

Unveiling GCSAA's Education Plan

With the initiation of a Master Long Range Plan for the GCSAA Educational Programs, we embark on a new direction in our educational efforts which will satisfy needs into the 21st Century and beyond. Just as our needs change and continue to change, so also must our educational programs change. To understand the significance of this milestone, it is important to first understand where the educational efforts of GCSAA originated and how far they have evolved.

From its inception, the Association has placed education and the dissemination of information foremost on its list of objectives and priorities. Education has always been one of the founding purposes of GCSAA. Since the initiation of its earliest conventions, GCSAA has offered outstanding educational conferences. However, its education programs were generally informal until 1955.

It was in that year that GCSAA began a defined program to actively promote formal education and research through the establishment, on October 28, of the Golf Course Superintendents Association Scholarship and Research Fund, Incorporated. At that time, few college graduates were involved in the profession of turfgrass management and the scholarship program was established to place emphasis on attracting and drawing college educated individuals into the profession. Until the early 1970's, the National Conference was the main vehicle of continuing education for our members. It was at this time that specialized "Seminars" were begun to carry the majority of this load.

The needs and objectives established by farsighted leadership in 1955 have been successfully and overwhelmingly satisfied. We now enjoy an abundance of well educated college graduates who are increasingly assuming the leadership of the profession. Their presence — along with the experience educated veteran superintendents' — has helped to elevate our standards, capabilities and professional standing to the point where our career field has become a recognized and attractive profession. It is this attractiveness of the profession that has now become a self perpetuating force drawing more and more college trained individuals into our ranks.

This was the original objective of our scholarship program — it has been successfully met.

The time arrived for us to evaluate our programs, determine current and future needs of the industry and profession, and redirect our educational efforts to ensure satisfaction of those needs by an overall program that has an adjusted purpose and direction —

namely, to provide a broader scope of education that meets the specific needs of the various segments of our membership, segments that we have clearly identified through demographic research.

The implementation of this Master Long Range Plan will result in one of the most enormous undertakings in GCSAA's history. The process will be a

LIST OF COURSES OFFERED VIA MASTER PROGRAM

COURSE:	CEUs	TITLE:
Business I	1	Personal Relations in Business and Conflict
Business II	2	Negotiating Methods and Effective Techniques
Business III	2	Personal Finances and Retirement Planning
Business IV	1	Introduction To Business Insurance Management
Business V	1	Executive and Family Insurance Planning
Business VI	2	Finance and Accounting for Non-financial Managers
Executive Development I	1	Introduction To The ICTGCM Executive Management Program
Executive Development II	1	Projecting An Executive Image: Salary
Executive Development III	2	Assertiveness Training
Executive Development IV	1	Memory and Listening Skills
Executive Development V	1	Managing Stress
Executive Development VI	1	Career Management — Goals and Objectives
Executive Development VII	1	Executive Compensation
Irrigation I	2	*The Water: Soil: Plant Relation and Other Factors
Irrigation II	2	*Equipment Technology and Operations
Irrigation III	2	Wastewater Technology
Golf I	1	An Historical Overview
Golf II	1	A History and Function of GCSAA
Golf III	2	Introduction To The Rules of Golf
Golf IV	1	Golf Course Rating System
Golf Management I	2	Golf Course Design Principles
Golf Management II	1	Golf Course Construction and Project Management
Golf Management III	1	Golf Car Fleet Operations
Golf Management IV	2	Introduction to Computers in Golf Operations
Golf Management V	1	Modern Marketing Concepts and Practices
Golf Management VI	1	Conducting Effective Meetings
Golf Management VII	1	A Familiarization With Food and Beverage Management
Golf Management VIII	1	Long Range Master Planning
Golf Management IX	2	Golf Course Organizational Structure
Landscape I	2	*Landscape Plant Materials (Herbaceous, Shrubs, Trees)
Landscape II	2	*Landscape Design and Application
Landscape III	2	*Landscape Maintenance Management
Management I	2	Budget — Principles and Practice
Management II	1	Communicating Effectively
Management III	2	*Personnel Policies and Procedures
Management IV	2	*Leadership and Motivation Theories — People Productivity
Management V	2	*Human Resources Management
Management VI	2	*Documentation: Communication: Motivation: Management
Management VII	1	Management of Time
Management VIII	1	The Assistant Superintendent — Function & Responsibilities
Management IX	1	Employee Training
Management X	2	Labor Union Relations and The N.L.R.B.
Pest Control Management I	2	*Introduction to Pest Control Principles
Pest Control Management II	2	*Disease Identification and Control
Pest Control Management III	2	*Insect Pest Management
Pest Control Management IV	2	*Weed Pest Management
Pest Control Management V	2	*Ornamental Pest Management
Pest Control Management VI	2	Integrated Pest Management Technology
Pest Control Management VII	2	Chemical Technology Review
Pest Control Management VIII	1	Pest Control Regulation
Turfgrass Science I	2	Basic Turfgrass Physiology
Turfgrass Science II	2	Fundamentals of Ecology
Turfgrass Science III	2	*Plant Nutrition
Turfgrass Science IV	2	*Plant Nutrition and Soils
Turfgrass Science V	2	*Plant Nutrition and Fertilizers

