St. Clair Community College, and Ferris State University, are doing the same. When parents learn their children can receive college credit without paying for it, they encourage them to enroll in the programs. Articulation agreements are helpful in recruiting students for college programs.

Mr. Charlie Kurzer pointed out that, up until now, the students we have been getting in the Landscape Program are not recent high school graduates. He believes we should do whatever Dr. Alred thinks is appropriate in order to target high school students successfully.

- 8. That an advisory committee subcommittee be created, with Ms. Krimmel and Mr. Matusik as co-chairs, to work to present to the OCC administration changes which are needed to benefit the Landscape Program and its students.**

Ms. Lorton reported that this recommendation has been completed. She did receive a report from the subcommittee. Administrative changes are being implemented which we hope are helping the program and its students.

- 10. That OCC continue efforts to work toward a 2+2 agreement with Michigan State University.**

Ms. Lorton and Mr. Baeckeroot reported that they did have meetings with various people at MSU, but they were not successful in arranging for a 2+2 agreement.

It was suggested that perhaps a 2+2 agreement could be set up with other universities. Some suggestions were: Oakland University or Saginaw Valley in Biology; Central Michigan University in Conservation; or a Management degree from some university under which students would get their technical expertise at OCC and then finish their Management courses at the four-year school.

Mr. Frank Torre offered to set up a meeting of OCC personnel with a dean at MSU. Dr. Alred also suggested people to be contacted at MSU. They believe it should be possible to arrange

something. It was suggested that, even if a full 2+2 agreement cannot be arranged, it would be helpful if students were able to transfer a large number of their credits from OCC to MSU.

**11. That OCC consider offering courses in a shorter time frame than the usual 15 weeks in order to more effectively target those needing pesticide recertification.**

Mr. Baeckeroot reported that he has set up a non-credit course with Mr. Torre at Torre & Bruglio, which will begin early in January. This will be the first time he has offered a non-credit course outside the college. He will need to see how the workers respond and how successful the class is. By the next advisory committee meeting, we will have had time to evaluate the experience to see if it is something we want to continue to pursue in the future. Mr. Baeckeroot is not sure whether credit courses could be done in a shorter time frame, as there is a great deal of material to cover in those courses. The idea would be to offer classes during the industry down time, from the end of November to the end of February.

Mr. Kurzer pointed out that there is a way within the College system to start classes later in the Fall term and run them into February. They could be offered for a specific number of weeks, adding a half hour or an hour to each class session in order to get in the required number of contact hours for the course.

Ms. Michelle Mitchell cautioned that we need to be careful not to spread ourselves too thin. We would need to see lots of growth in student numbers in order to successfully run both traditionally and non-traditionally scheduled classes.

The industry representatives expressed the view that, if classes began in October, when things are beginning to slow down and it is getting dark earlier, employees could come to a 6:00 class. It was suggested that classes could be advertised targeting employers and golf courses, as well as posting it through the Metro Detroit Landscape Association (MDLA). The group suggested that the Soils class be offered in this accelerated format, as well as the Pesticides class, which people could take to earn recertification credits. The more basic classes should be offered first. Later, if there is sufficient interest, the more advanced classes could also be offered.

As a result of the group's discussion, recommendation 11 has been broadened to read:

**That OCC consider offering courses in a shorter time frame than the usual 15 weeks in order to more effectively target those needing professional development.**

**12. That OCC explore the possibility of establishing a student chapter of an appropriate professional organization.**

Ms. Lorton and Mr. Baeckeroot reported that attempts have been made to follow up on this recommendation, but there has not been sufficient student interest. Many students are working and have families and other commitments, so it is hard for them to come back to campus for

organization meetings. Some groups do offer student memberships at a cost of 50% of the regular dues, but that is still expensive. We would need to choose one organization to join, and then offer seminars and speakers in an attempt to pull a group together.

### Curriculum Revision

Ms. Lorton reported that Mr. Baeckeroot has been granted release time to work on some major and minor curriculum revisions. The revisions are currently being taken through OCC's curriculum process. A needs assessment will be done in the next few months. We have already received the group's input on the needed curriculum revisions during previous advisory committee meetings. Mr. Lorton asked the group for feedback on the curriculum revision proposal in its current form, stating that there is still time to make changes before the revision receives final approval.

