

Horticultural Education at Florida Southern College

Florida Southern College (FSC), the oldest church-related college (United Methodist) in Florida, is a 4-year liberal arts institution. It offers 33 undergraduate majors and a MBA program, all accredited by the Commission on Colleges of the Southern Association of Colleges and Schools. The main campus, located between Tampa and Orlando in Lakeland on the shore of Lake Hollingsworth, is composed of 60 buildings on more than 40 ha. The \$66 million physical plant includes the historic 12-structure "Child of the Sun" collection designed by architect Frank Lloyd Wright—the largest one-site collection of his works. More than 2 km of Wright's covered walkways ("esplanades") link the campus buildings, which are toured annually by more than 10,000 visitors. In addition to the Lakeland campus, FSC offers programs in Orlando and Port Charlotte.

The Dept. of Citrus and Ornamental Horticulture traces its origins to 1948 when horticultural education at FSC began in the specialized field of citrus studies. FSC remains the only liberal arts college in the United States to offer a BS specifically in citrus studies. In 1951, several courses in ornamental horticulture were added to the curriculum, which was expanded to a BS program during the 1960's. Today, in addition to these two science-based programs, the Dept. of Citrus and Ornamental Horticulture offers four combined programs with the Dept. of Business and Economics, allowing a student to major or minor in business administration while pursuing a degree in citrus or ornamental horticulture. Many students take advantage of the college's dual emphasis in either citrus/business or ornamental horticulture/business. This choice prepares them for the demands of an agribusiness career in such allied areas as marketing, mass communications, accounting, or economics. The well-qualified faculty, excellent classroom and greenhouse facilities, carefully designed curricula, and ideal location have made FSC a vital source of leadership for Florida's citrus and ornamental horticulture industries.

The Jack M. Berry Citrus Building, which houses the departmental classrooms, labora-

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Florida Southern College, renowned for its Frank Lloyd Wright architecture, offers 4-year degree programs in citrus and ornamental horticulture. Photo credits: Malcolm M. Manners, Bill Parish, and Rubert W. Prevatt.

tories, and offices, is the newest academic building on campus. It includes large, modern lecture rooms; a state-of-the-art landscape design laboratory; student reading room/library; the Thomas B. Mack Citrus Archives (a collection of books, bulletins, letters, photographs, maps, videos, and citrus labels of historical significance to the Florida citrus industry); and excellent computer facilities for students and faculty. In addition, the department manages five well-equipped production greenhouses and two display greenhouses; a complete, self-contained plant tissue culture laboratory and growth room; a fruit maturity testing laboratory; and two large computer-controlled, walk-in growth chambers (Fig. 1). The campus arboretum contains one of the largest collections of citrus germplasm in Florida. The college's collection of rose-mosaic-free roses, products of the department's heat-therapy and virus-indexing program, is grown in two formal gardens (Fig. 2). These plants supply nurseries throughout the United States and abroad with virus-free rose propagation material.

Unlike research-oriented public universities, FSC's primary emphasis is on undergraduate teaching. Faculty members are committed to their disciplines and to their students. The department maintains an open-door policy and students are free to visit faculty members in their offices at any time. Each professor provides one-on-one academic



Fig. 1. John Griffis supervises students in the tissue culture laboratory.

Course Offerings

General horticulture
Plants and society
Horticultural science
Water and weed management
Soil science
Tropical and temperate fruits
Plant tissue culture
Agribusiness cooperatives
Commercial vegetable crops

Citrus
Culture
Utilization
Processing
Pest management
Diseases
Nutrition
Marketing
Production management

Ornamental horticulture
Home landscaping
Landscape horticulture and design
Foliage production and interior plantscapes
Commercial floriculture
Turfgrass management
Horticultural Pest management
Commercial nursery practices

advising, assisting the student in developing an individualized program of study and in securing an excellent position after graduation. The low student : faculty ratio (15:1 college-wide; 11:1 within the department) allows students to work closely with teachers in the classroom and the laboratory. Students are encouraged to gain first-hand experience in the use of state-of-the-art laboratory equipment and to register for independent study courses.

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Fig. 2. Students and department faculty design, install, and maintain campus gardens and arboreta.

(continued from inside front cover)

Career Opportunities

Management Positions

- Citrus grove maintenance
- Fruit production, harvesting, or processing
- Fresh fruit packinghouse
- Horticultural Pest control
- Interior plantscape maintenance
- Landscape and golf course maintenance
- Wholesale/retail nurseries

Marketing Positions

- Agricultural chemical sales and service
- Equipment sales and service
- Fresh and processed fruit
- Fruit or plant brokering
- Interior plantscape design and maintenance
- Irrigation sales and service
- Landscape design or maintenance
- Nursery supplies
- Wholesale/retail nurseries

Allied Positions

- Banking (financing and appraising)
- Extension
- Freelance and technical writing
- Public relations
- Production consulting
- Regulatory agencies
- Research
- Teaching
- Trade organizations

These courses allow students to work individually with faculty members and to conduct original research for publication.

Classroom instruction is only a part of a complete education. At FSC, each student may choose to combine his or her comprehensive academic program with a variety of hands-on experiences. Students produce and market poinsettias and other foliage and flowering crops in the campus greenhouses, and they learn grafting and other citrus production techniques in the campus citrus arborum (Fig. 3). Additionally, internships with acknowledged leaders in citrus, ornamental horticulture, and related fields provide students with practical experiences in the agribusiness world and prepare them for a successful transition from academia to industry. Aside from purely academic matters, a tight-knit, friendly atmosphere is maintained through the Citrus and Ornamental Horticulture Club, departmental weekend field trips (Fig. 4), intramural sports, and other extracurricular activities.

In the 1970s, the Citrus Institute was established to facilitate beyond-the-classroom assistance to students majoring in citrus and ornamental horticulture. A major objective of



Fig. 3. Rubert W. Prevatt demonstrates citrus grafting techniques.



Fig. 4. Departmental field trips provide hands-on experience for citrus and ornamental horticulture students.

the institute is to assist students in acquiring the right job after completing their degrees at FSC. The college's location in the heart of Florida's citrus-growing, packing, and processing industries and its proximity to major foliage, floriculture, and vegetable producers is unique. This felicitous situation gives the student the opportunity to establish close associations with outstanding individuals and organizations within these fields, often leading to employment after graduation. The commitment of the department and the institute to provide quality education and to assist in job placement has resulted in virtually a 100% placement rate for its graduates for many years. FSC graduates hold positions of leadership throughout Florida's citrus and horticulture

industries. Rubert W. Prevatt serves as director of the Citrus Institute and as department chairman.

For more information about FSC's horticultural education programs, contact J.L.G., T.B.M., M.M.M., or R.W.P. at Florida Southern College, 111 Lake Hollingsworth Dr., Lakeland, FL 33801-5698; phone 813/680-4333, fax 813/680-4208.

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