* Indicates courses (seminars) currently offered by GCSAA.
All other listed courses are proposed only.

"phased in" approach carefully scheduled and timed.

**Program Concept
(See Diagram)**

In this new education program, there will be a clearly defined curriculum of a balanced mix of courses leading to graduation from a program and the earning of a "Certificate of Professional Education" in any one of several levels. The program will offer a progressive curriculum, in that each succeeding course, level, and division of studies will be built upon the previous, while still providing flexibility for each individual. The program has been created to address the needs of two major groups of our membership and industry. These two major groups are the Experience Educated Manager who may not have had the time or the opportunity to pursue a full time college degree; and the College Educated Manager who is now faced with many needs that college did not provide for.

Division I. This will be the basic program which will provide a well rounded education in general agronomy and turfgrass science as related to the responsibilities of growing turf. This curriculum is constructed to assure that the general turf scope is covered in a manner which will allow the individual to better grasp the more advanced courses. This is the "foundation" curriculum. We are specifically targeting all those turf industry per-

sonnel who have never received a formalized course in the basics. For the first time, this program will also address the needs of our affiliate members in all areas of turfgrass management including those in lawn care and grounds management, as well as commercial sales representatives.

Division II. This division will require completion of Division I as a prerequisite for admittance. The scope of this division will be broader and more technical in nature, greatly amplifying areas introduced in the lower division. In this division, subject matter will be expanded into areas of business management. Two "options" will be offered in Division II: Advanced Turfgrass Management and Golf Course Management. The Advanced Turfgrass Management option is targeted at those golf course superintendents who feel their career plans are specifically in the area of turf; and lawn care industry personnel and commercial representatives. The Golf Management option is targeted at those golf course superintendents and other professionals in the golf industry who feel their career plans require broader management education.

Division III. This division will be known as the Executive Management Program and will require completion of Division II and status as a Certified Golf Course Superintendent as prerequisites for admittance. It is important to note the requirement of CGCS, as

