The Eco-Landscape Mastery School – Module Breakdown

MODULE 1: Landscape Foundations

LEARNING OBJECTIVES:

• Thinking like a watershed and its application in design
• Implementing functional patterns found in nature
• Using the principles of Permaculture
• How to identify your personal context
• The importance of understanding the community context
• Community organizing models and actions
• What makes a career regenerative
• Building coalitions and social capital
• Finding your niche and more

VIDEO LESSONS (5 HOURS):

• Permaculture Design Principles
• Context of Land & People
• Building a Regenerative Career
• Permaculture Principles in Action

EXPERT WEBINARS:

• Carbon Farming & Regenerative Design with Eric Toensmier, Yale Professor, author
• Holistic Life Context with Javan K. Bernakavitch, All Points Land Design
• Design Graphics with Damien McAnany, Permaculture Artisans
• Permaculture Principles with Penny Livingston, Regenerative Design Institute
• Building Resiliency for Yourself & Your Community with Kerry Brady, Ecology of Awakening
MODULE 2: Portfolio & Credibility Plan

LEARNING OBJECTIVES:
- Why you need a portfolio
- Different kinds of portfolios + creating your portfolio
- Creating a demonstration project
- Positioning yourself as a professional
- Creating a social engagement marketing plan
- Educating your community
- Building a network
- How to work with a variety of different communities
- Finding purpose in your business and more

VIDEO LESSONS (1.5 HOURS):
- Build Your Portfolio
- Social Engagement Plan
- Virtual Tour of Permaculture Artisans Online Portfolio
- Erik’s Ecological Demonstration Gardens

EXPERT WEBINARS:
- Social Permaculture in a Time of Pandemic & Social Unrest with Starhawk, Earth Activist Training
- Community Engagement Patterns & Principles with Julian Cohen, The Living Guild
- Getting to the Root of Who Runs Your Business with Javan K. Bernakevitch, All Points Land Design
MODULE 3: Step-by-Step Assessment Process

LEARNING OBJECTIVES:

• What to do to prepare for a first project site visit
• Gathering data on projects remotely
• Printing out the pre site visit check list
• How to be a “Land Detective”
• Awareness and observation skills
• In field soil test options
• Reading the patterns of water
• Reading the indicators of plants
• Site inventory
• Reading the social landscape and more

VIDEO LESSONS (3 HOURS):

• Site Assessment Pre-Site Visit
• Site Assessment in The Field
• Reading the Landscape Best Practices
MODULE 4: Base Map Strategy & Creation

LEARNING OBJECTIVES:
- Become familiar with a base map
- Discover the kind of maps might you need for a project
- Introduction to triangulation
- Working with mappers and surveyors
- How to choose the right kind of map
- How to use Google Earth in mapping and project management and more

VIDEO LESSONS (1.5 HOURS):
- Base Maps
- Google Earth Pro Mapping How-to

EXPERT WEBINARS:
- Tech Mapping for Landscape Design with Sebastian Bertsch, water systems designer
MODULE 5: Consultation Strategy & Application

LEARNING OBJECTIVES:
• How to give a powerful consultation
• Getting paid for consultations
• The high converting consultation follow up plan
• Best practices for ecological design consultations and more

VIDEO LESSONS (1 HOUR):
• Professional Consultations
MODULE 6: Professional Ecological Design Process

LEARNING OBJECTIVES:
- What to include in a design proposal
- Setting expectations
- Billable vs non billable hours
- Presenting the proposal
- Communication follow up plan
- Vision/Goal setting
- Using ecological principles in design
- Conceptual planning
- Master planning
- Monitoring
- Designing to a management plan
- Placing elements in design by management needs
- Elements appropriate for zones 1-4 and more

VIDEO LESSONS (2 HOURS):
- Design Proposal Process
- Design Process
- Permaculture Zone Planning
- Design Proposal Walk-Through

EXPERT WEBINARS:
- Design Fundamentals with Damien McAnany, Permaculture Artisans
MODULE 7: Water Harvesting & Management

LEARNING OBJECTIVES:
- Assessing landscapes for water harvesting potential
- The Water Harvesting in the Landscape Toolkit (Rain gardens, Swales, Terraces, Grading and more)
- Integrating water harvesting strategies
- Assessing projects for drainage
- When to drain and when not to drain
- Basic drainage materials
- Back flood systems
- Collecting water off of roofs
- Wet line vs dry line conveyance
- Transfer tank systems
- Choosing a good storage site
- Designing system overflows and more

VIDEO LESSONS (1.5 HOURS):
- Water Harvesting in the Landscape
- Water and Drainage
- Roof Water Harvesting