Mr. Baeckeroot reviewed the proposed curriculum revision and answered questions from the group.

Mr. Kurzer commented that, as a counselor, he sees lots of Landscape students. They may come into the program with professional experience, academic experience, and their own individual goals. They do not always match exactly the curriculum requirements which are listed. Mr. Kurzer is not convinced that the courses listed in the new curricula represent the set of skills needed by every Landscape student. He suggested listing Business classes and perhaps some others as recommended electives rather than required courses, so students could choose to take them if they needed them to accomplish their career goals.

Mr. Matusik agreed, stating that students might be more apt to finish the program and graduate if they felt they would be taking courses they really need to accomplish their goals. Most do not need the Accounting class, because they will not be using those skills on the job. The group also mentioned that many employers will pay only for Landscape classes.

Mr. Baeckeroot pointed out that the name of the program has been changed from Landscape Technology to Landscape Horticulture. Students will be able to earn an associate degree in Landscape Horticulture and another associate degree in Landscape Design. The program name change, minor course revisions, and new courses should go through the curriculum process rather quickly, hopefully in time to make the February deadline for having them included in the 1999-2000 catalog. The new degree program will take a few months, because a needs assessment must be done. But we will be able to offer the new courses even before the new program option is in place.

The group responded that the program seems to be headed in the right direction. This has been a long time coming, and they are very happy with the progress being made. It was suggested that

Mr. Baeckeroot may want to take someone from the advisory committee with him for support when the curriculum revisions are presented to the College Curriculum Committee.

**Current and Future Trends: Feedback from Industry**

Ms. Lorton thanked the group for their feedback on the curriculum revision proposal. She asked whether there are other trends in the industry of which the College should be aware.

Mr. Bob Miller expressed strong approval of the idea of offering shorter term classes. He believes we could have more students enrolled during those four months than in the regularly scheduled classes.

Ms. Marie Muehlenbein commented that, in her position in design sales, when she is trying to sell a job, people want to know her background and credentials. They ask whether she has a degree from Michigan State University or a Master Gardener certificate. She tells them she has an associate degree from OCC, but the general public does not know about the OCC program. We need to market the Landscape Program so the general public is aware of its existence and value. Perhaps the MDLA could help with this. Ms. Muehlenbein suggested that OCC's Communications office distribute a press release emphasizing the quality and value of the program.

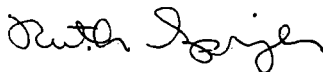
Dr. Alred suggested that the counselors from area high schools be invited to come to campus and learn about the program.

The group also suggested that area landscape businesses be informed about the program, and that advertising be done within the newsletters and publications of professional organizations. Perhaps the MDLA would do an article about the program. OCC personnel could probably write it for them to publish. That would be a good way to start advertising the new short courses.

**Appreciation**

Ms. Lorton thanked the group for their service as members of the advisory committee. She presented each member with a certificate of appreciation and a small gift.

Respectfully submitted,



Ruth Springer



OAKLAND  
COMMUNITY  
COLLEGE

Auburn Hills Campus  
2900 Featherstone Road, Auburn Hills, MI 48326-2845

(248) 340-6500

Fax: (248) 340-6507

## LANDSCAPE TECHNOLOGY

### ADVISORY COMMITTEE

Jill C. Alred, Ph.D.  
Instructor  
Career Preparation Center  
12200 15 Mile Rd.  
Sterling Heights, MI 48312  
Phone: 810-825-2810  
Fax: 810-825-2816  
E-mail: [alred@mail.wcs.k12.mi.us](mailto:alred@mail.wcs.k12.mi.us)

Thomas A. Ariss  
Grounds  
Bloomfield Hills Schools  
4220 Andover Rd.  
Bloomfield Hills, MI 48304  
Phone: 248-645-4870

Nancy Barry  
OCC Student  
18435 Winston  
Detroit, MI 48219  
Phone: 313-535-1412

Bonnie A. Krimmel  
OCC Student  
60610 Sue Street  
South Lyon, MI 48178-1626  
Phone: 248-486-6261

