Ornamental Horticulture

Evaluation Form

2025 Curricular Materials Review

# Publisher information

* Publisher Name:
* Title:
* ISBN #:
* Author:
* Copyright:
* Most Recently Published Edition and Website:
* Materials provided for evaluation:
* Intended Teacher Audience(s):
* Intended Student Audience(s):
* Is this curriculum in a digital format, print format, or both?

# Instruction

## Publishing Company

* Complete the curriculum evaluation form below. Please provide written justification as to how the material meets the criterion along with location references. If a justification requires additional space, please submit a response on an additional document.

## Review Team Member:

* Please use information and attachments to complete the curriculum evaluation form.
* Explain any discrepancies between your findings and the provided information.
* Findings, explanations, and comments should directly reflect the rubric.

Scoring for Alignment to Program Standards:

To evaluate each course’s materials for alignment to [**Ornamental Horticulture**,](https://cte.idaho.gov/wp-content/uploads/2024/04/ornamental-horticulture-standards-2024-draft.pdf) analyze the materials against the relevant criteria in the tables below. Instructional materials must meet most criteria and metrics to align with program standards.

| 0 Points  No Alignment | 1 Point  Partial Alignment | 2 Points  High Alignment | NA  Not Applicable |
| --- | --- | --- | --- |
| Standard for Ornamental Horticulture is not evident. | There is some evidence of the Standard for Ornamental Horticulture. | Materials explicitly align to and support the Standard for Ornamental Horticulture through regular and authentic engagement opportunities for students. |  |

# CONTENT STANDARD CTE OH.1.0: Professional Organizations and Leadership

### Performance Standard CTE OH.1.1 Student Leadership in Career Technical Student Organizations (CTSO) and Professional Associations

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.1.1.1 Explore the role of professional organizations and/or associations in the horticulture industry. | 0 1 2 N/A |  |
| 1. CTE OH.1.1.2 Define the value, role, and opportunities provided through career technical student organizations. | 0 1 2 N/A |  |
| 1. CTE OH.1.1.3 Engage in career exploration and leadership development. | 0 1 2 N/A |  |

### Performance Standard CTE OH.1.2 Supervised Agricultural Experience

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.1.2.1 Maintain SAE record books. | 0 1 2 N/A |  |
| 1. CTE OH.1.2.2 Describe the proficiency award areas related to SAE program area. | 0 1 2 N/A |  |
| 1. CTE OH.1.2.3 Describe necessary steps to receive higher degrees in FFA. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.2.0: Career opportunities

### Performance Standard CTE OH.2.1 Career Exploration in Ornamental Horticulture

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.2.1.1 Identify potential careers in ornamental horticulture and plant science. | 0 1 2 N/A |  |
| 1. CTE OH.2.1.2 Describe employability traits required for a successful career in the ornamental horticulture industry. | 0 1 2 N/A |  |
| 1. CTE OH.2.1.3 Describe industry education and certification requirements to enter or advance in the industry. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.3.0: Safety in the industry

### Performance Standard CTE OH.3.1 Safe Work Practices

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.3.1.1 Follow personal protection equipment (PPE) requirements, according to industry and OSHA guidelines. | 0 1 2 N/A |  |
| 1. CTE OH.3.1.2 Describe the importance of the information on safety data sheets (SDS) and where they can be located. | 0 1 2 N/A |  |
| 1. CTE OH.3.1.3 Identify common hand tools and power equipment. | 0 1 2 N/A |  |
| 1. CTE OH.3.1.4 Demonstrate safety practices when using hand tools and power equipment, including following manufacturer guidelines, identifying hazards, and using safety features of the tools and equipment. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.4.0: Plant anatomy

