

Floriculture, Advanced

Exam Information	Description
Exam number 135 Items 24 National Career Cluster Agriculture, Food & Natural Resources Certification available Yes	The Floriculture, Advanced industry certification exam assesses learners' advancing knowledge of floral design principles with increased capacity in business management, advanced floral mechanics/structure, and advanced event planning (wedding, funeral, banquet, corporate event, etc.). Learners demonstrate their knowledge to use critical thinking and communication skills from interviewing, interpreting, planning, and implementing consumers' requests with design work that is aesthetically pleasing to the client.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Personal And Leadership	6%
2. Work-Based Learning	9%
3. Strategic Business Planning	13%
4. Clients	22%
5. Floral Tools, Supplies, And Terminology	25%
6. Advanced Floral Design	19%
7. Themed Floral Arrangements	6%

*Includes performance skill evaluation

Standard 1 - Personal And Leadership Development

Candidates will participate in personal and leadership development activities through the FFA.

Objective 1 Candidates will use communication skills to effectively communicate with others.

1. Understand when it is appropriate to listen and to speak.
2. Understand and follow verbal and written instructions for classroom and laboratory activities.
3. Will practice communication skills through public speaking using one or more of the following activities: memorized speech, prepared speech, impromptu speech, parliamentary practice, group presentation, or serving in a leadership capacity.

Objective 2 Candidates will effectively use teamwork to respectfully work with others.

1. Identify and understand different roles in working with a team.
2. Lead a group discussion or serve in a leadership capacity.

Objective 3 Candidates will use critical thinking and problem-solving skills.

1. Analyze the cause of the problem.
2. Develop a solution to address the problem.
3. Implement the plan.
4. Evaluate the effectiveness of the plan.

Objective 4 Candidates will be dependable, reliable, steady, trustworthy, and consistent in performance and behavior.

1. Set and meet goals on attendance and punctuality.
2. Prioritize, plan, and manage work to complete assignments and projects on time.

Objective 5 Candidates will be accountable for results.

1. Use an achievement chart for activities and behaviors in class that encourages a personal evaluation of classroom performance.
2. Use reflection to describe what was learned, what went well, what could have been improved, and what are the implications to the learning process.
3. Track and communicate progress toward completion of assignments and projects.

Objective 6 Be familiar with the legal requirements and expectations of the course.

1. Be familiar with the course disclosure statement and all requirements for successful completion of the course.
2. Demonstrate workplace ethics, e.g., fair, honest, disciplined.

Optional: Standard performance evaluations on the final page of this document.

Standard 2 - Work-Based Learning

Candidates will participate in work-based learning activities through the Supervised Agricultural Experience (SAE) Program.

Objective 1 Candidates will demonstrate employability skills.

1. Use a career search network to find career choices.
2. Identify appropriate CTE pathways for selected career choice.
3. Prepare for entry into the workforce by completing one of the following: list of required skills needed for a career choice, a resume including a list of demonstrated skills, a cover letter or letter of application, a job application, or participate in an actual or simulated job interview.

Objective 2 Candidates will participate in a work-based learning experience outside the classroom.

1. Candidates will plan and implement a Supervised Agricultural Experience Program:
 - a. Foundational SAE: Career exploration and planning, employability skills for college and career readiness, personal financial management and planning, workplace safety, and agricultural literacy.
 - b. Immersion SAE: Ownership/entrepreneurship, placement/internship, research, school-based enterprise, and/or service-learning experiences.

Objective 3 Candidates will develop a job portfolio specific to their selected SAE/WBL experience.

1. Candidates will keep a personal record/journal/log of their SAE/WBL experience; including pictures, financial records or log of their hours, skills learned, goals, reflection, etc.

Standard 3 - Strategic Business Planning

Candidates will collect and analyze data to create a strategic business plan.

Objective 1 Candidates will develop a strategic business plan by collecting and analyzing data on:

1. SWOT analysis (strengths, weaknesses, opportunities, and threats)
2. Market needs
3. Pricing

4. Product
5. Promotion
6. Place

Standard 4 - Clients

Candidates will effectively meet with clients.

Objective 1 Candidates will conduct a meeting with a client to determine what their specific and unique needs are.

Objective 2 Candidates will understand current industry trends, production costs and pricing.

Objective 3 Candidates will prepare and present a sales presentation to a potential client.

Standard 5 - Floral Tools, Supplies, And Terminology

Candidates will be able to identify flowers, foliage, floral tools, and supplies.

Objective 1 Candidates will identify all floral tools, supplies, and their appropriate uses.

1. Candidates will identify, using both common and botanical names, flowers, and foliage used in the industry.

Standard 6 - Advanced Floral Design

Candidates will be able to create advanced floral designs.

Objective 1 Candidates will be able to identify characteristics for and compare and contrast styles for the following concepts: abstract, assemblage, asymmetrical, cascade/waterfall, millefleur, and underwater.

Objective 2 Candidates will be able to create designs that include abstract, assemblage, asymmetrical, Biedermeier, cascade/ waterfall, millefleur, and underwater concepts.

Objective 3 Candidates should be able to effectively plan for contingencies like stock issues, weather, budget reductions, etc.

Standard 7 - Themed Floral Arrangements

Candidates will be able to create themed floral arrangement

Objective 1 Candidates will be able to create advanced themed arrangements such as weddings, funerals, corporate events, western, rustic, complimentary, etc.

Objective 2 Candidates will be able to create advanced seasonal arrangements such as Christmas, Easter, Mother's Day, Valentine's Day, etc.

Optional: Standard performance evaluations on the final page of this document

Performance Skills Evaluation

Exam name: Floriculture, Advanced

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 1 – Personal and Leadership Development Candidates will practice communication skills through public speaking using one or more of the following activities: memorized speech, prepared speech, impromptu speech, parliamentary practice, group presentation, or serving in a leadership capacity.	Pass:
Standard 2 – Work-Based Learning Candidates will keep a personal record/journal/log of their SAE/WBL experience; including pictures, financial records or log of their hours, skills learned, goals, reflection, etc.	Pass:
Standard 3 – Strategic Business Planning Candidates will develop a strategic business plan.	Pass:
Standard 4 – Clients Candidates will prepare and present a sales presentation to a potential client.	Pass:
Standard 5 – Floral Tools, Supplies, and Terminology - Candidates will select appropriate flowers and foliage for specific flower arrangements. - Candidates will select appropriate tools and supplies to create flower arrangements.	Pass:
Standard 6 – Advanced Floral Designs Candidates will create floral arrangements using at least two elements and or principles of design.	Pass:

Evaluator Name: _____

Date: _____