

Minutes of NCAC 4

Cal Poly University

Meeting was held on June 6 and 7, 2013 on the Cal Poly campus, San Luis Obispo, California. John Peterson was the local host with Wyatt Brown's assistance.

Attendees:

- **Bruce Branham**, Dept. Crop Science, Univ. of Illinois
- **Bill Braunworth**, Interim Dept. Head, Oregon State University
- **Wyatt Brown**, Assistant Head, Department of Horticulture and Crop Science, Cal Poly State University
- **John Dole**, Head, Dept. of Horticultural Science, North Carolina State University
- **Terry Ferris**, Department of Plant and Earth Science, University of Wisconsin, River Falls
- **Kevin Folta**, Interim Chair, Dept. of Horticultural Sciences, University of Florida
- **David Graper**, Director McCrory Gardens, Dept. of Plant Science, South Dakota State University
- **Emily Hoover**, Head, Dept. of Horticultural Science, University of Minnesota
- **Bob Joly**, Head, Dept. of Horticulture and Landscape Architecture, Purdue University
- **Brian Klubek**, Chair, Dept. of Plant, Soil and Agricultural Systems, Southern Illinois University
- **Marc Linit**, Associate Dean, Office of Research and Extension, Associate Director, AES, University of Missouri
- **Robert Paull**, Chair, Dept. of Tropical Plant and Soil Science, University of Hawaii at Manoa
- **John Peterson**, Head, Department of Horticulture and Crop Science, Cal Poly State University
- **Marvin Pritts**, Chair, Dept. of Horticulture, Cornell University

Thursday, June 6

Meeting was opened with a day-long industry tour, highly the rich diversity of horticulture in central coastal California. Locations visited including Ball Tagawa Greenhouses, Native Son's Nursery, Windset Farms, Bonipak Vegetables, Driscoll Strawberries, and Laetitia Vineyard and Winery.

The tour was followed by a dinner, during which time each person introduced themselves and represented reported a brief status report on their unit.

Friday, June 7

The meeting opened with a report by the Administrative Advisor, Marc Linit, who provided an update of budget and other legislative initiatives and explained USDA procedures.

- Farm bill not passed yet.
- Current bill in effect until end of fiscal year.
- Land grant universities have a consulting firm (Cornerstone).
- House – Approved NIFA budget, kept Hatch budget flat, and increased AFRI from \$264 to 290 million.
- Looks like a slow movement to competitive funding while holding capacity (reoccurring) funding level, which will decrease with inflation.

USDA Procedures

- There are four regions (NE, NW, C, S), but USDA regional projects can have a national membership.
- NIFA responsibility to meet and review projects.
- No specific guidelines on how to review regional projects.
- Evaluations have to be done online.
 - Advisor's office will submit report due to difficulty of using USDA software.
 - Send him a word document.
- 0 to 5 projects reviewed per year.
- Projects arrive December with a February deadline.
- Reviews usually fairly simple for nonfunded projects (determine if they are a meeting, etc.).
- Funded projects are supposed to have some deliverables and require more thorough reviews.

Marvin Pritts: Chair asks two people to review projects – one primary and one secondary. Reviewers are selected based on familiarity with project subject, if possible.

John Dole agreed to serve as chair for the next year and host the next meeting in Raleigh, NC.

General discussion was held on the next meeting

- Meeting is generally held at the end of May to early June. Cal Poly is not done with spring classes until early June.
- Make a personal invitation to departments in non-land grant universities and colleges, especially 1890s schools.
- Coordinate with other administrative meetings, if possible (i.e. soils, crop science, entomology, plant pathology).
- John Peterson will distribute an updated list of departments and contacts.
- Mike Neff has a fairly comprehensive list of departments and department heads.

- Information surveys should be sent ahead of time to allow time for host to compile results.
- Include a question of what constitutes the department and what part represents horticulture.
- 12 schools attended Cal Poly, 29 attended Cornell, the latter probably had high attendance due to focus on teaching and a campaign to include more non-land grants institutions.
- 15-20 is a typical number of attendees.

Updates from schools on funding status and morale

Bill Braunworth: State funding is level.

Bruce Branham: 20% state, declining funding, morale lower due to declining student enrollment.

Emily Hoover: State increased funding to university in lieu of a tuition increase so funding is good, have had salary increases for the last three year and likely for the next two years, morale is good.

David Graper: 10% cut across the board two year ago, salary increase this year, switched to 9 months and reduced salaries, morale low.

Terry Ferris: No pay raises for eight years, but might get one this year; morale low due to extra duties without pay increases; much politics as 40% of legislature don't have college degrees and are not familiar with universities.

Brian Klubek: Poor morale, difficulty in getting a replacement department head.

Bob Joly: Three out of five years asked to make cuts (1-2%), no department funded technicians anymore, on positive side have been able to fund renovations of labs, hired a few faculty members who have an excellent program, morale is being hurt by lack of hires after many retirements.

John Dole: Budget cuts again this year, we had raises this year but \$ came internally. However, distance education is going well and we were able to hire two new lecturers.

