

# 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