

R. Lee Ivy



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R. Lee Ivy - Curriculum Vitae

Education

Ed.D., Agricultural and Extension Education, North Carolina State University

Dissertation Interest: Comparison of Face-To-Face Instruction and Distance Education: Impact On Student's Skills And Aptitudes Transferability to the Workforce.

anticipated completion 2025

M.S., Horticultural Science, North Carolina State University **2001**

Thesis Topic: Potting date and rate of fertilization affects plant growth, nutrient content and substrate EC. **Minor:** Agricultural and Extension Education

B.S., Ornamental Horticulture & Landscape Design, University of Tennessee. **1998**

Professional Experiences

NC State University, Agricultural Institute, Director **2021- present**

Leads through the AGI Strategic Plan focused on recruitment, impactful curriculum, professional networking, and economic support. Manages along with his team a million-dollar grant from the Golden Leaf Foundation focused on integrating students into meat and poultry processing careers in Tier 1 & Tier 2 counties of North Carolina.

NC State University, Horticultural Science Department, Senior Lecturer and Coordinator of Horticultural Science Management (HSM) degree within the Agricultural Institute **2012-2021**

Coordinate curricula decisions, teach and advise students in the Horticultural Science Management curriculum (Associate in Applied Science degree) and the Horticultural Science curriculum (Bachelor of Science degree). Integrate classroom learning with hands-on training by demonstrating horticultural techniques at the NC State Horticultural Field Laboratory and JC Raulston Arboretum. Teach a DE course in home horticulture to non-majors. (12-month non-tenure track appointment).

Teaching Experience (Fall, Spring & Summer Semesters)

- HS 200 DE Home Horticulture (F, Sp, Su) – 3 credit hours via MOODLE
 - Development of a course MOODLE page with streamlined assignment submission and communication methods

- First iteration of the newly developed course with assistance from DELTA (Course Exploratory & Innovation Grant) Developed 120 + instructional videos for content delivery, Developed 20 + new assignments
- HS/CS 101 OLT Orientation (F) – 1 credit hour with MOODLE component
- HS 162 Landscape Maintenance (F) – 3 credit hours with MOODLE component
- HS/PP 144 Ornamental Weeds & Diseases (F) – 3 credit hours with MOODLE component
- HS 131 Fruit & Vegetable Production (odd yr. Sp) – 3 credit hours with MOODLE component
- HS 171 Landscape Construction (even yr. Sp) – 3 credit hours with MOODLE component
- HS 201 World of Horticulture (Sp) – 3 credit hours with MOODLE component
- HS 272 Landscape Design Build (F) – 3 credit hours with MOODLE component

Teaching Evaluations – 9 –year averages

Courses	Instructor Performance
Overall (5 pt. scale)	Overall (5 pt. scale)
4.3	4.5

Student Comments of Teaching

“Prof. Ivy always seemed extremely genuine and passionate which I really liked as a student. He also made a point of learning everyone in the lecture's name which, although this is only my second semester, was completely unprecedented for me.”

“I very much enjoyed this course and found the lab to be a huge strength since it was very hands-on. Lee is a fantastic instructor and I have taken many of his classes. He has definitely had some of the most impact on me during my time here at State. Lee cares deeply about his students and it shows when he teaches.”

“Mr. Ivy was fantastic; he was very enthusiastic and knowledgeable about all of the material. He was a great resource outside of the classroom and was always there to help students in whatever way possible. I thoroughly enjoyed having the opportunity to learn from him.”

Research Experience and Interests

North Carolina High School Landscape Competition Program Implementation and Evaluation **2020**

Face-to-face versus Distance Education Methodology in Horticulture: How Students’ Skills And Aptitudes Transfer To The Horticultural Workforce **2020**

Recent Extension Experiences

Keeping Employees Healthy and Happy, Instructor/Speaker, 75 participants, Green and Growing Show, Greensboro, NC **2020**

What Educators are Doing to Prepare the Next Generation of Green Industry Professionals, Instructor/Speaker, 45 participants, Belgard Academy, Southern Pines, NC **2020**

Bulbs for the Landscape - Landscape Professionals: Franklin County Extension Center, Instructor/Speaker, 25 participants, Franklin County Landscape Conference **2019**

Keeping the Funds in Your Business, Instructor/Speaker, 150 participants, Green and Growing Show, Greensboro, NC **2019**

Additional Academic Impacts

Academic and Professional Advising

- Advise ~ 50 students per year on course selection, scholarships, internships and job placement.
- Network with the “Green Industry” to foster job and internship opportunities for students.
- Leader and co-advisor for the Horticulture Competition Team and Horticulture Club.

Recruiting and Student Development

- Plan and lead field trips to various horticultural enterprises along the east coast.
- Lead various educational/certification trips to local and regional “Green Industry” companies, conferences and/or seminars.
- Actively recruit students from High Schools, Community Colleges, Farm Shows, & Green Industry Shows.
- Chosen as frequent Spend-A-Day at State (SADAS) host for student classroom visits.
- Plan, co-lead and advise Horticulture Competition Team for AGI and CALS majors. Connect students with local and national industry professionals for competitive event preparation and networking. Coordinate and lead fundraising activities and team development strategies. Plan travel itineraries and transportation to University and College hosts across the country.

- Lead, planned and co-hosted the [National Collegiate Landscape Competition](#) in 2015. Coordinated with host venues, made budgetary decisions and publicized the event. Over 800 students and 200 industry professionals were in attendance for career-networking and competitions.