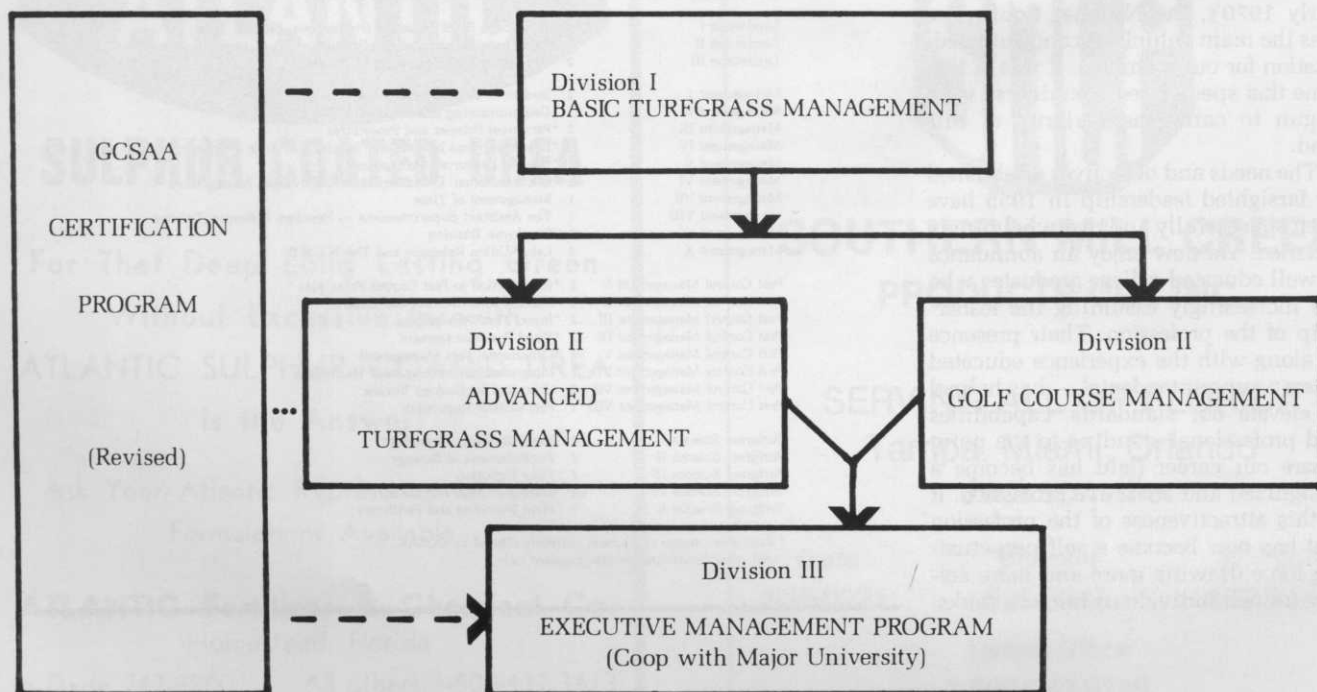
this will greatly increase the credibility of the Certification Program. This curriculum will be conducted through the auspices of a major business school in the country. Contacts have been made with several and we hope to tie in to a major, recognized university. This program will provide those individuals who desire an escape route that will lead them through the existing vertical barrier to job opportunities out of the profession or allow them to apply new approaches to their current jobs. Graduates of this program will become the most sought-after professionals in the industry as well as the next generation of leadership in GCSAA.

Certificates of Professional Education (CPE) will be awarded to individuals upon graduation from the prescribed Division I and Division II curricula. A Division I CPE will be viewed by GCSAA, for its future programs, as equivalent to an Associates Degree. Likewise, a Division II CPC will be viewed by GCSAA as equivalent to a Bachelors Degree. Of course, written examinations and passing grades will be mandatory throughout the program in order to assure program quality and accreditation.

Accreditation

In order to provide recognition of the program and acceptance of its graduates, accreditation of the program will be obtained from an accrediting authority such as The Council for Noncol-
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SCHEMATIC OUTLINE OF EDUCATION MASTER PLAN



legiate Continuing Education or a similar body. Continuing Education Units (CEU) will be granted for each course upon the successful completion of the written examination. Accreditation will assure the universal acceptance of these CEU's.

Transfer of Under-Graduate and Post-Graduate College Credits

The program will allow for matriculation of college courses which parallel its own offerings. Official college transcripts will be required to verify the credit units from the individual's college. Up to twenty-five (25) CEU's may be granted for college work and applied to any individual division curriculum but may not be applied against more than one course. This also means that at least nine (9) CEU's must be completed in program residency.

