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| **Assurance of Student Learning Report**  **2023-2024** | | |
| *Ogden College of Science and Engineering* | | *Department of Agriculture and Food Science* |
| *Certificate in Floristry (1769)* | | |
| *Dr. Paul Woosley, Department Chair; Roger Dennis, Program Director* | | |
| ***Is this an online program***?  Yes  No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here  Yes, they match! (If they don’t match, explain on this page under **Assessment Cycle)** | |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*** | | | |
| **Program Student Learning Outcome 1: Develop a business plan for a retail floral/event company as a proposal for a start-up business.** | | | |
| **Instrument 1** | **Students will be assessed in HORT 420 using a 200-pt. rubric related to steps in developing a business plan for a start-up business. The rubric will evaluate students’ knowledge of logistics, resources, marketing, and risk, as well as the requirements to manage the routine operations of a retail flower shop including visual merchandising, sales, design, delivery, office management and bookkeeping. Items scored for this outcome will be relevant to a retail floral/event company.** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 2: Develop a business plan for a retail/wholesale greenhouse operation for a start-up business.** | | | |
| **Instrument 1** | **Students will be assessed in HORT 420 using a 200-pt. rubric related to steps in developing a business plan for a start-up business. The rubric will evaluate students’ knowledge of logistics, resources, marketing, and risk, as well as the requirements to manage the routine operations of a retail flower shop including visual merchandising, sales, design, delivery, office management and bookkeeping. Items scored for this outcome will be relevant to a retail/wholesale greenhouse operation.** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 3: Design modern artistic floral designs using techniques and mechanics of elements and principles of design creative process.** | | | |
| **Instrument 1** | **Students will be assessed using a 100-point rubric in HORT 309, which will be offered at least one to two times per academic year for students completing the certificate. Items scored for this outcome will be relevant to modern artistic floral designs using techniques and mechanics of elements and principles of design creative process.** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **Met** | **Not Met** |
| |  | | --- | | **Program Student Learning Outcome 4:**  **Identify fresh flowers/foliage and annual/perennial plants available on the commercial flower market.** | | **Instrument 1 Students will be assessed using a 100pt rubric in HORT 330, which will be offered at least one or two times per academic year for students completing the certificate. Items scores scored for this outcome will be relevant to the identification of flowers/foliage and annual/perennial plants available on the commercial flower market.** | | |  |  |  | | --- | --- | --- | | **Based on your results, check whether the program met the goal Student Learning Outcome 4.** | **Met** | **Not Met** | | |  | | | | |
| **Assessment Cycle Plan:** | | | |
| No anticipated changes to the Assessment Plan for next year. Methods for assessing Student Learning Outcomes 1-4 will continue on in current form. Student Learning Outcomes 1-4 will continue to be assessed on an annual basis. | | | |

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| **Program Student Learning Outcome 1** | | | | | |
| **Program Student Learning Outcome** | **Develop a business plan for a retail floral/event company as a proposal for a start-up business.** | | | | |
| **Measurement Instrument 1** | **Students will be assessed in HORT 420 using a 200-pt. rubric related to steps in developing a business plan for a start-up business. The rubric will evaluate students’ knowledge of logistics, resources, marketing, and risk, as well as the requirements to manage the routine operations of a retail flower shop including visual merchandising, sales, design, delivery, office management and bookkeeping. Items scored for this outcome will be relevant to a retail floral/event company.** | | | | |
| **Criteria for Student Success** | **The target criteria for success will be an average composite score 70% or above on items related to the outcome.** | | | | |
| **Program Success Target for this Measurement** | | **80% of students should score a 70% or greater based upon the rubric.** | **Percent of Program Achieving Target** | **100% (12/12)** | |
| **Methods** | **Final projects in HORT 420 will be evaluated by a department assessment team, not including the instructor, using a 200-pt. rubric assessing creativity, design elements and principles, and mechanics to compile an annual measurement of all students registered for the course who are certificate-seekers.** | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| **Students performed well on developing a business plan for a retail floral/event company as a proposal for a start-up business, based upon rubric assessment with 100% of students scoring over 70%. Will stay the course and continue to monitor.** | | | | | |

