
Service Plan
2008 - 2009

HortEducationBC
Industry Training Organization

March 2008

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Message from the Chair

What a productive year it's been for HortEducationBC. With Anne Kadwell at the helm, she's identified our organization's key issues and worked with our board to make things happen.

Changing from a stakeholder-driven board to one that is strategically focussed, HortEducationBC has successfully completed some key projects and begun a few new ones. Most significant is the work started with the arborist trade, which will create a new apprenticeshipable trade in urban forestry.

In addition, Pacific Horticulture College was accredited to deliver the Horticulture Technician Foundation Program and is now exploring the possibility of delivering levels three and four. This will mark the first opportunity for industry to receive full apprenticeship training outside of the Lower Mainland.

HortEducationBC looks forward to another year of growth and new opportunities in 2008 and 2009.

Bill Hardy, Chair of the Board
HortEducationBC

Overview

Industry Training Authority -
Established in 2004, ITA is BC's provincial government agency with legislated responsibility to govern and develop the industry training system in BC.

Under the management of the Industry Training Authority (ITA), British Columbia (BC) has specific-sector Industry Training Organizations (ITO) with responsibility for designated industry-training programs. This mechanism has put industry in a leadership role and is responsible for boosting trainee numbers and increasing the skill levels within BC's workforce.

HortEducationBC (HEBC) was established as the ITO to oversee BC's horticulture industry, including, landscape professionals, production nurseries and greenhouses, horticulture suppliers, and garden retailers. HortEducationBC continues to expand it's mandate now additionally reviewing trades such as turf managers, florists, urban forestry professionals (arborists), silviculture, vintners, dairy technicians and organic farmers.

HortEducationBC assists BC's horticulture industry by coordinating the skill needs of employers (who also serve as industry sponsors), workers, and trainees with training and education programs as well as services delivered by training providers.

Our mandate covers all aspects of industry training required in operating a successful and profitable business. We work closely with industry to improve apprenticeship programs, at both the high school and post-secondary level, and extend learning through on-the-job training to increase the knowledge and skill level of BC's current and future workforce.

HortEducationBC is continuously incorporating practical skills and certification programs in institutions, apprenticeships, and on-the-job training, thus enabling training providers to offer authentic skills evaluation.

In addition, HortEducationBC is taking a lead role in addressing other labour issues challenging the horticulture industry nationwide.

Mandate

HortEducationBC is intended to define and implement an industry-driven training, leadership, and coordinating mechanism for BC's vast horticulture industry.

The function of our industry-sector training agency is to:

- *define industry training needs*
- *set industry training and occupational standards*
- *measure industry training results*
- *interface directly with public, private, and K-12 training providers*

Mandated by industry and recognized as an ITO (by ITA vis-à-vis its industry training programs, standards, and credentials) our task may prove broader and include other labour initiatives and business education opportunities.

We're governed by industry representatives with active participation from our stakeholders, comprising industry representatives, governments, training providers, and others.

Mission

Promote, develop, coordinate, and manage the delivery of effective and efficient industry training and qualifications in the BC horticulture industry, by responding and supporting the skills and training needs of trainees, workers, and employers (sponsors).

Vision

To be a competent industry-sector training organization that facilitates BC's integrated, growing, and sustainable horticulture industry where training systems and outcomes effectively match the supply of skilled workers with industry demand.

Values

HortEducationBC fosters:

- *industry leadership and coordination*
- *programs focussed on apprentices and their employers (sponsors)*
- *accessible programs and services*
- *industry relevance and responsiveness*
- *industry capacity and sustainability of service*
- *stakeholder inclusiveness and partnership*
- *operational efficiency, flexibility, and streamlined administration*
- *quality training including provincial and national skill standards and certification*
- *cost-effective programs and services for industry, workers, and taxpayers*

Labour Market Conditions

The factors responsible for driving HortEducationBC's business priorities and planned activities are its planning context and the existing labour market conditions, which include:

Residential and commercial construction

Result - higher demand for horticulture services and products

Greater awareness of the environment and new environmental regulations

Result - demand for higher-skilled workers

Aging population, lifestyle changes, and retiring baby boomers

Result - increased demand for horticulture goods and services, and pressing need to attract the Y Generation as future skilled workers and retain existing staff

Landscape used to improve leisure

Result - home renovations changing from do-it-yourself to do-it-for-me and continued golf course and sport-field developments

Continued shortage of skilled workers, as indicated by industry survey.

Planning Context

HortEducationBC's responsibilities:

Information and advice

Providing advice and information on industry training, programs, and services to ITA, trainees, and employers (sponsors).

Standards

Identifying and defining industry competencies in consultation with industry and providing advice to provincial occupational standards and training delivery institutions - both public and private.

Industry tracking and monitoring

Monitoring and forecasting industry training needs, skill shortages, and other gaps. Tracking supply of training programs and identifying gaps in programming.

Program development

Developing and coordinating new training programs, learning resource materials, and the delivery of on- and off-the-job training. Defining trainee selection and entry requirements.

Promotion and marketing

Furthering the profile of HortEducationBC and BC's horticulture industry within industry, the educational community, and the general public. For example, furthering uptake among employers (sponsors) by promoting within industry, marketing industry training to employers (sponsors), trainees, and others, and educating the public about career opportunities within BC's horticulture industry.

Program monitoring and maintenance

Ensuring program content, quality, delivery, and outcomes meet industry standards, monitoring trainees' progress, and providing information, tools, and support to trainees and employers (sponsors).

Performance measurement

Developing performance indicators and measurements for industry-training programs and services. Record results and submit outcomes to ITA.

Strategic Priorities

Acquire Red Seal status for the landscape horticulture designation.

Further HortEducationBC into a fully functioning, self sufficient Industry Training Organization (full-service mode).

Identify what are industry's further training requirements and then develop strategies, programs, and qualifications to meet the requirements.

Develop sustainable methods in which sufficient numbers of motivated people enter HortEducationBC's employment and career paths, and offer assistance to aid employers (sponsors) in retaining existing staff.

Build and sustain an industry-training culture for industry and among individual employers (sponsors) and workers.

Achieve a high level of trainee, worker, and employer (sponsor) satisfaction with HortEducationBC products, programs, and services.

Align HortEducationBC with related trades and secure trades without a supporting ITO under the HortEducationBC ITO, i.e. utility arborists, turf managers, vintners, silviculture, floristry and possibly other agriculture commodities such as dairy technicians, and organic agriculture.

Establish clear communication channels to young people and create HEBC programs within BC's high schools.

Build relationships with BC's First Nation peoples, and other minority groups, encouraging them to support and participate in trade programs within their communities.

Scope

HortEducationBC is accountable to its customers, which includes employers (sponsors) and apprentices, as well as to ITA for the standards and outcomes of the following ITA approved-training programs:

Program	Lead Responsibility	Linkages
<i>Accredited (Red Seal)</i>		
Landscape Horticulturist	•	
<i>Recognized</i>		
Arboriculturist (Urban Forestry)	•	
Utility Arborist		•
Landscape Horticulturist	•	
Production Horticulturist	•	
<i>Development</i>		
Vintners	•	
Floristry	•	
Turf Managers	•	
Organic Agriculture	•	
Dairy Technician	•	
<i>Foundation</i>		
Floristry	•	
Horticulture Certificate of Completion	•	

Performance Measures and Targets

HortEducationBC Goals 2008-2009

Goals		Baseline 2005-06	Actual 2006-07	Actual 2007-08	Targets 2008-09
1	Increase number of employees (sponsors)	128	141	164	180
2	Increase number of apprentices/ trainees registered	178	250	274	300
3a	Increase Certificate of Qualification issued	28	23	21	35
3b	Increase certificate of completion credentials issued for Foundation Programs			72	
4	Increase program completion percentage				Establish baseline
5	Increase number of programs meeting ITA standards	0	3	3	5
6	Increase number of apprentices in updated programs				Establish baseline
7	Achieve Red Seal status for the landscape horticulturist designation				Summer 2009
8	Attain full-service status with ITA				April 1, 2009

Program Development Activities

Based on the factors described in Planning Context and Labour Market Conditions, and the current status of program standards, HortEducationBC intends to undertake the following program development activities:

Planned Activity	Program	Other Activities Planned	Program Profile	Program Outlines	Exam Bank Development
Update	Production Horticulturist (App)		2005/2006	2006/2007	2008/2009
Update	Floristry Training Program	Review 2008/2009			
Update	Urban Forestry / Arborist (App)		2008/2009	2008/2009	2009/2010
Update	Utility Arborist (App)	Move under HEBC 2008/2009			
New	Vintners Program	Review 2008/2009	2008/2009	2009/2010	2009/2010
New	Turf Managers	Review 2008/2009			
New	Pacific Horticulture College	Accredit as level 3 and 4 provider			2008/2009
New	Organic Agriculture	Review 2008/2009			
New	Dairy Technician	Move under HEBC 2008/2009	2008/2009	2009/2010	2010/2011

Stakeholder Consultation

Industry Associations

British Columbia Landscape & Nursery Association
bclna.com

British Columbia Recreation and Parks Association
bcrpa.bc.ca

International Society of Arborist
isa-arbor.com

Western Canada Turfgrass Association
wctaturf.com

Training Institutions

Camosun College
<http://camosun.ca/learn/programs/horticult.html>

Capilano College
capcollege.bc.ca/Home.html

Kwantlen University College
kwantlen.ca/horticulture/

Malaspina University College
mala.ca/index.asp

Pacific Horticulture College
hcp.bc.ca/college_PacificHortCollege.htm

Thompson Rivers University College
tru.ca/science/horticulture.html

Summary Financial Outlook

	2006/2007 Actual	2007/2008 Forecast	2008/2009 Forecast	2009/2010 Forecast
REVENUE				
ITA Core Funding	200,000	200,000	200,000	
IT Development Funding	18,000	56,000	-	
Production Horticulture Exam Bank	-	-	12,000	
Dairy Farmer Technician Program	-	-	80,000	
Vintners Review	-	-	5,000	
Organic Farmer Review	-	-	5,000	
Florist Program Review	-	-	5,000	
Sponsorship Review	-	-	20,000	
Other Funding (Industry Projects)	127,722	57,000	-	
Revenue from other sources	10,371	9,600	-	
TOTAL REVENUE	\$356,093	\$322,600	\$327,000	
EXPENSES				
ITO Administration				
Capital Assets	-	3,200	2,500	
Salaries & Wages	58,574	95,223	95,860	
Contract Labour	95,503	35,822	42,240	
Office Rent & Supplies	19,000	18,500	17,650	
Other Expenses	11,302	10,005	10,450	
Marketing & Awareness	10,000	12,450	15,000	
Telephone	2,646	3,600	3,600	
Travel & Meetings	2,975	21,200	12,700	
TOTAL ITO Administration	\$200,000	\$200,000	\$200,000	
ITA Development / Industry Project EXPENSES				
Production Horticulture Exam Bank	-	-	12,000	
Dairy Farmer Technician Program	-	-	80,000	
Vintners Review	-	-	5,000	
Organic Farmer Review	-	-	5,000	
Florist Program Review	-	-	5,000	
Sponsorship Review	-	-	20,000	
Other Expenses (Industry Projects)	86,824	45,646	-	
ITA Development Expenses	18,000	56,000	-	
Wage Allocation for projects	21,757	19,578	-	
TOTAL Other EXPENSES	\$126,581	\$121,199	\$127,000	
TOTAL EXPENSES	\$326,581	\$321,199	\$327,000	
NET INCOME	\$29,512	\$1,401	-	

Organization and Governance Structure

Bill Hardy, CLP	<i>HortEducationBC Board Chair, BCLNA Northwest Landscape Supply Ltd.</i>
Cable Baker, CHT	<i>Vice-Chair, BCLNA RCB Garden Service</i>
Rob Welsh, CHT	<i>Secretary, Education Capilano College Instructor</i>
Bruce McTavish, CLP	<i>Treasurer, BCLNA / Education Kwantlen University College and McTavish Resource & Management Consultants Ltd.</i>
Ted de Crom	<i>WCTA City of Richmond, Parks & Recreation Dept.</i>
Gail Szostek	<i>BCRPA City of Maple Ridge</i>
Bill Wilde	<i>ISA Arborist City of New Westminster</i>
Egan Davis	<i>BCRPA Horticulturist at VanDussen Gardens</i>
Denis Gour	<i>BCLNA Blasig Landscape Design & Consultation Ltd.</i>
Geoff Stevens	<i>Industry Training Authority Representative Industry Training Authority</i>
Joe Laminski	<i>Industry Training Authority Representative Industry Training Authority</i>
HEBC Contract Staff	<i>Anne Kadwell, NPD, CHT, Chief Executive Officer Annika Kristensen, Project Manager</i>