

DOCUMENT RESUME

ED 321 831

JC 900 432

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 TITLE Analysis of the Postsecondary Training Certificate Program in Floral Design and Marketing at Florida Community College at Jacksonville.
 PUB DATE Dec 90
 NOTE 19p.; Paper prepared for presentation at the Annual Convention of the American Vocational Association, Postsecondary Division (Cincinnati, OH, November 30-December 4, 1990).
 PUB TYPE Reports - Research/Technical (143) -- Statistical Data (110) -- Speeches/Conference Papers (150)
 EDRS PRICE MF01/PC01 Plus Postage.
 DESCRIPTORS Academic Persistence; *Community Colleges; Course Selection (Students); Dropout Rate; Employment Patterns; *Enrollment Trends; *Job Placement; Minority Groups; *Outcomes of Education; School Holding Power; Student Attrition; Tables (Data); Technical Education; Two Year Colleges; *Vocational Education
 IDENTIFIERS *Floral Designers; *Florida Community College at Jacksonville

ABSTRACT

In 1990, a study was conducted at Florida Community College at Jacksonville (FCCJ) to determine enrollment, withdrawal, and placement patterns in the college's floral design and marketing certificate program and to identify changes needed to strengthen the program. The program focused on the theory and practice of floral design and marketing, complemented by courses in employability skills, entrepreneurship, and salesmanship. The sample for the study was a nonrandom sample of all 278 students who had enrolled in the program from fall 1987 through spring 1990. Major findings of the study were as follows: (1) program enrollments increased in each year of the study, and most of the enrolled student were female; (2) although there were no minority students enrolled in the program in its first year, minority enrollment increased every year thereafter; (3) withdrawal rates fluctuated greatly every term, with the highest rate of attrition (36%) occurring in winter 1988; (4) fewer students enrolled in the management courses than in the three design courses, and only 32 students enrolled in the cooperative internship program over the 3 years; (5) only seven students completed all course requirements for the program since its inception, many leaving because they had acquired jobs with the skills attained before program completion; (6) all of the program graduates were employed in the floral industry, with over half employed full-time; and (7) 48% of the non-graduates were employed in the floral industry, with the remainder employed in other areas. Recommendations for program improvement are included. (JMC)

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ANALYSIS OF THE POSTSECONDARY TRAINING
CERTIFICATE PROGRAM IN
FLORAL DESIGN AND MARKETING
AT FLORIDA COMMUNITY COLLEGE
AT JACKSONVILLE

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Annual American Vocational Association Convention
at Cincinnati, Ohio
(Postsecondary Division)

December, 1990

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ANALYSIS OF THE POSTSECONDARY TRAINING
CERTIFICATE PROGRAM IN FLORAL DESIGN
AND MARKETING AT FLORIDA
COMMUNITY COLLEGE AT JACKSONVILLE

INTRODUCTION

"A salable skill for every graduate" is the motto for many vocational education programs. This brings to the educational enterprise great responsibility. This responsibility goes far beyond the classroom and the occupational laboratory. The physical facilities, along with the competent instructors, are dedicated to developing a salable skill for every graduate.

Placement and follow-up of graduates are essential in evaluating accountability of vocational programs from the stand point of the student, local business and industry, and the vocational instructor.

Florida Community College at Jacksonville (FCCJ) serves Duval, Clay and Nassau county students and enrolls over 80,000 students in credit and non-credit programs. Questions addressed in this study are: What is the status of enrollment for Floral Design and Marketing students since the inception of the Floral Design Program? What is the withdrawal pattern of Floral Design and Marketing students. What is the placement rate of students in the floral industry? What changes need to be made to strengthen the Floral Design and Marketing Program at FCCJ?

PROGRAM OVERVIEW

The purpose of this one year program is to prepare students for initial employment in the professional floral industry.

Previously or currently employed florist employees can enroll in the program for enhancement of current skills. The core curriculum emphasizes Floral Design and Marketing - theory and practice. Courses in Employability skills, Entrepreneurship and Salesmanship strengthen the program.

