

Data and Evidence Analysis Summary – Landscape Horticulture 2016

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WTCS Comparative Data:

<https://facultyresources.westernnc.edu/wp-content/uploads/2015/11/2015-10-0014-Landscape-Horticulture-QRP-Associate-Degree-Evidence-Analysis-Report.pdf>

Course Completion

- C or better course completion for the Landscape Horticulture program ranged from 60.9% in 2011 to 77.4% in 2015. When compared to the two other colleges selected as a comparison group, Western's ranks 3rd out of three.
- Western's number of students ranged from 46 in 2011 to 31 students in 2015. The other two WTCS colleges saw slight fluctuation in enrollment from 2011 to 2015 as well. Further examination and possible discussions with program faculty might be of value.

Second Year Retention

- Western's second year retention ranged from 76.5% in 2010 to 64.7% in 2015 for an average over time of 50%.
- It experienced a low in 2014 at 34.5% and rebounded to 64.7% in 2015.
- When compared to the other two schools in the comparison group, Western had the lowest average second year retention over the 6 years of measurement. Averages over the 6 years ranged from 50% for Western to 64.3% for Northeast Wisconsin Technical College.
- Western's cohort size (number of starting students) ranged from 17 in 2010 to a high of 29 in 2012 and 2014. With an average of 23 first-term students declaring the program in a given year, Western has the highest enrollment of first-term students within this comparison group for 2015.

Western's Third Year Graduation

- Western's third year graduation ranged from 35.3% in 2011 to 20.7% in 2015 with an average over the six years of 25.2%. Western's 2013 report year cohort (students starting in 2011) achieved the highest third year graduation with 35.7% of students graduating within three years.
- In a comparison to the other two colleges, Western's third-year graduation rate (average) of 25.28% is 3rd out of three. Other schools include Northeast Wisconsin Technical College at 34.2% and Lakeshore Technical College at 45.5%.

Labor Market Analysis October 2015

<https://facultyresources.westernnc.edu/wp-content/uploads/2015/11/2015-OCT-Landscape-Horticulture-Program-Trends.pdf>

In an analysis of the Western District and occupations associated with the field of landscape horticulture, the following points are noted:

- From 2016-2020, these occupations are expected to grow 3.7%. This is behind the national growth trend average of 5.3%
- Expectations for district trends are also lower than the state average of 5.4%.
- Job distribution throughout the district has high concentrations in La Crosse County and Monroe County.
- This program includes occupations with an aging population, 50.4% of those employed are 45 years of age or older. The segment of workers that is the 19-24 year old population makes up 12.2%.
- All occupations show high percentages of increase but relative mild numbers of new positions.
- Earnings for graduates of this program (median) are strong ranging from \$16.12 per hour for Grounds Maintenance Workers, All Other to \$26.30 for Landscape Architects.
- The variety of positions that serve the landscape / horticulture field require a variety of education experiences.
- Possible opportunities include looking to high schools for transcribed credit, a closer coordination with agribusiness courses and a stronger tie to organics.

Student Satisfaction Trends

The Noel Levitz Student Satisfaction Inventory was conducted in the fall of 2015. The instrument asks students to rate the importance AND the satisfaction with 95 items (1-7 with 7 as highest) related to the following “scales”:

- Instructional effectiveness
- Academic advising/counseling
- Concern for the individual
- Registration effectiveness
- Admissions and financial aid
- Student centeredness
- Campus climate
- Academic services
- Service excellence
- Safety and security
- Campus support services and responsiveness to diverse populations

In the program self-study process (data and evidence analysis work), programs are asked to identify gaps between importance and satisfaction. Gaps are calculated as the difference between the importance of an item and the satisfaction level. Gaps that are close to a “1” should be discussed and explored – particularly if they are tied to items that are rated as high in importance for students.

This survey had 6 students respond. The students in landscape horticulture rated their overall satisfaction with their experience at Western at 5.81 which is higher than how all students rated (5.72).

A more detailed analysis was conducted at the “item” level. Items are associated with one or more “scales” and provide additional insight into specific areas.

In this survey, no items rated **highest in importance** for Landscape Horticulture students included any that scored a 6.75+ (scale of 1-7 with 7 as very important).

Note that the students in this program seemed to associate a higher level of importance to many items as compared to students in other programs. This resulted in several items with larger gaps between importance and satisfaction. Items that may be topics of discussion for this program include:

- Item #3 – The quality of instruction in the vocational/technical programs is excellent. (1.50)
- Item #8 – Classes are scheduled at times that are convenient for me. (1.50)
- Item #11 – Security staff respond quickly in emergencies. (1.25)
- Item #18 – The quality of instruction I receive in most of my classes is excellent. (1.66)
- Item #19 – This campus provides effective support services for displaced homemakers. (1.50)
- Item #34 – Computer labs are adequate and accessible. (1.16)
- Item #68 – On the whole, the campus is well-maintained. (1.17)
- Item #72 – Campus: The Wellness Center meets my fitness needs. (1.58)

Student Learning Outcomes Assessment Trends

<https://facultyresources.westerntc.edu/wp-content/uploads/2014/07/2LandscapeHorticultureSpring2016StudentSLO.pdf>

The Landscape Horticulture program had 5 responses to the survey. Items that may be topics of discussion for this program include:

- Celebrate the good feedback you received about the real-life application of concepts and the variety of courses included in the program. Students seem to really appreciate the hands-on learning.
- There are some suggestions from the students of other types of classes they would like to see in this program. It might be valuable to look at past survey results to identify trends in the qualitative feedback received from students. Those results are housed on the Program Excellence web site.
- A couple of students commented about the having even more hands on classes. This may be something to explore in more depth.
- Some students felt the missing presence of particular instructor and felt the replacing instructors were unprepared.
- There seemed to be a couple instances when students expressed frustration having to spend time and money on certain classes they did not feel benefited them in their particular program.

Graduate Follow-Up Trends

Year	2012-13
Types of jobs obtained	Interiorscape Technician Landscaper Landscaping/Plant Care
Companies hiring Western graduates	Rockwood Gardens, Onalaska, WI Andeon Construction Services, La Crescent, MN Radisson, La Crosse, WI Landscape Gardening, Trempealeau, WI

Year	2013-14
Types of jobs obtained	Perennial Manager
Companies hiring Western graduates	Bauer's Market & Garden Center, La Crescent, MN

Year	2014-15
Types of jobs obtained	Assistant Manager Landscaper
Companies hiring Western graduates	True Value Garden Center Iverson Landscape Design/Build, La Crosse, WI

Career Pathways Self-Survey

- Your program had 1 response to the survey. One full-time faculty.

With a small response rate, it is difficult to analyze potential areas for program improvement.

There is opportunity to offer this or similar surveys to other stakeholders to develop a more holistic view of potential program improvements