EXPERT WEBINARS:
- Water & Restoration Management in Dryland Ecologies, Neil Bertrando, RT Permaculture
- Cleaning Water: A New Paradigm with Michael Ogden, Natural Systems International
- Greywater Systems with Laura Allen, Greywater Action
- Rainwater Catchment with Jesse Savou, Blue Barrel Systems
- Rainwater Systems with Sebastian Berstch, water systems designer
- Broadscale Water Management Strategies with Andrew Millison, Oregon State University
MODULE 8: Landscape Drip Irrigation Planning

LEARNING OBJECTIVES:
• Water conservation based irrigation
• Automated irrigation systems
• Planning a Drip Irrigation system
• Best practices for designing and installing drip irrigation systems

VIDEO LESSONS (45 MINUTES):
• Drip Irrigation Systems Design and Installation

EXPERT WEBINARS:
• Drip Irrigation with Robert Kourik, author, designer, & drip irrigation pioneer
MODULE 9: Erosion Control Best Practices

LEARNING OBJECTIVES:
• Assessing erosion issues
• The Erosion Control Toolkit
• Water management for erosion control
• Biological stabilization
• Check dams
• Zuni bowls
• Willow mats and more

VIDEO LESSONS (45 MINUTES):
• Erosion Control Toolkit & Best Practices
MODULE 10: Landscape Fertility Plans

LEARNING OBJECTIVES:
- What is a Landscape Fertility Plan
- Reading soil reports
- Amending the soil
- Building organic matter
- Activating the life of the soil
- Planting strategy for soil building and more

VIDEO LESSONS (30 MINUTES):
- Landscape Fertility Plan: Development and Practices

EXPERT WEBINARS:
- Black Carbon in the Food Web: The Power of Biochar in Composting & Biologically Sound Soil Building with Peter Hirst, Symsoil
- Soil Science & Solutions with Matt Powers, author & educator
MODULE 11: Planting Strategies

LEARNING OBJECTIVES:

• The magic of plants
• Choosing plants based on usefulness, function, need, and condition
• Choosing Plants by bloom time, harvest time, pest resistance
• Cross referencing your plant palettes
• Creating a planting plan and more

VIDEO LESSONS (1 HOUR):

• Ecological Planting Systems
• Planting Palettes
MODULE 12: Wildlife Habitat Enhancement

LEARNING OBJECTIVES:

- An ecologically integrated pest management plan
- The wildlife superstars
- Habitat strategies for birds, insects, reptiles, amphibians and more

VIDEO LESSONS (30 MINUTES):

- Best Practices to Attracting Beneficial Wildlife in the Landscape
MODULE 13: Pathways & Outdoor Destinations

LEARNING OBJECTIVES:
• How to design for space and flow
• Pathway design and layout
• Designing outdoor rooms and patios
• Pathways materials options

VIDEO LESSONS (45 MINUTES):
• Pathways and Patios: Layout and Implementation
MODULE 14: Rock Wall Systems

LEARNING OBJECTIVES:
- Rock walls in the landscape why and when
- Dry stacking, veneer, and boulder walls
- Planning wall projects

VIDEO LESSONS (30 MINUTES):
- Rock Wall Systems

EXPERT WEBINARS:
- Stacking Functions with Dry Stacked Stone with Andrea Hurd, Mariposa Gardening
MODULE 15: Project Management

LEARNING OBJECTIVES:
• The importance of good project management
• Setting up projects
• Scheduling projects
• Organizing materials/ equipment/labor
• Tracking projects
• Handling changes on projects
• Why hire sub-contractors
• Partnering with other professionals
• Employees versus Subcontractors
• Hiring/Learning from mentors and more

VIDEO LESSONS (3.5 HOURS):
• Project Management
• Managing Subcontractors
• Project Planning
• Invoicing Plan and Bookkeeping Walk-Through

EXPERT WEBINARS:
• Business Finances with Kevin Munro, Ecology Artisans
• Invoicing with Denise Decker, Permaculture Artisans
• Project Management with Rick Taylor, Sonoma State University
• Project Planning & Management with Jamie Wallace, JAAN Designs
MODULE 16: Running an Ecological Landscape Company

LEARNING OBJECTIVES:
- When to know you need staff
- Employees versus subcontractors
- Making your first hire
- Billable versus non-billable hours
- Going legit
- Designing your company culture
- Why you need to be serious about making good hires
- What to include in job posts
- Erik’s magical ingredient to the hiring process
- Conducting interviews
- On-boarding and review period

VIDEO LESSONS (1 HOUR):
- Managing a Growing Business
- Hiring Plan Blueprint

EXPERT WEBINARS:
- Transition to Worker-Owned with Andrea Hurd, Mariposa Gardening
- Landscape Business Bookkeeping 101 with Denise Decker, Permaculture Artisans