### Performance Standard CTE OH.4.1 Plant Cells

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.4.1.1 Label the parts of a plant cell. | 0 1 2 N/A |  |
| 1. CTE OH.4.1.2 Compare a plant to an animal cell. | 0 1 2 N/A |  |
| 1. CTE OH.4.1.3 Describe the function of plant cell organelles. | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.2 Root Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.2.1 Describe the functions of roots in plants. | 0 1 2 N/A |  |
| 1. CTE OH.4.2.2 Identify the parts of a root. | 0 1 2 N/A |  |
| 1. CTE OH.4.2.3 Compare the two major types of root systems. | 0 1 2 N/A |  |
| 1. CTE OH.4.2.4 Describe specialized structures in roots. | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.3 Stem Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.3.1 List the functions of a stem. | 0 1 2 N/A |  |
| 1. CTE OH.4.3.2 Identify the external structures of a stem. | 0 1 2 N/A |  |
| 1. CTE OH.4.3.3 Describe the internal structures of a stem cell. | 0 1 2 N/A |  |
| 1. CTE OH.4.3.4 Describe specialized structures in stems. | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.4 Leaf Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.4.1 Define the main parts of a leaf. | 0 1 2 N/A |  |
| 1. CTE OH.4.4.2 Compare common vein patterns found in leaves. | 0 1 2 N/A |  |
| 1. CTE OH.4.4.3 List the functions of a leaf, including photosynthetic energy conversion. | 0 1 2 N/A |  |
| 1. CTE OH.4.4.4 Define the difference between leaf shape and leaf margin. | 0 1 2 N/A |  |
| 1. CTE OH.4.4.5 Compare major leaf arrangements (i.e., alternating, opposite, whorled, basal). | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.5 Flower Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.5.1 Describe the parts of a flower. | 0 1 2 N/A |  |
| 1. CTE OH.4.5.2 Describe the function of a flower. | 0 1 2 N/A |  |
| 1. CTE OH.4.5.3 Compare types of flowers (e.g., complete, incomplete, perfect, imperfect). | 0 1 2 N/A |  |
| 1. CTE OH.4.5.4 Describe the process of plant pollination and fertilization. | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.6 Fruit Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.6.1 Describe the parts of a fruit. | 0 1 2 N/A |  |
| 1. CTE OH.4.6.2 Identify types of fruits of economic importance in Idaho. | 0 1 2 N/A |  |

### Performance Standard CTE OH.4.7 Seed Anatomy

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.4.7.1 Identify the major parts of a seed. | 0 1 2 N/A |  |
| 1. CTE OH.4.7.2 List the function of each major part of a seed. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.5.0: plant physiology

### Performance Standard CTE OH.5.1 Energy Conversion in Plants

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.5.1.1 Describe the process of photosynthesis. | 0 1 2 N/A |  |
| 1. CTE OH.5.1.2 Describe the process of respiration. | 0 1 2 N/A |  |

### Performance Standard CTE OH.5.2 Transport within a Plant System

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.5.2.1 Compare the active and passive transport of water and nutrients through the root systems. | 0 1 2 N/A |  |
| 1. CTE OH.5.2.2 Compare the structure and function of xylem and phloem cells and tissues. | 0 1 2 N/A |  |

### Performance Standard CTE OH.5.3 Environmental Requirements for Plant Growth

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.5.3.1 Determine the effect of different light sources (e.g., spectrum, intensity) on plant growth (e.g., artificial, natural). | 0 1 2 N/A |  |
| 1. CTE OH.5.3.2 Describe the effects of water quality on plant growth (e.g., pH, hardness). | 0 1 2 N/A |  |
| 1. CTE OH.5.3.3 Describe the effects of temperature on plant growth. | 0 1 2 N/A |  |
| 1. CTE OH.5.3.4 Describe the factors that affect plant suitability for a selected site, using a hardiness zone map and heat zone map. | 0 1 2 N/A |  |
| 1. CTE OH.5.3.5 Define plant tropisms (e.g., photo-, thigma-, gravi‐). | 0 1 2 N/A |  |

