GCSAA begins standards initiative

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) is in the initial stages of a membership standards initiative, an organization-wide research, development and communications effort to advance the superintendent profession.

Last year, GCSAA formed a membership standards resource group comprised of 13 association members to provide direction to the initiative, which focuses on the knowledge, skills and abilities necessary to meet the needs of the golf course superintendent profession. Two consulting firms-SRI International (formerly Stanford Research Institute) and Mullen, communications firm, have been retained to conduct ongoing research. SRI is examining membership educational needs and learning preferences. Mullen is analyzing the current perceptions of golf course superintendents and developing communications plans and programs.

The most recent development of the standards initiative has been the creation of GCSAA’s Learning Systems Innovation and Development Department. Under the leadership of former Education Director Deena Amont, this unit will concern itself with education development and delivery issues such as new curricula, introducing distance learning programs, Web-based training and creating faculty internship programs, among other concepts.

“The timing was right to create a team to focus squarely on the future educational needs of our members,” said GCSAA Chief Executive Officer Stephen F. Mona. “We now are better positioned than ever to move forward to continue GCSAA’s mission to advance the profession through education.”

The GCSAA Education Department will continue to focus on program development, delivery and quality improvement of all existing education program areas such as conference education, seminars, the Etnic Superintendent Leadership Series and correspondence courses. Hannes Combest, formerly GCSAA education manager, has assumed leadership of the education department as senior manager of education and will also serve as staff liaison to the GCSAA Education Committee.

“You can think of the new department as an education-and-information-focused research and development department,” Amont said. “Our role will be to stay ahead of what’s new and what’s working in the world of continuing education; and to see what will work for GCSAA members.

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white photos on VHS videotape along with identical, current, black-and-white shots taken from the identical spot. It is a great benefit that all golfers will enjoy as well as for the future of the game of golf.