

## Program Review, Analysis, and Planning

Department Name: Floral Design and Shop Management

### Data Analysis

Based on data provided by ORPIE:

- Are your department's average FTES/FTEF and average enrollment per section lower, higher, or similar to college-wide average FTES/FTEF and average enrollment per section? Why? (150 words limit)

The Floral Design and Shop Management's average FTES/FTEF and average enrollment per section is lower than the college-wide average. Possible factors: This program is technical and heavily lab based with a cap on seating. Course material fees are higher than other courses on campus due to the need to work in the lab on "real" projects to hone skills necessary for success in the floral industry.

- What factors have contributed to your trends in enrollment? If your department is experiencing an enrollment decline, what is your department's plan to address the enrollment decline? (150 words limit)

The three year trend in enrollment shows an increase in FTES/FTEF, an increase in average enrollment per section and an increase in average fill rates.

Possible factors contributing to this increase: Faculty involvement in industry and participation at local Floral Design Workshops and Shows brings an increased awareness of the opportunities available for education here at Golden West College in our Floral Design program. Faculty is a member of the American Institute of Floral Designers (AIFD) and therefore our program is a Student Chapter of the American Institute of Floral Designers (SAIFD). Our Student Chapter of AIFD is the only Student Chapter in Southern California thus making the program extremely desirable to those students looking to increase their knowledge by attending AIFD's National Symposiums and those who wish to earn their accreditation with AIFD. There is an increase in need for experienced floral designers for wedding and event business. Flowers and floral design are very trendy at this time!

- Looking at the demographic of your student population, what strategies has your department considered or implemented to be more inclusive of the distinct student populations you serve? (250 words limit)

Our department's philosophy is to treat all populations with respect and inclusivity, never singling out anyone. This discipline attracts all demographics however tends to appeal more to female than male students, naturally. Using social media to encourage all students to enroll and explore this industry.

- How does your program course success rate compare to GWC's overall course success rate? If your course success rates are in decline or below the college average, what is your department plan to address the success rate? (250 words limit)

Floral Design and Shop Management's course success rate is greater than the college average. Our program's success rate has slightly declined in the past three years. Faculty will review lab projects and presentation/lectures to determine where the gap is and rework lectures and demonstrations to better serve the students' needs.

- Looking at success rates for different demographic groups, which groups are experiencing disproportionate impact in student success? If there are student groups experiencing disproportionate impact, what is your department's plan to address the disproportionate impact? (250 words limit)

Groups experiencing disproportionate impact in student success are Hispanic/Latinx, Man, Economically Disadvantaged, and International Students. Department's plan is to be more aware of this issue and more quickly to address those students in need as soon as it appears they may be falling behind. Greater encouragement to seek help from faculty during office hours will also be implemented.

- Does your department confer a degree or certificate? What is your department's plan to increase the number of students receiving degrees or certificates? (150 words limit)

The Floral Design and Shop Management Program has three certificates and an AA degree.  
 Floral Design Artisan Certificate of Specialization  
 Floral Design Entrepreneur Certificate of Specialization  
 Floral Design and Shop Management Certificate of Achievement  
 Floral Design and Shop Management Associate of Arts

Plan to continue providing excellent instruction to the students to help them achieve their success and also encourage them to physically petition for their certificates by providing the hard copies of the petition in our classroom. Faculty will help students fill out the petition and take to Admissions and Records, if needed.

- Are students transferring to four-year institutions from your program? What is your department's plan to increase the number of students transferring to a four-year institution? (150 words limit)

Courses from the Floral Design department transfer to the California State Universities as elective credit only. Most of the students in our program move into the work force or become entrepreneurs after completing their Certificate of Achievement or AA degree in Floral Design and Shop Management.

- Did you complete the two-year program review requirement for CTE? If no, why not? (150 words limit)

Program Review was completed in 2016. This is the only Program Review I was asked to complete by my Dean.

- Did your department complete all course SLOs assessment? If no, why not? (150 words limit)

All SLO's are current and completed.

- Did your department review all Course Outline of Records in the last 6 years? If no, why not?

Course Outline of Records were reviewed for Floral G110 and Floral G130. Other CORs were not reviewed. Single full-time faculty department without support has not had time to review the CORs.

## Review of Last Cycle Program Review

Provide assessment of your previous program review initiatives. Summarize any accomplishments that your program achieved (List 3 to 5 bullet points). Limit to 250 words.

- Increased enrollment.
- Offered the revised Floral G110 course for the Fall 2016 schedule.
- Offered new course, Floral G130, for Fall 2017 schedule.
- Created two smaller stackable Certificates of Specialization.
- Revised the current Certificate of Achievement to include the revised Floral G110 course and new Floral G130 course.
- Complete all SLO assessments for all courses and program.
- Installed commercial grade industrial faucets with a long neck for filling buckets.
- Funded guest speakers and industry professionals with a onetime stipend.
- Funded student registrations at AIFD Symposium in 2016, 2017 and 2018.

## PROGRAM PLANNING/BRAIN STORMING

Based on your analysis of previous program review and current data, list 3-5 goals that your department wants to accomplish in the next three years?

- Maintain growth by continued participation in industry events and strong commitment of Advisory Committee.
- To replace the aging, damaged awning fabric on the exterior of RecEd 104 Floral Design Lab.
- Increase social media presence including campus webpage.

### Program Planning

Description of Department's Goal?	What metric will you use to measure your goal?	What actions will the department take?	Which of the College's mission and goal does this goal support?		List necessary support and/or resources if applicable.
<p><b>Goal 1:</b> Maintain growth by continued participation in industry events and strong commitment of Advisory Committee.</p>	<p>Data retrieved from the GWC Office of Research, Planning and Institutional Effectiveness</p>	<p>Continued participation in industry events, campus outreach and increased social media presence.</p>	<p>Transfer Degrees Certificates Career advancement College readiness</p>	<p>Student Success Equitable Achievement Learning Environment Communication Engagement Resource Optimization</p>	<p>Need for support from outreach and promotions to increase visibility on internet searches for "Floral Design classes".</p>
<p><b>Goal 2:</b> To replace the aging, damaged awning fabric on the exterior of RecEd 104 Floral Design Lab.</p>	<p>When awning is replaced, goal is met. This was also requested in my 2016 Program Review.</p>	<p>Program Review request and seek support from Division Dean.</p>	<p>Transfer Degrees Certificates Career advancement College readiness</p>	<p>Student Success Equitable Achievement Learning Environment Communication Engagement Resource Optimization</p>	<p>Financial support to replace awning.</p>
<p><b>Goal 3:</b> Increase social media presence including campus webpage.</p>	<p>Monitor online data and statistics.</p>	<p>Provide posts for more courses and activities with links to industry events.</p>	<p>Transfer Degrees Certificates Career advancement College readiness</p>	<p>Student Success Equitable Achievement Learning Environment Communication Engagement Resource Optimization</p>	<p>Support from Promotions to keep webpage current.</p>