### Performance Standard CTE OH.5.4 Plant Growth Regulators

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.5.4.1 Compare the functions of plant hormones. | 0 1 2 N/A |  |
| 1. CTE OH.5.4.2 Describe commercial uses for plant growth regulators. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.6.0: Plant identification skills

### Performance Standard CTE OH.6.1 Plant Categorization

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.6.1.1 Describe the classification and naming of plants. | 0 1 2 N/A |  |
| 1. CTE OH.6.1.2 Identify the major groups of plants. | 0 1 2 N/A |  |
| 1. CTE OH.6.1.3 Describe the difference between monocot and dicot. | 0 1 2 N/A |  |
| 1. CTE OH.6.1.4 Categorize common plants by life cycle (e.g., annuals, perennials). | 0 1 2 N/A |  |
| 1. CTE OH.6.1.5 Categorize plants by growth habits (e.g., mounding, trailing). | 0 1 2 N/A |  |
| 1. CTE OH.6.1.6 Describe the importance of identifying plants by botanical and common names in the industry. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.7.0: growing media

### Performance Standard CTE OH.7.1 Soil Texture and Structure

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.7.1.1 List the components of soil. | 0 1 2 N/A |  |
| 1. CTE OH.7.1.2 Describe the concept of soil texture and its importance. | 0 1 2 N/A |  |
| 1. CTE OH.7.1.3 Classify the texture of a soil sample. | 0 1 2 N/A |  |
| 1. CTE OH.7.1.4 Identify various soil structures, their formation, and importance in agriculture production. | 0 1 2 N/A |  |

### Performance Standard CTE OH.7.2 Soilless Growing Media

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.7.2.1 Identify the components and source of soilless growing media. | 0 1 2 N/A |  |
| 1. CTE OH.7.2.2 Describe the functions of growing media. | 0 1 2 N/A |  |
| 1. CTE OH.7.2.3 Determine desirable properties of growing media (i.e., drainage, organic matter, micro‐ organisms). | 0 1 2 N/A |  |
| 1. CTE OH.7.2.4 Evaluate the advantages and disadvantages of soilless media. | 0 1 2 N/A |  |

### Performance Standard CTE OH.7.3 Chemical Characteristics of Growing Media

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.7.3.1 Determine pH range of growing media for optimal plant growth. | 0 1 2 N/A |  |
| 1. CTE OH.7.3.2 Interpret pH test results of a growing media sample. | 0 1 2 N/A |  |
| 1. CTE OH.7.3.3 Describe the importance of electrical conductivity (EC) of various growing media. | 0 1 2 N/A |  |
| 1. CTE OH.7.3.4 Analyze the relationship between soil media and nutrient availability. | 0 1 2 N/A |  |

### Performance Standard CTE OH.7.4 Water-Holding Capacity (WHC)

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.7.4.1 Describe water‐holding capacity of soils and its relationship to the water cycle. | 0 1 2 N/A |  |
| 1. CTE OH.7.4.2 Describe the factors that determine a soil’s water‐holding capacity. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.8.0: Plant nutrition

### Performance Standard CTE OH.8.1 Fertilizer Formulation

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.8.1.1 Compare macronutrients and micronutrients | 0 1 2 N/A |  |
| 1. CTE OH.8.1.2 Measure pH and describe how it is modified. | 0 1 2 N/A |  |
| 1. CTE OH.8.1.3 Identify the main components of fertilizer. | 0 1 2 N/A |  |
| 1. CTE OH.8.1.4 Interpret a fertilizer label. | 0 1 2 N/A |  |
| 1. CTE OH.8.1.5 Categorize methods of application (e.g., granular, time released, injector, foliar). | 0 1 2 N/A |  |
| 1. CTE OH.8.1.6 Calculate a lawn fertilizer application rate. | 0 1 2 N/A |  |

