I had the opportunity to interview Matthew Ross, the Director of Continuing Education at Longwood Gardens in Kennett Square, Pennsylvania. Longwood Gardens provides a number of informal educational courses every year. Some count towards requirements for Floral Design and Landscape Design certificates, while other are simply meant to be a fun way for the general public to learn about flowers.

I’m interested in informal education, as opposed to academia, so I was really excited to talk to Matthew.

I compiled a little chart below with some key roles he has in his position along with some necessary skills he needed to do his job well. I focused on non-academic skill requirements because those are the skills I tend not to focus on as much when I’m preparing for potential careers.

### Responsibilities of the Role:

- Plan course schedule for floral design and landscape design courses
  - Research current trends in emerging areas of horticulture to decide the best course schedule for each year
- Design new courses
- Select and manage speakers and teachers for the classes
- Negotiate contracts and plan course budgets
- Speak at flower shows, like the Philadelphia International Flower Show

### Necessary Skills:

- Ability to network with other professionals in the floral and design landscape fields
- Ability to write in a concise and informative manner, organize class times, and manage facility personnel and rooms in a cost-effective way
- • Manage multiple individuals working on Interview skills to select appropriate individuals for each class
  • Personnel management and team collaboration skills
- • Managerial and interpersonal skills
  • Ability to create and enforce viable budgets
- Public Speaking