

BERGEN COMMUNITY COLLEGE

Assessment Report for (Department and/or Program):

Horticulture Program, Biology/Horticulture Department

Academic Chair: Robert Highley

Assessment Period:2011-2013

Submitted by:Steven Fischer

1. Intended Outcome (Goal):

Students will be able to analyze economic and business factors (past the level of science and art) associated with the installation of interior plants in a commercial setting.

2. General Education Requirement(s) to which the intended outcome relates:

1. Quantitative Knowledge and Skills - (Mathematics)

Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

3. Section(s) of the Strategic Plan to which the intended outcomes relates:

Goal 5: We will maintain sound fiscal management and affordability, and increase our resource development efforts.

5.1 Increase efficiency in our use of fiscal resources, and implement expense control measures to ensure affordability for our students.

4. Means of assessment, sources of data, and desired result:

Students will construct a detailed spreadsheet which will have an analysis of the fixed direct costs, variable costs (seasonally adjusted) and profit. The accuracy of the student's construction of the estimate will be based on a rubric of 100 points as follows:

- Best horticultural practices used in installation and maintenance 25 pts
- Cost analysis of plant and hardscape materials 25 pts
- An acceptable rating system will be utilized to identify replacement needs for the plant materials 25 pts
- Evaluation of the margin of profit in selected settings and overall 25 pts

Data will come from research of industry sources, the project timeline (Spring semester 2012) and rating used for acceptability of the materials and the expected replacement costs over the course of a yearly contract. Data will be taken from actual plants within an interior design in the lobby of Ender Hall.

The desired results will be to have 80% of the students receive 75 points therefore demonstrating their ability to construct a commercially acceptable yearly installation contract based on a bid prepared using a spreadsheet with items of cost, labor and profit.

5. Summary of Results:

6. Recommendations for improvement: