Career Readiness Indicator Questionnaire

Auburn University at Montgomery

Green Industry Career Readiness Indicator Application

Title of CRI Requested: Turfgrass Management Certification

Why do we want this CRI?
1. What industry is asking for the CRI? Turfgrass, Landscape and Grounds Management
2. What companies within the industry are requesting this CRI? JubileeScape, American Tree Maintenance, NatureScape, Sodexo, Green Acres Landscape Service, Bug Juice Gardens, TruGreen, Wayne's Environmental Services, Red Diamond,
3. What entity, company, or testing agency is the “owner” of the CRI? Auburn University at Montgomery and the Green Industry Web Portal with oversight from the national Professional Grounds Management Society and industry leaders and educators.
4. For what career technical program(s) is the CRI being requested? Agriculture/Landscape and Turf Management

How does one actually get the CRI?
5. How long does it take for a student to earn this CRI? A minimum 40-50 hours of instruction and related hands-on labs for an average student.
6. How does the student earn the CRI? Pass a written and practical lab with a minimum grade of 70%.
7. Is there a minimum age requirement for gaining the CRI? No
8. Are students required to be graduates before earning the CRI? No
9. Are there minimum pre-requisite course requirements for earning the CRI? No
10. What equipment is required to train for this CRI? Standard turf and landscape management equipment.
11. Does the earning of the CRI require the student to have computer access for the testing? Not at this time, but we are moving in that direction.

How much does it cost and what resources are required?
12. What is the cost of the exam for earning this CRI? No cost at this time as funded by grants and donations, cost will be around $25 in the future.
13. Is there a practice test available from the CRI issuer or from other parties? Yes
   a. If yes, does it have a cost in addition to the actual exam? Free
   b. Can rights to the practice exam be purchased once or is there a recurring fee? Free
14. Who can administer the exam? At this time, teachers are allowed, but moving toward web-based with proctor.
15. Is special certification or licensure required for a teacher to administer the CRI? The teacher must attend formal training and pass the exam.
   a. If yes, what is the cost for gaining the appropriate licensure? Free at this time.
   b. Is this a one-time or recurring fee? Free

Rev: 6/19/15
16. Is site, facility, or equipment certification required for administering the CRI? Standard campus lab area.
   a. If yes, what costs are included? N/A
   b. Is this a one-time or recurring fee? N/A

Please note: In addition to a fifty plus-page study guide for this CRI, all students will have free access to hundreds of web-based study support videos on the Green Industry Web Portal. Teachers will also be given hundreds of Power Points and handout files, at no cost to the teachers or schools. Teachers also have free access via phone or e-mail to a team of licensed, degreed educators and allied association officers as mentors.
Josh Laney  
Assistant Director for Workforce Development  
Alabama Department of Education  
P.O. Box 302101  
Montgomery, AL 36130-2101

Dear Mr. Laney and CRI Committee Members,

We are a well-established landscape and pest management company working in the North Shelby/280 area.

To provide training to our staff we often attend live classes taught by the Green Industry Web Portal to help gain certifications or renew state licenses. This November, seven of our employees will be attending the Landscape Management Certification Program. We look forward to learning a great deal in class and also meeting many of your Ag teachers who will be attending.

Our industry needs well-trained and motivated employees who are willing to work. We believe the efforts of the Portal to support and update the educational content of the Ag programming in Alabama is crucial to that need.

For that reason, we recommend that you approve the Portal’s newly developed certifications in:

1. Integrated Pest Management  
2. Turfgrass Management  
3. Landscape Design and Plant Materials

We look forward to hiring your hard working, certified students in the future as positions open in our company.

Thank you,

[Signature]

Jimmy Rockett  
Rockett’s  
Bug Juice Gardens, inc.
November 8, 2015

Josh Laney
Assistant Director for Workforce Development
Alabama Department of Education
P.O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Laney and CRI Committee Members,

NatureScape, Inc. is a major landscape and pest management company working primarily in the Birmingham area. Many of our Team Members attend Green Industry Web Portal classes to gain certifications and renew state licenses.

We support the Portal’s efforts to help the high school Ag programming reflect the needs of our industry. For that reason, we recommend that you approve the following Portal certifications as Career Readiness Indicators:

1. Integrated Pest Management
2. Turfgrass Management
3. Landscape Design and Plant Materials

We appreciate the efforts of the Alabama State Department of Education and are willing to interview your future Ag graduates for openings in our company.

Thank you very much,

[Signature]

Jon K. Jobes
President/CEO
NatureScape, Inc.
Josh Laney  
Assistant Director for Workforce Development  
Alabama Department of Education  
P.O. Box 392101  
Montgomery, AL 36130-2101  

Dear Mr. Laney and CRI Committee Members,

I am the grounds manager for a major property in Alabama where the appearance and health of the landscape is a major concern. My duties include all areas of grounds management including design, turf and pest management.

I am also the President of the Georgia-Alabama Branch of the Professional Grounds Management Society. PGiMS has one-thousand members nationally, and we all see the great need for well-trained and educated employees in the future. The PGiMS rational board recently agreed to partner in the GIW Portal efforts and we will function as oversight for the technical aspects of the training.

We support the work of the Green Industry Web Portal, and often attend programming with our employees to gain the certifications. Finding knowledgeable employees is one of my greatest challenges, and programs like this really do prepare students with the information and techniques needed to produce award winning facilities on a daily basis.

Because we believe the GIW Portal educational content is correct, we recommend that you approve the Portal’s newly developed certifications in:

1. Integrated Pest Management  
2. Turfgrass Management  
3. Landscape Design and Plant Materials

Please contact me if you have questions,

Thank you,

Brandon Haley, CGM  
Grounds Manager  
Red Diamond, Inc.  
205.601.6981  
brandonhaley@reddiamond.com
November 9, 2015

Josh Laney
Assistant Director for Workforce Development
Alabama Department of Education
P.O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Laney and CRI Committee Members,

We are a large regional landscape company headquartered in Mobile and are constantly training our staff in modern landscape and pest management practices.

In 2014, twenty-plus members of our company attended and gained the Green Industry Web Portal’s Landscape Management Certification. We look forward to attending similar programs in the future and would recommend that you approve the Portal’s newly developed certifications in:

1. Integrated Pest Management
2. Turfgrass Management
3. Landscape Design and Plant Materials

We appreciate the efforts of the Alabama State Department of Education to tie Ag programming to the needs of industry and look forward to interviewing certified high school Ag graduates in the future for job openings.

Thank you very much,

[Signature]
Robin Luce
President
Josh Laney  
Assistant Director for Workforce Development  
Alabama Department of Education  
P.O. Box 302101  
Montgomery, AL 36130-2101  

Dear Mr. Laney and CRI Committee Members,

Sodexo is a national leader in the management of large facilities across the United States. Our work covers all aspects of property management including landscape and pest management.

We often bring training classes provided by the Green Industry Web Portal to our staff to help them gain technical skills and gain state licenses or industry credentials.

We are constantly searching for well-trained employees to add to our staff and would be willing to interview your certified Ag students when they graduate from high school.

Because we believe the GIW Portal educational content is correct, we recommend that you approve the Portal’s newly developed certifications in:

1. Integrated Pest Management  
2. Turfgrass Management  
3. Landscape Design and Plant Materials

Please contact me if you have questions.

Thank you,

Michael Swicord  
Grounds Manager II  
Sodexo  
(334) 850-3508  
mswicord@aum.edu
Jacob Davis
Education Administrator/State FFA Advisor
Alabama Department of Education
P.O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Davis,

This letter is to let you know that TRUGREEN is in support of the efforts of the Green Industry Web Portal to provide career training and certification support to the teachers and students of Alabama.

We believe the training and testing to be correct, current and practical and would encourage it as an entry to our industry.

As a large Green industry employer, we have encouraged our employees to gain the certifications and would be happy to interview your students for possible job openings in the future. We really appreciate the time and effort that is dedicated to helping our industry train current employees and find future qualified employees.

Respectfully,

Randy Wells
TRUGREEN

04/27/15
September 22, 2015

Mr. Fred Kapp
Green Industry Web Portal
PO Box 382213
Birmingham, AL 35238

Dear Mr. Kapp:

On behalf of the Board of Directors and members of the Professional Grounds Management Society (PGMS), it is my pleasure to advise you of our support for the Green Industry Web Portal.

A 501(c)4 non-profit organization as recognized by IRS, the core function of PGMS is to create and maintain beauty, safety and sustainability through the education of grounds managers and the cultivation of respect and understanding for the grounds management profession. We see the Green Industry Web Portal as a perfect opportunity for PGMS to advance this mission.

Our members represent large campus landscape/ground service departments and employers across the United States, and are excited to work with certification programs that will help assure us of quality entry-level employees in the future. We hope to offer the expertise of many of our members who are Certified Grounds Managers (CGM) in participating with the Green Industry Web Portal in the development of training programs.

We are looking forward to a long and mutually-beneficial relationship between PGMS and the Green Industry Web Portal.

Respectfully,

[Signature]

John A. Burns, CGM
President
May 7, 2015

Mr. Jacob Davis
Education Administrator/State FFA Advisor
Alabama Department of Education
P. O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Davis:

This letter is in support of the efforts of the Green Industry Web Portal to provide career training and certification support to the teachers and students of Alabama.

We believe the training and testing to be correct, current and practical and would encourage it as an entry to our industry.

As an industry employer, we have encouraged our employees to gain the certifications and would be happy to interview your students for possible job openings in the future.

Respectfully,

ASPLUNDH TREE EXPERT CO.

Rickey Bailey
Regional Manager

RB/sls
May 11, 2015

Jacob Davis
Education Administrator/State FFA Advisor
Alabama Department of Education
P.O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Davis,

We are a local professional plant health care company in the Shelby County area. Over the years we have integrated the tools and resources provided by the Green Industry Web Portal. This is an invaluable asset to the industry, community, and education system.

Formally, this letter should serve as our expressed support of the efforts of the Green Industry Web Portal to provide career training and certification support to the teachers and students of Alabama. We identify and believe the training and testing to be whole, correct, relevant and practical. We encourage it to be utilized as an entry to our industry.

In closing, as an industry employer, we have encouraged our employees to gain the certifications and would be happy to interview your students for possible job openings in the future.

Respectfully,

Jim Paramore
Owner & President
American Tree Maintenance, Inc.
May 8, 2015

Jacob Davis

Education Administrator/State FFA Advisor
Alabama Department of Education
P.O. Box 302101 Montgomery, AL
36130-2101

Dear Mr. Davis,

This letter is in support of the efforts of the Green Industry Web Portal to provide career training and certification support to the teachers and students of Alabama.
We believe the training and testing to be correct, current and practical and would encourage it as an entry to our industry.
As an industry employer, we have encouraged our employees to gain the certifications and would be happy to interview your students for possible job openings in the future.

Respectfully,

Tim Kendrick
Technical Leader
September 14, 2015

Jacob Davis
Education Administrator/State FFA Advisor
Alabama Department of Education
P.O. Box 302101
Montgomery, AL 36130-2101

Dear Mr. Davis,

My husband has been in the landscape and lawn maintenance industry since 1998. He started this business before graduating from the University of Alabama. As you know, Alabama doesn't have an agriculture school, so, once he graduated he had to pursue all his professional training elsewhere. He met Fred as an instructor at Lawson State, and, from there, he has continued all his ongoing training/education with Fred. I joined my husband in the business in 2010 and got my OTPS and LD licenses and all of my training/education has been with Fred. We follow him wherever he goes, not only because of his knowledge and experience in the industry, but, because of his ability to actually teach the material on a level that all people can understand. He is an asset in our industry and the state.

We are reaching out to you in an effort to support the Green Industry Web Portal to provide career training and certification support to the teachers and students of Alabama. We identify and believe the training and testing to be whole, correct, relevant and practical. We always recommend this program to young, new professionals that come to us for advice and seeking learning and growth opportunities.

As business owners in this industry, we encourage all employees to further their knowledge in this profession and fully support them. We also invite you to let us know when you have willing and able students looking for a job. We are always looking for potential new candidates to interview.

Sincerely,

Jennifer Lindsey Wilson
Landscape Designer & Business Manager
Green Acres Landscape Service, LLC
PO Box 1112
Northport, Alabama 35476
205.752.0281