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| **Program Student Learning Outcome 2** | | | | | |
| **Program Student Learning Outcome** | **Develop a business plan for a retail/wholesale greenhouse operation for a start-up business.** | | | | |
| **Measurement Instrument 1** | **Students will be assessed in HORT 420 using a 200-pt. rubric related to steps in developing a business plan for a start-up business. The rubric will evaluate students’ knowledge of logistics, resources, marketing, and risk, as well as the requirements to manage the routine operations of a retail flower shop including visual merchandising, sales, design, delivery, office management and bookkeeping. Items scored for this outcome will be relevant to a retail/wholesale greenhouse operation.** | | | | |
| **Criteria for Student Success** | **The target criteria for student success will be a composite rubric score of 70% on items related to retail/wholesale greenhouse operation** | | | | |
| **Program Success Target for this Measurement** | | **80% of students should score a 70% or greater based upon the rubric.** | **Percent of Program Achieving Target** | **100% (12/12)** | |
| **Methods** | **Final projects in HORT 420 will be evaluated by a department assessment team, not including the instructor, using a 200-pt. rubric assessing creativity, design elements and principles, and mechanics to compile an annual measurement of all students registered for the course who are certificate-seekers.** | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| **Students performed well on developing a business plan for a retail/wholesale greenhouse operation as a proposal for a start-up business, based upon rubric assessment with 100% of students scoring over 70%. Will stay the course and continue to monitor.** | | | | | |

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| **Program Student Learning Outcome 3** | | | | | |
| **Program Student Learning Outcome** | **Design modern artistic floral designs using techniques and mechanics of elements and principles of design creative process.** | | | | |
| **Measurement Instrument 1** | **Students will be assessed using a 100-point rubric in HORT 309, which will be offered at least one to two times per academic year for students completing the certificate. Items scored for this outcome will be relevant to modern artistic floral designs using techniques and mechanics of elements and principles of design creative process.** | | | | |
| **Criteria for Student Success** | |  | | --- | | **Students will score 70% or above on the rubric.** | | | | | |
| **Program Success Target for this Measurement** | | **80% of students should score a 70% or greater based upon the rubric.** | **Percent of Program Achieving Target** | **100% (27/27)** | |
| **Methods** | **Final projects in HORT 330 will be evaluated by a department assessment team, not including the instructor, using a 100pt rubric assessing proficiency in creativity of floral design, floral design using elements and principles, and the use of proper floral design mechanics. All students in the certificate program will be used for assessment.** | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| |  | | --- | | **Students performed well on designing modern artistic floral designs using techniques and mechanics of elements and principles of design creative process, based upon rubric assessment with 100% of students scoring over 70%. Will stay the course and continue to monitor.** | | | | | | |

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| **Program Student Learning Outcome 4** | | | | | |
| **Program Student Learning Outcome** | **Identify fresh flowers/foliage and annual/perennial plants available on the commercial flower market.** | | | | |
| **Measurement Instrument 1** | **Students will be assessed using a 100pt rubric in HORT 330, which will be offered at least one or two times per academic year for students completing the certificate. Items scored for this outcome will be relevant to the identification of flowers/foliage and annual/perennial plants available on the commercial flower market.** | | | | |
| **Criteria for Student Success** | |  | | --- | | **Students will score 70% or above on the rubric.** | | | | | |
| **Program Success Target for this Measurement** | | **80% of students should score a 70% or greater based upon the rubric.** | **Percent of Program Achieving Target** | **100% (18/18)** | |
| **Methods** | **Final projects in HORT 330 will be evaluated by a department assessment team, not including the instructor, using a 100pt rubric assessing proficiency in creativity of floral design, floral design using elements and principles, and the use of proper floral design mechanics. All students in the certificate program will be used for assessment.** | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 4.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| |  | | --- | | **Students performed well on identifying fresh flowers/foliage and annual/perennial plants available on the commercial flower market, based upon rubric assessment with 100% of students scoring over 70%. Will stay the course and continue to monitor.** | | | | | | |

Curriculum Map

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| **Program name:** | Floristry Certificate (#1769) | | |  |  |  |
| **Department:** | Agriculture & Food Science | | |  |  |  |
| **College:** | Ogden College of Science & Engineering | | |  |  |  |
| **Contact person:** | Roger Dennis | | |  |  |  |
| **Email:** | [roger.dennis@wku.edu](mailto:roger.dennis@wku.edu) | | |  |  |  |
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| **KEY:** | |  |  |  |  |  |
| **I = Introduced** | |  |  |  |  |  |
| **R = Reinforced/Developed** | |  |  |  |  |  |
| **M = Mastered** | |  |  |  |  |  |
| **A = Assessed** | |  |  |  |  |  |
|  |  |  | **Learning Outcomes** | | | |
|  |  |  | **LO1:** | **LO2:** | **LO3:** | **LO4:** |
| **Course Subject** | **Number** | **Course Title** |  |  |  |  |
| HORT | 209 | Introduction to Floral Design | I | I | I | I |
| HORT | 309 | Advanced Floral Design |  |  | M/A | M/A |
| HORT | 330 | Wedding Floral Design |  |  | R | R |
| HORT | 340 | Greenhouse Crop Production | R | R | R | R |
| HORT | 420 | Floral Shop Management | M/A | M/A |  |  |