Previous GCSAA Seminars Taken

Previously taken GCSAA Seminars will be counted towards the new programs' graduation requirements.

Restructured Certification Program

The current certification program will be slightly restructured to better fit within the Master Long Range GCSAA Educational Program. These modifications will in no way alter the objectives of certification, but will only serve to strengthen the value of CGCS.

Correlation

The Certification Program will now more intimately correlate with the education program. This will be accomplished through the integration of the two testing programs and a meaningful variety of courses for the CGCS to select from for the purpose of fulfilling the continuing education requirements for re-certification.

Testing Program

The certification examination sections will be designed to directly correlate with the curriculum of the education program offered. In effect, this exam will directly cover the subjects taught in Division I and Division II. Upon completion and successful graduation from Division I or Division II, the individual may elect to immediately take that portion of the certification examination that covers the division being graduated from. This in effect means that after graduation from

Division II, the individual could have completed the CGCS examination and would then only have to meet the other requirements for certification to be automatically granted CGCS status.

Re-Certification

CGCS are eligible to take any course offered without having to enroll in a specific curriculum. However, the value of graduating from these curricula must be pointed out as well as the prerequisite of graduation from Division II as a requirement for admission to the Executive Management Program.

CEU/Point Allocations

The old requirement of "Points" for re-certification will remain in effect with the modification that the old "Point" is equal to the new CEU.

Application/Eligibility

The same basic requirements will remain in effect with the exception of the above and the additional requirement that each application must now be attested to by any two of the following:

- * A Certified Golf Course Superintendent
- * A Club Official or Officer
- * An Approved University Turfgrass Educator

Proven Ability to Grow Grass

The experience requirement of an Internship, and the requirement of two attestors will jointly help to assure a requirement of the quality of CGCS status. This will further be improved as the new testing format comes into effect.

Methods of Delivering the GCSAA Educational Program

In the past, the thrust of the education program was with the seminar format. Although this format, modified into courses and curricula, will remain an integral delivery mode of education, it will no longer be the sole activity. We will now shift to integrated modes of delivery.

Audio/Visual — Home Video Tape

This is an increasingly common entertainment source in today's family home. It is also an excellent mode of delivery for lengthy continuing education sessions such as a technical course offering in our area of continuing education. All of our course offerings would eventually be placed on video tape and sold or rented to members. This also gives our members the opportunity to buy that home video

they've been wanting and write it off their taxes as an educational expense. GCSAA will make arrangements for members to purchase this equipment at wholesale.

Annual Conference

The annual Conference will still carry the bulk of our course offerings. That is, at least until we get them all on video tape. In fact, we intend to even increase the number of courses offered at Conference. This can be done easily by offering these courses at some non-traditional times during the week. This will be detailed under the Conference profile.

Regional Courses (Seminars)

We will still be offering regional courses. These will be detailed and scheduled over a twelve month period so everyone has time to plan their attendance and we have the time to publicize and promote. These too will be video taped.

Tele-Conferencing

Out of the technological explosion of the 1970s, a new and far reaching method of delivering continuing education programs has developed. This method is known as tele-conferencing and is simply the "live", televised broadcast of an educational course over a wide geographical area by way of several sites linked via satellite.

It is surprisingly simple, accessible and inexpensive. Most importantly it is readily available through proven and already existing networks. We can set up an all day tele-conference for live delivery to 10 sites (any major city in the country) to accommodate 50 people at each site for less than \$70 per person! Each site would receive live, one-way video and two-way audio. The audience can speak to the instructor. Such presentations easily would also be recorded (at virtually no additional cost) for future video tape sales or rental.

"The Future"

In the not so distant future, our organization will have the capability to instantly communicate with every member on an individual basis through the use of a computer network that GCSAA will develop.

Of course you'll be hearing more about this exciting new venture in education over the next several months. Keep your eyes on GOLF COURSE MANAGEMENT magazine for future release of more information. ■