

Appendix A:

Production Greenhouse Training Education Survey

Demographics

Please provide your name, mailing address, and eMail. Note, this information is for tabulation and program evaluation only. Personal information will not be shared. You must complete this section to have your name entered in a drawing for a copy of The Commercial Greenhouse - 3E.

First Name: _____
Last Name: _____
Title: _____
Company Name: _____
Street Address: _____
Apt/Suite/Office: _____
City: _____
State: _____
Zip: _____
Country: _____
Email Address: _____
Phone Number: _____
Fax Number: _____
Mobile Phone: _____
URL: _____

1. Sex
 - a. Male
 - b. Female
2. Age?
 - a. under 18
 - b. 18-24
 - c. 25-34
 - d. 35-54
 - e. 55+
3. What is your highest level of education?
 - a. 12th grade or less
 - b. Graduated high school or equivalent
 - c. Some college, no degree
 - d. Associate degree
 - e. Bachelor's degree
 - f. Post-graduate degree
4. What is your current career or job role?
 - a. Owner/Manager
 - b. Production Manager
 - c. Grower/Supervisor

- d. Grower
- e. Professional Crop Consultant
- f. Extension Specialist (state)
- g. Extension Specialist (region)
- h. Extension Agent (county)
- i. Extension Program Assistant
- j. Extension Volunteer (e.g. Master Gardener)
- k. Educator (university)
- l. Researcher (university)
- m. Educator (community college)
- n. Educator (K-12)
- o. Student
- p. N/A - Unemployed/Retired/Homemaker

Work and Educational experience

5. Do you have any greenhouse experience and if so, how many years?
 - a. No greenhouse experience
 - b. 1
 - c. 2
 - ◆
 - ◆
 - d. 40
 - e. 40+
6. If you indicated that you have any greenhouse experience, please indicate below the form of greenhouse experience that you have. Please check as many boxes as appropriate.
 - a. Hobby greenhouse
 - b. Institutional greenhouse (university or school)
 - c. Cut flower greenhouse
 - d. Potted blooming plant greenhouse
 - e. Bedding plant greenhouse
 - f. Vegetable greenhouse
 - g. Organic greenhouse
 - h. High tunnel
 - i. No experience - not applicable
7. Do you have any formal training in greenhouse technology and/or production (e.g. vocational or university)?
 - a. Yes
 - b. No
8. Have you participated in any greenhouse short courses or workshops?
 - a. Yes
 - b. No
9. Are you actively involved in a green industry trade association?
 - a. Yes
 - b. No

Greenhouse Topics for Training

10. Please indicate your level of interest in the following greenhouse engineering topics.

- Great interest
- Some interest
- Interest
- Marginal interest
- No interest

- Greenhouse construction
- Greenhouse coverings
- Greenhouse environmental control
- Greenhouse automation

11. Please rank your interest in the following greenhouse management topics.

- Great interest
- Some interest
- Interest
- Marginal interest
- No interest

- Disease management
- Insect management
- Reduction of pesticide use
- Water quality
- Fertilizer management
- Plant regulators

12. Please indicate your level of interest in the following greenhouse production topics.

- Great interest
- Some interest
- Interest
- Marginal interest
- No interest

- Bedding plant production
- Cut flower production
- Potted color production
- Foliage plant production
- Vegetable production
- Organic production
- Hydroponic production

13. Please indicate your level of interest in the following greenhouse business topics.

- Great interest
- Some interest
- Interest
- Marginal interest
- No interest

- Retail marketing
- Point of purchase programs
- Wholesale marketing
- Pricing
- Environmental regulation
- Cost accounting
- Enterprise budgeting
- Risk management

14. Indicate your level of interest in the following greenhouse labor management topics.

- Great interest
- Some interest
- Interest
- Marginal interest
- No interest

- State and federal labor regulations
- Strategies for retaining good employees
- Techniques for providing in-house employee training
- Employee policies
- Employee benefits

Preferred Venues for Training

15. Please rank in order of preference (1=most preferred and 6=least preferred) the following training venues.

- _____ Face-to-face individual meetings
- _____ Face-to-face classes, workshops, seminars
- _____ Videoconferencing
- _____ Podcasts
- _____ Synchronous (interactive) web-based tools
- _____ Asynchronous (correspondence) tools
- _____ Other methods

16. If greenhouse training were offered via web-based tools, would you be interested?

- a. Yes
- b. No

17. If greenhouse training was offered via web-based tools, would you be willing to pay for it?
 - a. Yes
 - b. No
18. If greenhouse training were offered via web-based tools, would you be interested in receiving a certificate of completion?
 - a. Yes
 - b. No
19. If greenhouse training were offered via web-based tools, how would you choose to access the course? (select any or all choices as relevant)
 - a. Desktop computer from home
 - b. Desktop computer from work during work hours
 - c. Desktop computer from work after work hours
 - d. Desktop computer from public space (i.e. public library)
 - e. Mobile computer from public site (i.e. notebook computer from coffee shop)
20. Are you prepared to complete an online course?
 - a. Yes
 - b. No
21. I have a computer readily available with 56K Internet access (or faster) throughout the day
 - a. Yes
 - b. No
22. I am comfortable using the computer and enjoy learning new technologies
 - a. Yes
 - b. No
23. I am comfortable using Word, PowerPoint, Excel, and Windows Media Player tools
 - a. Yes
 - b. No
24. I use an active e-mail address a minimum of five to six days a week
 - a. Yes
 - b. No
25. I am familiar with online discussion forums and navigation tools
 - a. Yes
 - b. No
26. I can problem-solve and work independently
 - a. Yes
 - b. No
27. I am comfortable in a class that involves a significant amount of reading and writing
 - a. Yes
 - b. No
28. I usually complete homework and other assignments on time or before the due date
 - a. Yes
 - b. No
29. Are you willing to participate in a series of greenhouse training modules?
 - a. Yes
 - b. No

30. Please indicate if you are interested in receiving the results of this survey.
- Yes
 - No

Questions for Extension and Agriculture Educators

31. Please select your level of agreement on the following statements:

Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree
*n/a

I receive many requests for greenhouse information

I am regularly contacted by local greenhouse owner/managers for production support

I have farmers and ranchers in my county/region whom are interested in diversifying their production

It is difficult for my county/regional clientele to travel and attend workshops

I am comfortable independently presenting prepared training materials provided to my clientele in my county/region

I am comfortable presenting prepared training materials as a hybrid model using web-based training tools

I am comfortable hosting video-conference training programs conducted by a specialist

Thank You!

Thank you for taking this survey. Your response is very important to us. Your name will be entered into a drawing for a copy of The Commercial Greenhouse, 3 edition.