Participant Comments:

“We felt so welcome in Raleigh and the event was a huge success.”

“Aside from the rain, we enjoyed our time at the 2015 event. It was very well organized.”

NC State University was selected by the National Association of Landscape Professionals as the host of NCLC, March 16-19th, 2022 on campus.

- Lead, co-created and hosted the North Carolina High School Landscape Competition in 2020. Attendees: 39 High school students, 90 College students, 8 High school educators, 17 College educators, 19 Industry sponsors, 60 Industry professionals, 233 people total, \$12K total budget.

Educator Comments:

“There was an overall sense of welcome that I think all students could feel.”

“I really enjoyed being able to watch educators from both high school and colleges along with industry members come together in one central location. We all want to help grow and improve our industry and this was one giant step in the right direction”

Industry Professional Comments:

“I was most interested in encouraging students to join our industry and show them what is possible and was extremely satisfied with the event.”

“It connected students that have an interest in horticulture with industry professionals that need more talent to operate their business.”

Recent Publications

Ivy, L., Meyer, L., & Erickson, E. (2021). High School Student Competition To Generate Interest In Green-Industry Employment. *American Association of Agricultural Education (AAAE) Poster Session*.

Sherk, J., Bretzman, D., & Ivy, L. (2020). Service-Learning in Landscape Design/Build Class: Exploring Hands-on Problem Solving, Skills and Confidence Building, Ethical and Environmental Responsibility, Critical Thinking and Professionalism. *American Society for Horticultural Science (ASHS) Poster Session, Virtual Conference*.

Hart, C., & Ivy, L. (2023). *Landscape Design, Installation, and Management*. 2nd Edition, Goodheart-Wilcox Company Inc.

Grant and Fundraising Experiences

NC Specialty Crop Block Grant – Specialty Crops Innovation Demonstration/Teaching Area - \$199,970 (pending) **2021**

USDA – NIFA -Agricultural Workforce Training Grants: Expanding Agricultural Workforce Access to Pesticide Certification and Licensing – \$491,502 (unfunded but will be re-submitted) **2020**

NC State - DELTA Innovation Grant – HS 200 Home Horticulture - \$8,000 **2015**

NC State - DELTA Exploratory Grant – HS 200 Home Horticulture - \$8,000 **2014**

Horticulture Competition Team at NC State co-advisor - generated >\$100,000 over 9 years to fund trips to national competitions **2012 - present**

Honors and Awards

Scholarly Reassignment - George and Rhoda Kriz, Travel Award \$5,000 **2020**

[Gertrude Cox Award for Innovative Excellence in Teaching and Learning with Technology](#) **2017**

CALS Outstanding Contributions to Teaching and Advising **2016**

Relevant Professional Experiences

Sandhills Community College, Pinehurst, NC	
Professor	2010-2012
Associate Professor	2004-2010
Instructor	2001-2004
Leader and planner of Landscape Gardening Competition Team	2001-2012
Ivy's Horticulture, Raleigh, NC	2003- present
Landscape Design, Installation and Consultation, Owner/Operator	
Northwest Landscape Industries, Portland, Oregon	Summer 1997
Landscape Management Intern	
Opryland Hotel and Resorts, Nashville, TN	Summer 1996
Conservatory/ Landscape Management Intern	

Relevant Industry Certifications, Associations & Involvement

▪ ISA Certified Arborist	2018 – present
▪ NC Licensed Landscape Contractor	2018 – present
▪ NALP Landscape Industry Certified Technician – Turf	2011 - present
▪ Lee County Farm Bureau Advisory Board	2007 – 2012
▪ Moore County Cooperative Extension Advisory Board	2002 – 2012
▪ International Plant Production Society – Southern Region	2001 – present
▪ Certified Pesticide Applicator	2001 – present
▪ Certified Plant Professional	2001 – present

Leadership Skills

- Clear, concise, and thorough communicator to students, advisees, industry professionals and other stakeholders.
- Intentional collaborator for course offerings, event planning and implementation, and committee work.
- Methodical creator of new courses and programs within the Associates of Applied Science and Bachelor of Science degrees.

- Visionary for HSM degree curriculum adaptations, revisions, and improvements such as course creations, internship development and implementation with proposed certification integrations.
- Integrated participant of assessment and evaluation of courses and curricula in AAS, BS, MS, MHS, and PhD degree programs.
- Focused technology integrator in Learning Management Systems (Moodle), job estimating software, academic advising systems and financial management software.
- Inquisitive member and leader of departmental initiatives in teaching, recruiting and student organizations.
- Creator of student, industry, and career networks locally and nationally.
- Efficient leader of meetings, organizations and initiatives for student and industry events.

Service

- Co-chair of Search Committee, Teaching/Research Faculty Position, Department of Horticultural Science
- Peer Reviews of Teaching Faculty in Horticultural Science
- ETF Committee member in Horticultural Science
- Funding Committee Coordinator for the HSM degree program
- Scholarship Committee for AAS & BS degrees in Horticultural Science
- Landscape Committee Chair for Kilgore Hall
- Academic Policy Committee for the Agricultural Institute
- Educational Advisory board member for the National Association of Landscape Professionals (NALP)
- Educational Advisory and Planning Committee member for the National Collegiate Landscape Competition (NCLC)
- Co-Founder of Advisory and Planning Committee for the North Carolina High School Landscape Competition (NCHSLC)
- Educational Advisory Committee member for the North Carolina Nursery and Landscape Association (NCNLA)