### Performance Standard CTE OH.8.2 Plant Nutrients

| Student Competencies by Performance Standard | Meets Criteria | Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions in addition to page numbers. |
| --- | --- | --- |
| 1. CTE OH.8.2.1 Correlate plant symptoms to nutritional deficiency. | 0 1 2 N/A |  |
| 1. CTE OH.8.2.2 Correlate plant symptoms to plant toxicity | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.9.0: Integrated pest management (ipm)

### Performance Standard CTE OH.9.1 Integrated Pest Management

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.9.1.1 Define Integrated Pest Management (IPM) (e.g., physical, chemical, mechanical, biological). | 0 1 2 N/A |  |
| 1. CTE OH.9.1.2 Describe the benefits of IPM. | 0 1 2 N/A |  |

### Performance Standard CTE OH.9.2 Common Pests and Diseases

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.9.2.1 Identify common plant pests and diseases. | 0 1 2 N/A |  |
| 1. CTE OH.9.2.2 Identify common weeds, insects, rodents, and fungi. | 0 1 2 N/A |  |
| 1. CTE OH.9.2.3 Compare abiotic and biotic diseases. | 0 1 2 N/A |  |
| 1. CTE OH.9.2.4 Identify abiotic plant injuries. | 0 1 2 N/A |  |

### Performance Standard CTE OH.9.3 Safe Handling, Use, and Storage of Pesticides

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.9.3.1 Identify safety measures when applying pesticides. | 0 1 2 N/A |  |
| 1. CTE OH.9.3.2 Interpret pesticide labels. | 0 1 2 N/A |  |
| 1. CTE OH.9.3.3 Describe procedures for storing and disposing of pesticides. | 0 1 2 N/A |  |
| 1. CTE OH.9.3.4 Evaluate environmental and consumer concerns regarding pest management and biodiversity. | 0 1 2 N/A |  |
| 1. CTE OH.9.3.5 Describe requirements for obtaining pesticide applicator licenses. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.10.0: Plant propagation

### Performance Standard CTE OH.10.1 Sexual Propagation of Ornamental Plants

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.10.1.1 Compare sexual and asexual propagation. | 0 1 2 N/A |  |
| 1. CTE OH.10.1.2 Describe the process of seed germination. | 0 1 2 N/A |  |
| 1. CTE OH.10.1.3 Identify the conditions needed for seed germination. | 0 1 2 N/A |  |
| 1. CTE OH.10.1.4 Compare the methods of seed preparation. | 0 1 2 N/A |  |
| 1. CTE OH.10.1.5 Demonstrate the technique for sowing seeds. | 0 1 2 N/A |  |
| 1. CTE OH.10.1.6 Calculate germination percentage. | 0 1 2 N/A |  |

### Performance Standard CTE OH.10.2 Asexual Propagation of Ornamental Plants

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.10.2.1 Describe optimum conditions for asexual propagation. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.2 Demonstrate techniques used to propagate plants by cutting. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.3 Demonstrate techniques used to propagate plants by division. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.4 Demonstrate techniques used to propagate plants by separation. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.5 Demonstrate techniques used to propagate plants by layering. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.6 Describe micropropagation and its importance in the ornamental horticulture industry. | 0 1 2 N/A |  |
| 1. CTE OH.10.2.7 Describe grafting and its importance in the ornamental horticulture industry. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.11.0: Ornamental horticulture crops

### Performance Standard CTE OH.11.1 Crop Production

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.11.1.1 Develop a growing schedule for a spring plant sale. | 0 1 2 N/A |  |
| 1. CTE OH.11.1.2 Space crops, using best management practices. | 0 1 2 N/A |  |
| 1. CTE OH.11.1.3 Select containers and medium suitable for a crop. | 0 1 2 N/A |  |

### Performance Standard CTE OH.11.2 Growth Maintenance Procedures

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.11.2.1 Compare hard and soft pinches. | 0 1 2 N/A |  |
| 1. CTE OH.11.2.2 Pinch plants, using best management practices. | 0 1 2 N/A |  |
| 1. CTE OH.11.2.3 Demonstrate pruning techniques. | 0 1 2 N/A |  |
| 1. CTE OH.11.2.4 Demonstrate watering techniques. | 0 1 2 N/A |  |

### Performance Standard CTE OH.11.3 Transplanting

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.11.3.1 Identify the stage of plant growth for transplanting. | 0 1 2 N/A |  |
| 1. CTE OH.11.3.2 Demonstrate transplanting procedures to industry standards. | 0 1 2 N/A |  |

### Performance Standard CTE OH.11.4 Production Standards

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.11.4.1 Describe how to harden plants. | 0 1 2 N/A |  |
| 1. CTE OH.11.4.2 Prepare plants for sale, using best management practices. | 0 1 2 N/A |  |
| 1. CTE OH.11.4.3 Describe industry crop standards for greenhouse ornamental crop production (e.g., American National Standards Institute [ANSI], American Standard for Nursery Stock [ASNS], National Association for Landscape Professionals [NALP]). | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.12.0: Plant technologies

### Performance Standard CTE OH.12.1 Selective Plant Breeding

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.12.1.1 Describe the selective plant breeding process. | 0 1 2 N/A |  |
| 1. CTE OH.12.1.2 Describe how to estimate the heritability of certain traits. | 0 1 2 N/A |  |
| 1. CTE OH.12.1.3 Predict the genotypes and phenotypes from monohybrid and dihybrid crosses, using a Punnett Square. | 0 1 2 N/A |  |

### Performance Standard CTE OH.12.2 Genetic Engineering

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.12.2.1 Describe the advantages and disadvantages for genetic manipulation of plants. | 0 1 2 N/A |  |
| 1. CTE OH.12.2.2 Identify transgenic plants on the market. | 0 1 2 N/A |  |
| 1. CTE OH.12.2.3 Describe how biotechnology can create new plant varieties. | 0 1 2 N/A |  |

### Performance Standard CTE OH.12.3 Hydroponic Techniques

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.12.3.1 Define hydroponics and its importance to society. | 0 1 2 N/A |  |
| 1. CTE OH.12.3.2 Describe procedures used in hydroponic plant production. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.13.0: ornamental design standards

### Performance Standard CTE OH.13.1 Principles and Elements of Design

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.13.1.1 Compare visual balance, using symmetry, asymmetry, and massing. | 0 1 2 N/A |  |
| 1. CTE OH.13.1.2 Describe how the principles of dominance and focal point are used in design. | 0 1 2 N/A |  |
| 1. CTE OH.13.1.3 Describe the function of proportion and scale in a design. | 0 1 2 N/A |  |
| 1. CTE OH.13.1.4 Describe the function of rhythm in a design. | 0 1 2 N/A |  |
| 1. CTE OH.13.1.5 Describe the relationship of color to emotions and symbolism. | 0 1 2 N/A |  |
| 1. CTE OH.13.1.6 Create a desired design atmosphere, using color, texture, and form. | 0 1 2 N/A |  |

### Performance Standard CTE OH.13.2 Implementation of Principles and Elements of Design

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.13.2.1 Create a design. | 0 1 2 N/A |  |
| 1. CTE OH.13.2.2 Justify design choices (i.e., design elements) of a completed design. | 0 1 2 N/A |  |

# CONTENT STANDARD CTE OH.14.0: Business Concepts

### Performance Standard CTE OH.14.1 Marketing

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.14.1.1 Describe the need for developing a marketing plan. | 0 1 2 N/A |  |
| 1. CTE OH.14.1.2 Develop a marketing plan for ornamental crop sales. | 0 1 2 N/A |  |
| 1. CTE OH.14.1.3 Design a business display for an identified target audience (e.g., social media, signage, production displays). | 0 1 2 N/A |  |

