

Master Gardeners of Placer County Committee Evaluation Exercise

Date:

Name of Committee: **Publicity**

Committee Chair(s): **Carol Koenig**

Who is your primary customer and therefore the group you should solicit feedback from?

Public Other MGs Both

What were the top 2-3 activities for your committee from July 1, 2020 – June 30, 2021?

1. Create a news release for the 2021 and 2022 MG Gardening Guide and Calendars and follow up with media
2. Create a news release for the fall workshops
3. Create a flyer for the 2022 Garden Faire

Reviewing your committee's evaluation from last year, did you meet your goals?

What were the challenges you encountered last year besides the Covid pandemic?
The biggest challenge was getting committees to ask me for publicity. I have asked numerous times for committees to let me know if they have publicity needs but I have not had much response.

What are your goals for the upcoming year?

1. Continue to increase communication with committees to improve our public outreach.
2. Enlist the support of other MGs to the publicity committee, particularly in the area of graphic design.

What challenges do you anticipate?

Additional suggestions for MGPC moving forward:

Encourage the use of the "New Event Form" so I can read and review it. This will allow me to make suggestions for publicity.

Remember to involve your committee members in this discussion.