

|                                                                     |                                                                                                                                                                                                         |
|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Assurance of Student Learning Reflection</b><br><b>2024-2025</b> |                                                                                                                                                                                                         |
| Ogden College of Science and Engineering                            | Department of Agriculture and Food Science                                                                                                                                                              |
| Certificate in Floristry (1769)                                     |                                                                                                                                                                                                         |
| Roger Dennis, Program Director                                      |                                                                                                                                                                                                         |
| <b>Is this an online program?</b> No                                | Please make sure the Program Learning Outcomes listed match those in Course Leaf. Indicate verification here<br>X Yes, they match! (If they don't match, explain on this page under <b>Evaluation</b> ) |

**Instructions:** For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

| Program Student Learning Outcome 1 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Student Learning Outcome   | Program Student Learning Outcome 1: Develop a business plan for a retail floral/event company as a proposal for a start-up business.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Evaluation                         | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Measurement Instruments            | Final projects in HORT 420 will be evaluated by the instructor, using a 200-pt rubric. 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 & Targets                 | The target criteria for success will be an average composite score 80% or above on items related to the outcome with 80% of Students scoring 80% or greater based on the rubric.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Results & Conclusion               | <p><b>Results:</b> Students' perspective of owning a business changed. Gaining the knowledge of logistics, resources, marketing, and risk management, 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. Students found that it was much more than first perceived.</p> <p><b>Conclusions:</b> What worked? Giving weekly assignments and have group discussion over assignments gave students different perspectives from the instructor and peers on what a business could be like to be successful. What didn't? Giving an assignment for independent work and no in-depth discussion among the class. Why do you think this? Normally I would allow students to work on projects then grade them but found the performance was below standard. I quickly did a classroom modification and introduced the students to real world situations from the instructors' experience of owning a business in round table discussions during lecture and saw a substantial higher standard of performance.</p> |

|                                                |                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>Plans for Next Assessment Cycle:</u></b> | <ul style="list-style-type: none"> <li>• collect a more appropriate artifacts in relation to trends in owning a floral/event company</li> <li>• create new discussion topics</li> <li>• sequencing of classes lecture and topics need to be adjusted to fit the sequence of developing a business</li> </ul> |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| <b>Program Student Learning Outcome 2</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Program Student Learning Outcome</b>        | <b>Program Student Learning Outcome 2: Design modern artistic floral designs using techniques and mechanics of elements and principles of design creative process as it relates to planning a themed event and the relationship of floral design to the history of floral art.</b>                                                                                                                                                                                                                                 |
| <b>Evaluation</b>                              | <b>Final projects in HORT 309 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.</b>                                                                                                                                                                                                                                                                                                           |
| <b>Measurement Instruments</b>                 | <b>The instrument for measuring the outcome is based on the Elements and Principles of Floral Design. Each of following items are evaluated: balance, scale, proportion, unity, harmony, focal area, mechanics, depth, line, and color. Each area has a point value of 10 being 9-10 excellent, 7-8 above average, 5-6 average, 1-4 below average.</b>                                                                                                                                                             |
| <b>Criteria &amp; Targets</b>                  | <b>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. The target would be to have 70 % of students scoring over 70%.</b>                                                                                                                                                                                                                                                                       |
| <b>Results &amp; Conclusion</b>                | <p><b><u>Results:</u></b> 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%.</p> <p><b><u>Conclusions:</u></b> What worked? The rubric as stated is based on the Elements and Principles of Design the student is provided with a copy of the rubric that contains the definition to each of the components they are evaluated on.</p> |
| <b><u>Plans for Next Assessment Cycle:</u></b> | <ul style="list-style-type: none"> <li>• adjust artifact according to change in trends in the floral industry</li> <li>• adjust targets because they are consistently exceeded</li> <li>• need to reconstruct curriculum to as new design trends change and/or added</li> </ul>                                                                                                                                                                                                                                    |

| <b>Program Student Learning Outcome 3</b> |                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Program Student Learning Outcome</b>   | <b>Program Student Learning Outcome 3: Design modern artistic floral designs using techniques and mechanics of elements and principles of design creative process as it relates to changes in Wedding Floral and Event Planning developing and designing a full-scale wedding, ordering flowers, and calculating the cost of a wedding event.</b> |
| <b>Evaluation</b>                         | <b>Students will be assessed using a 250pt rubric in HORT 330 Wedding Floral Design. Items scored for this outcome will be relevant to the planning of a full-scale wedding.</b>                                                                                                                                                                  |

|                                                |                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Measurement Instruments</b>                 | The rubric consists of using a wedding planner assignment that is given to the students. Each category is assigned a point value that the student needs to plan a full-scale wedding plan.                                                                                                                          |
| <b>Criteria &amp; Targets</b>                  | Final projects in HORT 330 using a 250pt rubric assessing proficiency in creativity of floral design, floral design using elements and principles, and the use of proper floral design mechanics and planning.                                                                                                      |
| <b>Results &amp; Conclusion</b>                | <u>Results:</u> Students performed well on planning a large-scale event as a wedding based upon rubric assessment with 100% of students scoring over 70%. Gaining the knowledge of logistics, resources, marketing, and risk management, as well as the requirements for venues.                                    |
| <b><u>Plans for Next Assessment Cycle:</u></b> | <ul style="list-style-type: none"> <li>• adjust artifact according to change in trends in the floral and wedding industry</li> <li>• adjust targets because they are consistently exceeded</li> <li>• need to reconstruct curriculum to as new design trends change and/or added in the wedding industry</li> </ul> |