

University of California
Cooperative Extension
Master Gardeners of Placer County

2020 Plan Document

Introduction

This document contains the 2020 goals of the UC Master Gardeners of Placer County (MGPC) and the planning steps for their implementation. The planning process is intended to provide a framework for moving forward with changes and new ideas that are aligned with our mission and strategic direction.

Our strategic direction is guided by the University of California Cooperative Extension (UCCE) Statewide Master Gardener program. MGPC's mission is consistent with their initiatives. The UCANR 2021 Strategic Initiatives include:

- Healthy Communities
- Healthy Environments
- Healthy Plants

<http://mg.ucanr.edu>

Mission Statement

Our mission as University of California Master Gardener volunteers is to extend research-based, sustainable gardening and composting information to the public through various educational outreach methods. We strive to present accurate, impartial information to local gardeners, so they have the knowledge to make informed gardening decisions regarding plant choices, soil fertility, pest management, irrigation practices, and more.

Background

The MGPC began in 1983. The group has grown to 139 members and continues to grow, bringing new challenges. We have a group of trainees, who graduated in May and has brought fresh energy and expertise to our organization. This infusion of new blood" every two years invigorates our program. It is imperative that we continually support and integrate these new Master Gardeners. Our mentoring program works to begin this process on the first day of class and continues it throughout the trainees' entire first year and beyond.

Evaluation Process

In review of the 2019 plan, Master Gardeners were asked to comment on their involvement in the program and give feedback about what is working and where we need to continue growth. As a result of these evaluations, at the Annual Planning Meeting, the board and the committee chairs reviewed the common themes and agreed that they still represent our priorities for 2020. We have made progress in implementing our goals, but it is a multistep process and we need to keep improving our impact.

Committee Achievement Highlights

- Curious Gardener added new writers
- Social Media conducted training sessions
- Fairs and Festivals added venues
- Increase in MGs conducting tests in the Test Garden
- Pollinator Habitat partnered with Tora Rocha and the Pollinator Posse. Developed PPT
- Calendar Committee found a new printer. The committee has expanded.
- VMS provided MGs with paper and photo rosters
- VMS chair worked with UC Davis to overcome obstacles with new system
- Public workshops added 4 events
- Test Garden shared results with all MGs
- School Garden Committee held training sessions
- Auburn Library added as a workshop venue
- MGPC website expanded MG only section and created a subscriber mailing list
- New editors have made Real Dirt engaging

Organizational Accomplishments

- Fulfilled record number of speaking requests
- Calendar/Gardening Guides sold out
- Garden Tour set new profit record
- Garden Faire celebrated success with new venue
- Social Media presence exploded
- Every RUEC workshop had maxed out attendance
- Class of 2019 graduated and is enthusiastically participating
- Increased contacts made at the spring and fall Home Shows and the Mandarin Festival.
- MG Book club and Garden Thyme social events well attended
- Continued improvement in sharing of information through the Real Dirt newsletter and VMS
- Timely recording of committee activities on VMS calendar to allow increased participation

Strategic Goals

1. Increase outreach
 - Expand audiences through publicity
 - Increase events and locations
 - Explore alliances with appropriate organizations
 - Build on presentations and materials
2. Build on skills
 - Ensure we have a mix of generalists, specialists, researchers, writers and presenters
 - Encourage CE attendance and Train the Trainer opportunities
 - Continue training for all forms of community outreach
3. Increase MG participation
 - Increase volunteer opportunities and recruiting
 - Encourage participation in leadership...what can we do differently?
 - Continue with recognition and appreciation

General MGPC Tasks for 2020:

- Complete and submit event and staffing forms in a timely manner
- Expand presentations library
- CCC devise a plan to encourage continuing high level of volunteer commitments
- Add additional presentation skills classes; maybe offer different levels
- Outreach committees to develop and advertise new content for public website, publicity and social media
- Recruit speakers
- Partner with the City of Roseville for 2020 event per the Garden Faire goals
- Explore/expand partnership opportunities with CNPS
- Explore/ expand partnership with Nevada County MGs
- Survey membership for CE suggestions
- Add extended CE opportunities
- Continue with long term mentoring
- Mentoring Committee to collaborate with CCC on educating trainees and transferees about committee responsibilities
- Board and CCC to develop tasks for encouraging more members to become involved in leadership
- Continue with PPT conversions to current standards
- Compile list of MGs with topics of expertise and interest
- SIM to continue approving materials
- Materials librarian to provide instructions for submitting materials, what we have and where to find them
- Locate new test garden site

Looking ahead, our plan will continue to support the strategic initiatives of the UCCE Master Gardener Statewide program. We agree that as a volunteer organization, a good measure of accountability would be taking reasonable steps towards our goals. And, we'll continue to use internal and external feedback to measure our success. This will be evaluated again 2020.

Finally, the 25 committees that comprise the MGPC documented their goals and plans for 2020, after assessing their 2019 activities. The goals provide a starting point for implementation plans, as well as a basis for better sharing of resources and promotional opportunities between committees.

Summary

MGPC is a successful Master Gardener organization with a strong presence in the community. We are providing research-based gardening information to the public at appropriate venues and we are staying current with our training via a strong Education Planning committee. Our committee chairs and members of our organization are dedicated volunteers who regularly go well above and beyond required hours to make our events and services successful.