Certificate Requirements

Specific courses must be completed for the Postsecondary Occupational Training Certificate in Floral Design and Marketing. All students must take the test for Adult Basic Education (TABE). Below is a suggested one year schedule:

Term I (Fall)

- Basic Floral Design
- Identification, Care and Handling
of Foliage and Flowers
- Employability Skills
- Basic Floral Management

Term II (Winter)

- Entrepreneurship
- Intermediate Floral Design
- Floral Design Internship I
- Retail Salesmanship

Term III (Spring)

- Advanced Floral Design
- Advanced Floral Management
- Floral Design Internship II

Cooperative Education/Internship

Students of the Floral Design and Marketing Program are required to participate in a Cooperative Education/Internship. In addition to receiving credit for their classroom work students will earn credit for working part-time in a flower shop as an apprentice assistant.

METHODOLOGY

An enrollment profile was obtained for the division of Registration and Records at Florida Community College at Jacksonville (FCCJ). Additional assistance came from FCCJ faculty and administrators. A telephone survey was also conducted to obtain placement (a.

The sample for this study was a nonrandom sample. The target population was all the students who had enrolled in the Floral Design and Marketing Program from Fall 1987 - Spring 1990.

Hinkle (1979) approved the use of nonrandom samples in situations where it is difficult to select random samples. However, the results cannot be generalized to other populations on a

statistical basis.

Data were analyzed using descriptive statistics and Harvard Graphics Program.

FINDINGS AND DISCUSSION

Figure 1 displays the enrollment pattern by terms (Fall, Winter and Spring) for Floral Design and Marketing students at FCCJ.

Insert Figure 1

Of the three Fall terms, Fall of 1989 had the highest enrollment (55). Compared to 1988 Fall term, there was an increase of 31 (129.1%) students.

Figure 1 also revealed that Winter of 1990 had the highest enrollment (74) when compared to Fall and Spring terms. Spring term of 1988 had the lowest overall enrollment (7). The low enrollment for Spring of 1988 was probably due to a combination of factors such as low retention rates from the previous terms (Fall 1987 and Winter 1988) and also lack of in-depth recruiting for the first year of the program.

The enrollment pattern for the 1987-1988 school year was 44. For the 1988-1989 school year there was an increase in enrollment of 29. The school year 1989-1990 posted the highest enrollment of 161 since the inception of the program. The overall increased enrollment was most likely due to the awareness and publicity of

the program since the school year of 1987-1988.

Enrollment in the Floral Design and Marketing Program for the past three school years consisted of mostly female students. In Winter of 1988 there were two male students in the program. The high enrollment by female students is probably based on a traditional career pattern in the floral industry (see Table 1).

Insert Table 1

For the first school year (1987-1988) of the Floral Design program there were no reported minority enrollment. However, in Fall of 1988, 21% (5) of the students enrolled in the program were black, 66% (16) white students and 13% (3) non-black minority students.

As reflected in table 1 there was a steady increase in enrollment of black students between Fall 1988 - Fall 1989 and Winter 1989- Winter 1990. The percent increase in enrollment for black students between Fall 1988 - Fall 1989 was 60% (3).

During Fall 1988 and Spring 1990, 13% (see table 1) of the students enrolled in the program were non-black minority students. Both black and non-black minority enrollment has increased since the inception of the program. Most of this increase in enrollment of minority students is an indication that some form of recruitment was used to influence minority awareness about the program.

Distribution of the withdrawal pattern of FCCJ Floral Design and

Marketing students is presented in Table 2.

Insert Table 2

In Winter of 1988, 36% (9) of the enrolled students withdrew for that particular term. Some realistic reasons for their withdrawal might have been: relocation in the Military, related family affairs, schedule of classes, or meeting certification requirements. Of the 29 students enrolled in Winter 1989 only 3% (1) withdrew for that term. Between Winter 1988 and Winter 1989 there was a decrease in withdrawal rate of 88.8%.

Table 3 reflects the distribution of enrollment by courses since the inception of the program.

Insert Table 3

A total of 139 students enrolled for the Basic Floral Design course (Fall 1987 - Winter 1990). However, there was a decrease of 53.33% in enrollment for Basic Floral Design which was offered Winter of 1989 when compared with the previous Winter term. There was a steady increase in enrollment for the Intermediate Design course and the Identification of Foliage course.

There were less students who enrolled in the management courses when compared with the three design courses. An integral part of the Floral Design program is the Cooperative Internship courses. However, only a total of 32 students enrolled in the Internship program for the past three years.