Jim Matusik  
Sales Representative  
Henry F. Michelle  
225 W. Church Rd.  
King of Prussia, PA 19406  
Phone: 248-656-2260  
Fax: 248-656-2261  
E-mail: [jmatusik@compuserve.com](mailto:jmatusik@compuserve.com)

Robert Miller  
President  
Miller Landscape  
2575 Auburn Road  
Rochester Hills, MI 48309  
Phone: 248-852-3696  
Fax: 248-852-3262

Marie Muehlenbein  
Landscape Designer/Contractor  
Global Garden Inc.  
P.O. Box 431  
Northville, MI 48167  
Phone: 248-347-4992  
Fax: 248-380-9447  
E-mail: [GlobalGarden@mediaone.net](mailto:GlobalGarden@mediaone.net)

Pat Murphy  
Director of Facilities  
Cranbrook  
1221 N. Woodward  
Bloomfield Hills, MI 48303  
Phone: 248-645-3123  
Fax: 248-645-3285

Bonnie Carlson Quinn  
OCC Graduate  
5263 Havens Rd.  
Dryden, MI 48428  
Phone: 248-853-3728

Frank Schaldach  
Owner  
Schaldach Design Group  
P.O. Box 79  
Hillsdale, MI 49242  
Phone: 517-849-2133  
Fax: 517-849-2577

Frank Torre  
President, CEO  
Torre & Bruglio, Inc.  
850 Featherstone  
Pontiac, MI 48342  
Phone: 248-452-9292  
Fax: 248-452-9298

Dan Veresh  
Horticulturalist - Associate  
The Dow Gardens  
1018 W. Main Street  
Midland, MI 48640  
Phone: 517-631-2677  
Fax: 517-631-0675

Bill Zikewich  
Superintendent, Parks, Forestry and  
Environmental Projects  
City of Southfield  
Park Service Building  
27000 Evergreen Rd.  
Southfield, MI 48076  
Phone: 248-354-4967  
Fax: 248-354-4117

#### OCC Ex Officio Members

Marshall Baeckeroot  
Faculty  
Phone: 248-340-6626  
Fax: 248-340-6513  
E-mail: mmbaecke@occ.cc.mi.us

Linda Casenhiser  
Workforce Development Services  
Phone: 248-340-6711  
Fax: 248-340-6993  
E-mail: llcasenh@occ.cc.mi.us

Sally Kalson  
Coordinator of Cooperative Education  
Phone: 248-340-6608  
Fax: 248-340-6740  
E-mail: sakalson@occ.cc.mi.us

Charlie Kurzer  
Counselor  
Phone: 248-340-6855  
Fax: 248-340-6762  
E-mail: cwkurzer@occ.cc.mi.us

Willie Lloyd  
Director of Placement and Cooperative  
Education  
Phone: 248-340-6735  
Fax: 248-340-6740  
E-mail: wllloyd@occ.cc.mi.us

Susan E. Lorton  
Dean, Academic and Student Services  
Phone: 248-340-6728  
Fax: 248-340-6507  
E-mail: selorton@occ.cc.mi.us

Gordon F. May  
Campus President  
Phone: 248-340-6537  
Fax: 248-340-6737  
E-mail: gfmay@occ.cc.mi.us

Michelle Mitchell  
Faculty  
Phone: 248-340-6626  
Fax: 248-340-6513

Ruth Springer  
Secretary  
Phone: 248-340-6525  
Fax: 248-340-6507  
E-mail: raspring@occ.cc.mi.us

Uni Susskind  
Chair, Natural Science Department  
Phone: 248-340-6629  
Fax: 248-340-6513  
E-mail: tysuski@occ.cc.mi.us



OCC Guests

Dr. David Doidge  
Dean, Academic and Student Services  
Phone: 248-471-7707  
Fax: 248-471-7544  
E-mail: dadoidge@pop3.occ.cc.mi.us

Martin Orłowski  
Director, Institutional Planning & Analysis  
Phone: 248-471-7746  
Fax: 248-471-7544  
E-mail: maorlows@occ.cc.mi.us

5/13/99  
(lst.lst)