

LANDSCAPE TECHNOLOGY ADVISORY COMMITTEE
 FOLLOW-UP MEETING
 March 15, 1999

Present: Marshall Baeckeroot, Faculty
 Susan Lorton, Dean, Academic and Student Services
 Ruth Springer, Secretary

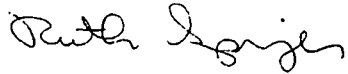
Recommendations from previous advisory committee meetings have been prioritized and renumbered accordingly.

Date Recommended	Advisory Committee Recommendations	Follow-Up Actions
11/22/96	1. 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. In Process	1. The proposed curriculum revisions have passed the College Curriculum Committee and been sent to the Chancellor's Council. It is anticipated that Chancellor's Council will request that a needs assessment be done by OCC's Office of Institutional Planning & Analysis before the end of the calendar year. The needs assessment will include a survey of current and former Landscape students. As soon as the needs assessment is completed, it will be presented to the advisory committee for their recommendations based on the information it contains.
7/25/97	2. That OCC continue efforts to work toward a 2+2 agreement with Michigan State University. In Process	2. Mr. Frank Torre arranged for OCC personnel to meet with Associate Dean Richard Brandenburg, College of Agriculture and Natural Resources, Michigan State University. A very productive meeting was held on February 4, 1999. Mr. Charlie Kurzer is now in the process of matching OCC courses with MSU courses. When this has been done, another meeting will be scheduled with Associate Dean Brandenburg.

Date Recommended	Advisory Committee Recommendations	Follow-Up Actions
7/25/97	<p>3. 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. In Process</p>	<p>3a. Mr. Marshall Baeckeroot is currently conducting a non-credit course at Torre & Bruglio. This experience will be evaluated to determine whether we wish to continue offering these types of courses.</p> <p>3b. Mr. Baeckeroot is considering a pilot offering of an alternatively scheduled credit course beginning in Fall 1999 or Winter 2000.</p>
11/22/96	<p>4. That a marketing plan be prepared and presented to the administration along with the list of needed changes. That the marketing plan include efforts to make people aware that the program includes courses which prepare students for management positions. In Process</p>	<p>4a. Mr. Baeckeroot has met with OCC Executive Director of Marketing David Adams in regard to marketing the Landscape Program.</p> <p>4b. Auburn Hills Campus Admissions Recruiter Stephanie Spears-Boothe is presenting the Landscape Program to students when she visits area high schools.</p> <p>4c. High school recruitment activities will be further addressed through the marketing plan, and an ongoing system of contact will be established.</p> <p>4d. Marketing plan emphasis will be determined after the curriculum revision is approved and after receiving the results of the needs assessment (see no. 1).</p>
11/22/96	<p>5. That an orientation session be held for beginning Landscape students, to include information about the benefits of completing the entire degree program. Completed and Ongoing</p>	<p>5a. The Landscape Program held a Saturday career day to which high school students and their parents were invited, as well as current and former Landscape students. Similar activities will continue to be held targeting high school students.</p> <p>5b. The marketing plan (see no. 4) will include an orientation session for beginning/prospective Landscape students, with a target date of Summer 2000, after the curriculum revision has been approved and the new curriculum is in place.</p>

Date Recommended	Advisory Committee Recommendations	Follow-Up Actions
7/25/97	6. That OCC explore the possibility of establishing a student chapter of an appropriate professional organization. In Process	6a. There is insufficient student interest at the current membership costs for appropriate professional organizations. 6b. Mr. Baeckeroot will approach the Metro Detroit Landscape Association about the possible creation of a student chapter at OCC with discounted student memberships.
11/22/96	7. That instruction in design software be included in the Landscape curriculum. Completed	7. The proposed curriculum revision includes a new course, LST 248, Computer Aided Landscape Design. This new course has been approved and can be offered, even though approval of the new Landscape Design Program as a whole is still pending.

Respectfully submitted,



Ruth Springer

(advf98:1stfollo.min)