

## 2013 HORTICULTURE

<b>ACADEMIC</b>		
<b>AA</b>		<b>SPEAKING AND LISTENING</b>
AA	1	Utilize effective verbal and non-verbal communication skills
AA	2	Participate in conversation, discussion, and group presentations
AA	3	Communicate and follow directions/procedures
AA	4	Communicate effectively with customers and co-workers
<b>AB</b>		<b>READING AND WRITING</b>
AB	1	Locate and interpret written information
AB	2	Read and interpret workplace documents
AB	3	Identify relevant details, facts, and specifications
AB	4	Record information accurately and completely
AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
<b>AC</b>		<b>CRITICAL THINKING AND PROBLEM SOLVING</b>
AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implement effective decision-making skills
<b>AD</b>		<b>MATHEMATICS</b>
AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD	3	Make reasonable estimates
AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Use deductive reasoning and problem-solving in mathematics
<b>AE</b>		<b>FINANCIAL LITERACY</b>
AE	1	Locate, evaluate, and apply personal financial information
AE	2	Identify the components of a budget and how one is created
AE	3	Set personal financial goals and develop a plan for achieving them
AE	4	Use financial services effectively
AE	5	Demonstrate ability to meet financial obligations
<b>AF</b>		<b>INTERNET USE AND SECURITY</b>
AF	1	Recognize the potential risks associated with Internet use
AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF	3	Practice safe, legal, and responsible use of technology in the workplace
<b>AG</b>		<b>INFORMATION TECHNOLOGY</b>
AG	1	Use technology appropriately to enhance professional presentations
AG	2	Demonstrate effective and appropriate use of social media
AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
<b>AH</b>		<b>TELECOMMUNICATIONS</b>
AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
<b>EMPLOYABILITY</b>		
<b>EA</b>		<b>POSITIVE WORK ETHIC</b>

EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrate consistent and punctual attendance
EA	3	Demonstrate initiative in assuming tasks
EA	4	Exhibit dependability in the workplace
EA	5	Take and provide direction in the workplace
EA	6	Accept responsibility for personal decisions and actions
<b>EB</b>		<b>INTEGRITY</b>
EB	1	Abide by workplace policies and procedures
EB	2	Demonstrate honesty and reliability
EB	3	Demonstrate ethical characteristics and behaviors
EB	4	Maintain confidentiality and integrity of sensitive company information
EB	5	Demonstrate loyalty to the company
<b>EC</b>		<b>SELF-REPRESENTATION</b>
EC	1	Demonstrate appropriate dress and hygiene in the workplace
EC	2	Use language and manners suitable for the workplace
EC	3	Demonstrate polite and respectful behavior toward others
EC	4	Demonstrate personal accountability in the workplace
EC	5	Demonstrate pride in work
<b>ED</b>		<b>TIME, TASK, AND RESOURCE MANAGEMENT</b>
ED	1	Plan and follow a work schedule
ED	2	Work with minimal supervision
ED	3	Work within budgetary constraints
ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
<b>EE</b>		<b>DIVERSITY AWARENESS</b>
EE	1	Recognize diversity, discrimination, harassment, and equity
EE	2	Work well with all customers and co-workers
EE	3	Explain the benefits of diversity within the workplace
EE	4	Explain the importance of respect for feelings, values, and beliefs of others
EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognize the challenges and advantages of a global workforce
<b>EF</b>		<b>TEAMWORK</b>
EF	1	Recognize the characteristics of a team environment and conventional workplace
EF	2	Contribute to the success of the team
EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
<b>EG</b>		<b>CREATIVITY AND RESOURCEFULNESS</b>
EG	1	Contribute new ideas
EG	2	Stimulate ideas by posing questions
EG	3	Value varying ideas and opinions
EG	4	Locate and verify information
<b>EH</b>		<b>CONFLICT RESOLUTION</b>
EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implement conflict resolution strategies and problem-solving skills
EH	3	Explain the use of documentation and it's role as a component of conflict resolution