Program Completers/Placement

Students who complete the Floral Design and Marketing Program

(one year duration) receive a Certificate of Applied Science. At present (Summer 1990) there are seven students who have successfully completed the course requirements since the beginning of the program. Recent research at FCCJ indicated that fewer students are completing Certificate of Applied Science program because they acquire jobs with the skills attained and leave the college before program completion (FCCJ Institutional Research Notes, 1990).

This is particularly true for the students in the Floral Design and Marketing Program at FCCJ. The typical student in the Floral Design Program at FCCJ will attempt to complete all the design courses but will show less emphasis in registering for management courses.

For students to be successful entrepreneurs they need all the necessary management tools and techniques. Not having these management skills will not generate a profitable business enterprise.

Fifty-seven percent (4) of the graduating students are currently employed (full time) in the floral industry. The other 43 percent of the graduating students are employed in the floral industry only during the "peak" seasons. About 48 percent (43) of non-graduating students are employed in the floral industry. The remaining 52 percent of non-graduating students are employed in other areas.

CONCLUSIONS

The following conclusions based specifically on the findings of this study:

1. There was a steady increase in enrollment since the inception of the program. The data indicated that FCCJ had some positive influence in recruiting students into the Floral Design and Marketing Program.
2. There was an increase in minority and non-black minority awareness about the Floral Design and Marketing Program since the last two school years. However, their enrollment pattern was on a fluctuation basis.
3. The withdrawal proportion was higher during the Fall terms when compared with Winter and Spring terms. One obvious reason for this might be due to the time of the day when the classes were offered.
4. Fewer students were enrolled in management courses and the Internship Program for the past three school years.
5. Most students acquire jobs with the skills attained and leave FCCJ before completing the Floral Design and Marketing Program.

RECOMMENDATIONS

1. Continued efforts should be made to increase the number of minority and male students to the Floral Design and Marketing Program.

2. Motivational workshops should be given to present and prospective students about the importance of management in the floral industry.
3. Invitation of former students and personnel from the floral industry should be encouraged to explain the importance of participating in cooperative internship programs.
4. Additional research is needed in several areas relating to this study, for example, what are some of the reasons why students withdrew from the program? What can be done to retain students for the duration of the program?

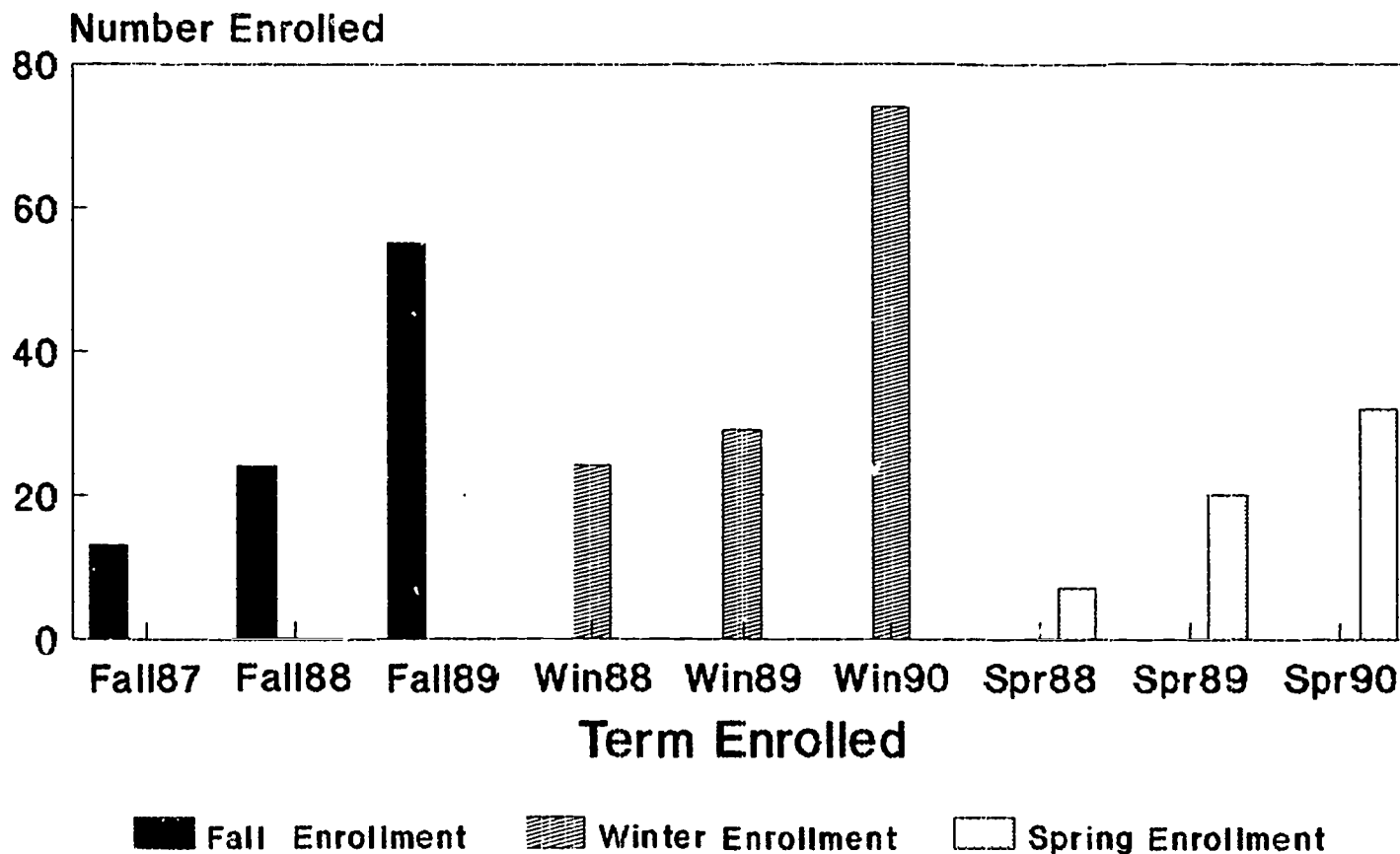
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Enrollment Status of Students In Floral Design & Marketing