Robert Paull: New greenhouse have been built, number of faculty reduced from 38 to 24 faculty, 14 faculty lost over 12 years reducing morale, salary increases were paid internally, few new positions, having difficulty hiring folks with field experience.

Marv Pritts: Funding currently flat, new university operating system (Kuali) which is difficult to use and hurting morale, plant scientists are hard to replace, try to thank people for their efforts, put new stuff on web (i.e. awards, etc.).

Kevin: Poor quality facilities, lack of hires, cost of repairs (due to outsourcing); RCM model of accounting is difficult; .bigger problem with apathy than morale – it is difficult to get folks to head a committee or show up to graduation, etc.

John Peterson: Overall positive morale despite lack of pay raises, etc., student numbers up, goal is to have 425 students.

Discussion on encouraging faculty to teach outside of their comfort zone.

- Getting folks to teach classes other than those specifically in their field is difficult.
- We may be moving away from specific appointments.
- How do we motivate people to teach a course outside of their comfort zone.
- This is part of the normal motivation process, once the legal considerations are taken care of
- Teaching outside comfort zone increases professional development in terms of breadth.
- Need to give faculty permission to give something up.
- Encourage faculty to take teaching sabbaticals (gear up to teach one or more new courses).

Discussion on the difficulty of getting faculty to participate in department.

- This is happening in many departments due to the increased focus on grants, pubs, etc.
- Up to the dept head to create the proper environment to encourage participatory collaboration and team camaraderie.
- Emily hosts a Friday afternoon beer time break – she pays for the drinks personally, attendance varies from 6-20.

Discussion on succession planning and encouraging faculty leadership

- U of M hosts department head school once a month
- Personally encourage faculty to participate in specific committees, etc.
- Encourage faculty to chair ASHS working groups, etc. to help them develop as leaders.
- Encourage participation in PAX to also develop leadership.
- Side note - Encourage PAX advisors to attend PAX luncheon.

Discussion on PAX

- With flower judging contest declining, what else can replace it?
- ASHS meeting is difficult for students to attend due to summer jobs.
- Suggestion - Coordinate a meeting with PLANET.

Discussion on student recruitment

- Need articles in popular press
 - Articles in trade journals don't help us as they reach people already aware of horticulture.

- When there was an article listing that Horticulture as one of the worst professions appeared, the response was among universities not to the general public.
- Should have companies who want employees to make videos showing the jobs they want filled. Videos need to show technology being used, not digging holes.
- ASHS needs to play role.
- USDA should play a role.
- What role should the word “Horticulture” play in recruitment?
 - People don’t know the meaning of the word.
 - Should “Plant Science” be used instead?
 - Or should we try to reclaim and promote the brand Horticulture?
 - John stated that “the Environment” poled well.
- Guidance counselors and biology teachers – important groups to contact.
- Broaden to include other plant science and related sciences. However, horticulture is already very broad. Working with agronomic crops tends to pull the program towards agronomic crops because it is a bigger industry.
- USDA has projected the amount of retirements and the amount of plant science students that will be needed is quite high.
- Robert directly calls student and parents of students admitted to encourage them attend Purdue.
- For guidance counselors, meeting them directly is the most effective. Brochures, emails, or asking them to attend meetings are not as effective.
- Work with garden writers to encourage writing about horticulture to reach parents.
- ASHS – Careers website – Tim Rhodes
- Any materials developed need to show minorities.
- Recruit students already in the university to horticulture.
- Discussed “art” and “science” of horticulture—science side can scare folks, but those in the science side tend to look down on the arts side.
- Develop a marketing strategy to increase number of students in four year horticulture program—targeting early high school.
- We should get an outside firm to determine the best terminology and develop a marketing plan. We can get much done with \$50,000.
- Important to speak with one voice.

Action List for implementing student recruitment study

- Establish project management leadership team (John Peterson, Marvin Pritts, Robert Paull, Bob Joly, maybe Dan Lineberger)
- Write two page concept paper.
- Interface with ASHS.
- Contact SR USDA Admin Group to coordinate Hort marketing campaign
- Develop project timeline.
- Secure funds.
- Contact other institutes.
- Commence survey.

- Five year plan.
- Complete concept paper by ASHS meeting.
- Send out list to admin and have each one contact two to four other admin to donate funds to study.
- Study information can be used immediately on our websites, publicity pieces, etc.
- Industry associations should be contacted as well. (OFH, PPA).
- Goals of the study would be to determine the following:
 - Determine what words to use.
 - Tagline.
 - One sentence description.
 - One paragraph.
 - Specify the avenues needed to get the message out
 - We want to not only say good things and have good things said about us but say the right things.
 - Evaluate technology—text messages—tweets—facebook—video.
- “Learn, Do, Lead” is the tagline for Cal Poly horticulture program, Stamatz firm conducted study for Cal Poly.

Discussion on distance education

- Should be a topic for the next horticulture administrators meeting.
- Oregon State University has an online degree in horticulture and Ryan Contreras is one of the lead instructors.
- Velocity will pay to set up a course – MOOCS.
- Kahn Academy is another company offering MOOCS.