<b>EI</b>		<b>CUSTOMER/CLIENT SERVICE</b>
EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
EI	2	Identify and address needs of customers/clients
EI	3	Provide helpful, courteous, and knowledgeable service
EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
EI	5	Identify techniques to seek and use customer/client feedback to improve company services
EI	6	Recognize the relationship between customer/client satisfaction and company success
<b>EJ</b>		<b>ORGANIZATIONS, SYSTEMS, AND CLIMATES</b>
EJ	1	Define profit and evaluate the cost of conducting business
EJ	2	Identify "big picture" issues in conducting business
EJ	3	Identify role in fulfilling the mission of the workplace
EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
<b>EK</b>		<b>JOB ACQUISITION AND ADVANCEMENT</b>
EK	1	Recognize the importance of maintaining a job and pursuing a career
EK	2	Define jobs associated with a specific career path or profession
EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EK	4	Prepare a resume, letter of application, and job application
EK	5	Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
EK	6	Participate in a job interview
EK	7	Explain the proper procedure for leaving a job
<b>EL</b>		<b>LIFELONG LEARNING</b>
EL	1	Acquire current and emerging industry-related information
EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EL	3	Seek and capitalize on self-improvement opportunities
EL	4	Discuss the importance of flexible career planning and career self-management
EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accept and provide constructive criticism
EL	8	Describe the impact of the global economy on jobs and careers
<b>EM</b>		<b>JOB SPECIFIC TECHNOLOGIES</b>
EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Research and identify emerging technologies for specific careers
EM	3	Select appropriate technological resources to accomplish work
<b>EN</b>		<b>HEALTH AND SAFETY</b>
EN	1	Assume responsibility for safety of self and others
EN	2	Follow safety guidelines in the workplace
EN	3	Manage personal health and wellness
<b>OCCUPATIONAL</b>		
<b>OA</b>		<b>BASIC PLANT SCIENCE CONCEPTS AND SKILLS</b>
OA	1	Understand scientific plant classification

OA	2	Compare the anatomical parts and distinguishing characteristics of plants
OA	3	Understand the reproductive processes of plants
OA	4	Investigate sexual and asexual reproduction of plants including tissue culture
OA	5	Analyze the process of plant growth and development
OA	6	Be aware of biotechnology and it's uses in the horticulture production
OA	7	Explain the use of applied genetics in horticulture
<b>OB</b>		<b>APPROPRIATE MARKETING AND SALES STRATEGIES</b>
OB	1	Develop a marketing plan
OB	2	Address customer questions about products and services
OB	3	Demonstrate the sales process
<b>OC</b>		<b>ANALYZE AND ENHANCE SOIL AND GROWING MEDIA</b>
OC	1	Collect soil samples
OC	2	Analyze soil samples
OC	3	Interpret soil samples
OC	4	Adjust fertility and pH from analysis
OC	5	Analyze site according to soil type, slope, and drainage
OC	6	Demonstrate the use of different soil mixes and growing media
<b>OD</b>		<b>PLANT PRODUCTION METHOD</b>
OD	1	Propagate specific plant materials
OD	2	Label propagation material
OD	3	Watering requirements of specific plants
OD	4	Fertility requirements of specific plants
<b>OE</b>		<b>PRODUCTION AND MANAGEMENT SCHEDULES</b>
OE	1	Determine production cost for a given crop
OE	2	Regulate environmental factors for plant growth
OE	3	Schedule production and harvest for a given crop
OE	4	Distinguish environmental issues (e.g., surface or ground water, government regulations, water testing, EPA)
OE	5	Interpret weather patterns and data
<b>OF</b>		<b>MONITOR AND CONTROL PESTS</b>
OF	1	Determine proper pesticide for given symptoms
OF	2	Demonstrate safe handling and storage of pesticides
OF	3	Calculate, mix, and apply pesticides
OF	4	Monitor for plant damage
<b>OG</b>		<b>ROUTINE SERVICE AND MAINTENANCE OF TOOLS AND EQUIPMENT</b>
OG	1	Clean and maintain hand tools
OG	2	Service selected equipment according to manufacturers recommendations
<b>OH</b>		<b>A SAFE WORKPLACE ENVIRONMENT</b>
OH	1	Follow anti-theft and security procedures
OH	2	Identify immediate and real costs of an accident
OH	3	Identify hazardous substances in the workplace
OH	4	Comply with established safety practices
OH	5	Identify fire exits and fire fighting equipment
OH	6	Maintain a clean and safe work facility
<b>OI</b>		<b>INDUSTRY RESOURCES</b>
OI	1	Distinguish roles and responsibilities of government agencies
OI	2	Keep up-to-date through industry associations and trade journals

OI	3	Interpret the impact of the horticultural industry on local, state, national, and international economy
----	---	---