Fall 1987-Spring 1990

Figure 1

TABLE 1

ENROLLMENT BY SEX AND RACE

TERM	NUMBER ENROLLED	FEMALE		MALE		BLACK		WHITE		OTHER	
		(n)	%	(n)	%	(n)	%	(n)	%	(n)	%
Fall 1987	13	13	100	0	0	0	0	13	100	0	0
Fall 1988	24	24	100	0	0	5	21	16	66	3	13
Fall 1989	55	55	100	0	0	8	15	43	78	4	7
Winter 1988	24	22	92	2	8	0	0	24	100	0	0
Winter 1989	29	29	100	0	0	4	14	24	83	1	3
Winter 1990	74	74	100	0	0	9	12	61	83	4	5
Spring 1988	7	6	86	1	14	0	0	7	100	0	0
Spring 1989	20	20	100	0	0	6	30	13	65	1	5
Spring 1990	32	31	97	1	3	6	19	22	68	4	13

TABLE 2

WITHDRAWAL PATTERN OF FCCJ FLORAL DESIGN
AND MARKETING STUDENTS - FALL 1987 - SPRING 1990

TERM	NUMBER ENROLLED	WITHDRAWAL (n)	(%)
Fall 1987	13	3	23
Fall 1988	24	6	25
Fall 1989	55	19	35
Winter 1988	24	9	36
Winter 1989	29	1	3
Winter 1990	74	20	27
Spring 1988	7	2	29
Spring 1989	20	1	5
Spring 1990	32	2	6
	Total	278	63

TABLE 3
DISTRIBUTION OF ENROLLMENT BY COURSES

COURSE	TERM									TOTAL
	F 87 (N)	F 88 (N)	F 89 (N)	W 88 (N)	W 89 (N)	W 90 (N)	S 88 (N)	S 89 (N)	S 90 (N)	
Basic Design	12	20	41	15	7	44	--	--	--	139
*Intermediate Design	--	--	--	9	21	27	--	--	--	57
**Advanced Design	--	--	--	--	--	--	7	19	30	56
Basic Management	--	9	12	6	--	15	--	--	--	42
**Advanced Management	--	--	--	--	--	--	7	6	7	20
***Identification of Foliage	4	12	31	--	--	--	--	--	--	47
Internship I	4	1	1	1	9	1	--	3	--	20
Internship II	--	--	3	4	--	3	--	2	--	12
TOTAL	20	42	88	35	37	90	14	30	37	

F = Fall

W = Winter

S = Spring

* Availability - Winter only

** Availability - Spring only

*** Availability - Fall only