### Performance Standard CTE OH.14.2 Principles of Sales

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.14.2.1 Analyze the relationship between marketing and selling. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.2 Demonstrate the use of a point of sale (POS) system or other electronic invoice system. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.3 Describe the importance of supply inventory. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.4 Describe characteristics of an effective salesperson and terminology related to sales. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.5 Participate in a speech or presentation activity. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.6 Analyze the customer buying process. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.7 Identify the steps involved in the selling process. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.8 Identify the benefits of various types of sales, including through social media and e‐ commerce. | 0 1 2 N/A |  |
| 1. CTE OH.14.2.9 Assess the components of an effective business website. | 0 1 2 N/A |  |

### Performance Standard CTE OH.14.3 Business Management

| Student Competencies by Performance Standard | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. CTE OH.14.3.1 Describe factors of business management (e.g., cost of goods sold, product markup, estimates and bids, sales price, profit). | 0 1 2 N/A |  |
| 1. CTE OH.14.3.2 Demonstrate work ethic and professionalism (i.e., Idaho Workplace Readiness Skills) necessary for success in the industry. | 0 1 2 N/A |  |

Scoring for Best Practices and Assessment

| 0 Points  No Alignment | 1 Point  Partial Alignment | 2 Points  High Alignment | NA  Not Applicable |
| --- | --- | --- | --- |
| There is no evidence of the teaching practice. | The teaching practice is embedded in some lessons. | Materials regularly embed supports for teachers to implement best practices and assessment. |  |

Scoring for Alignment to Best Practices and Assessment:

| Best Practices and Assessments | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. Materials contain clear statements and explanations of purpose, goals, and learning outcomes. | 0 1 2 N/A |  |
| 1. Materials are systematic and sequential – prerequisite skills taught first and vertically aligned appropriately. | 0 1 2 N/A |  |
| 1. Materials include formative and summative assessments and/or test data banks that allow the instructor to edit materials when appropriate. | 0 1 2 N/A |  |
| 1. Digital materials and assessments are easy to edit and revise and access to distribute and/or print. | 0 1 2 N/A |  |

Scoring for Additional Indicators of Quality Materials

| 0 Points  No Alignment | 1 Point  Partial Alignment | 2 Points  High Alignment | NA  Not Applicable |
| --- | --- | --- | --- |
| There is no evidence of differentiation elements or engaging tools. | There is some evidence of differentiation elements or engaging tools. | Materials include differentiation elements as well as engaging tools. |  |

Scoring for Alignment to Additional Indicators of Quality Materials:

| Indicators of Quality Materials | Meets Criteria | Justification or Comments |
| --- | --- | --- |
| 1. Materials provide instructional strategies to accommodate the learning differences of all students. | 0 1 2 N/A |  |
| 1. Materials are available in language(s) other than English. | 0 1 2 N/A |  |
| 1. The material has an aesthetically appealing appearance. | 0 1 2 N/A |  |
| 1. Digital and print materials are consistently formatted, visually focused, and uncluttered for efficient use. | 0 1 2 N/A |  |
| 1. The illustrations clearly cross-reference the text, are directly relevant to the content (not simply decorative), and promote thinking, discussion, and problem solving. | 0 1 2 N/A |  |

Scoring for Best Practices in the Use of Technology

| 0 Points  No Alignment | 1 Point  Partial Alignment | 2 Points  High Alignment | NA  Not Applicable |
| --- | --- | --- | --- |
| There is no evidence of best practices in using technology. | There is some evidence of best practices in using technology. | Materials include best practices in using technology. |  |

Use of Technology

| **Use of Technology** | **Justification: Provide examples from materials as evidence to support each response for this section. Provide descriptions, not just page numbers.** |
| --- | --- |
| 1. Technology and digital media support, extend, and enhance learning experiences. |  |
| 1. The material has “platform neutral” technology (i.e., cloud based) and availability for networking. |  |
| 1. The material has a user-friendly and interactive interface allowing the user to control (shift among activities). |  |

For Questions Contact

Content & Curriculum – Curricular Materials

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