

UC Master Gardeners of Riverside County

A Growing Organization



Mission Statement

The Mission of the Master Gardeners is to extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California.



Why Reorganize?

- To expand the Program
 - To broaden geographic reach and coverage
 - To improve the quality of our engagements
- To strengthen the MG community
 - To enable Master Gardeners to learn and to grow
 - To develop Program leaders
 - To expand volunteer opportunities
- To facilitate greater operational efficiencies
 - To better allocate and stage resources
 - To improve vertical and horizontal lines of communication
 - To streamline activity reporting
 - Reduce administrative overlap

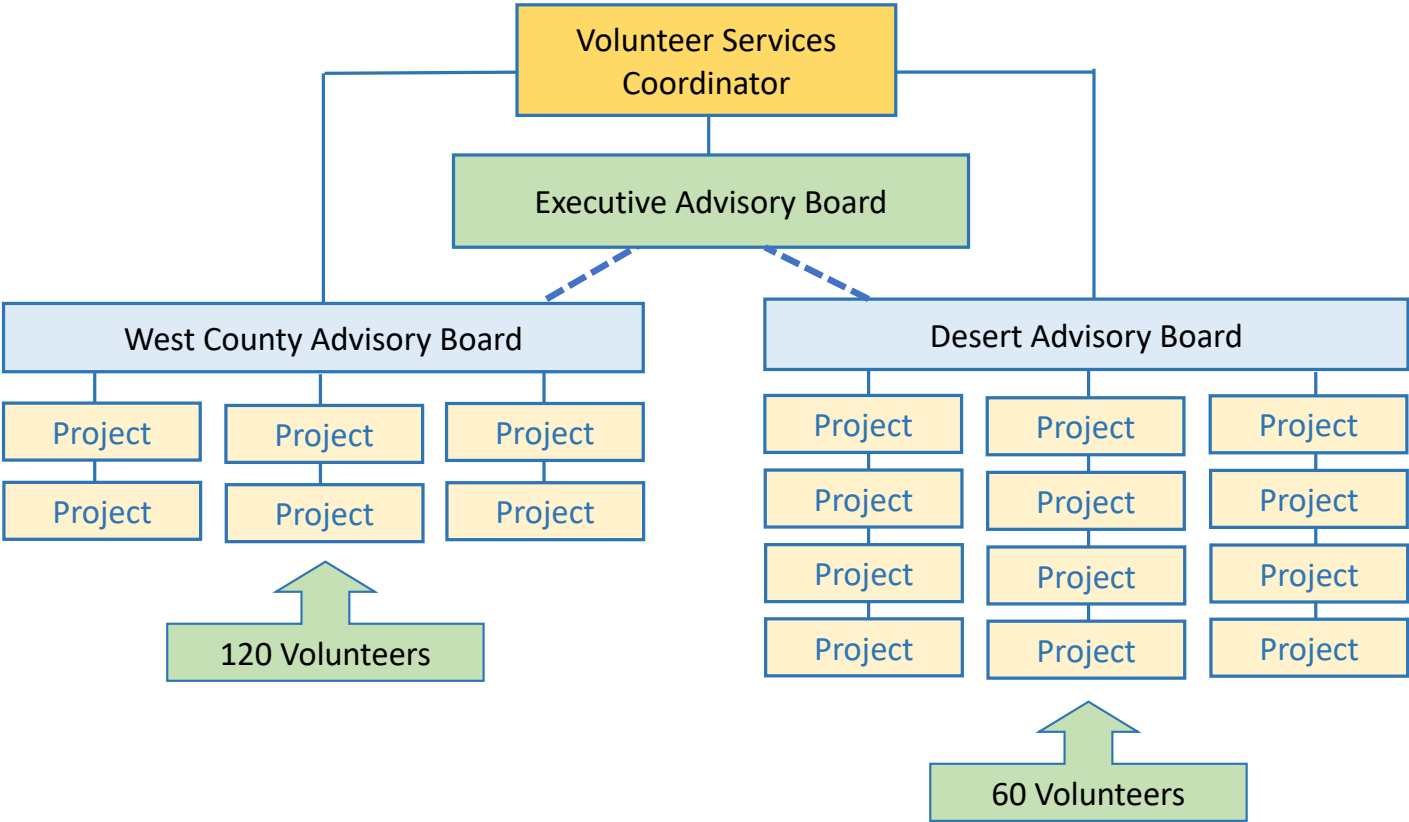


Reorganization Priorities

- Engage the community, on the ground, where they are
- Expand, build and fully utilize community touchpoints
- Enroll the public in Program projects and activities
- Attract, train and retain new Master Gardeners
- Provide more teaming opportunities for volunteers
- Expand cross-project learning opportunities
- Develop Program leaders

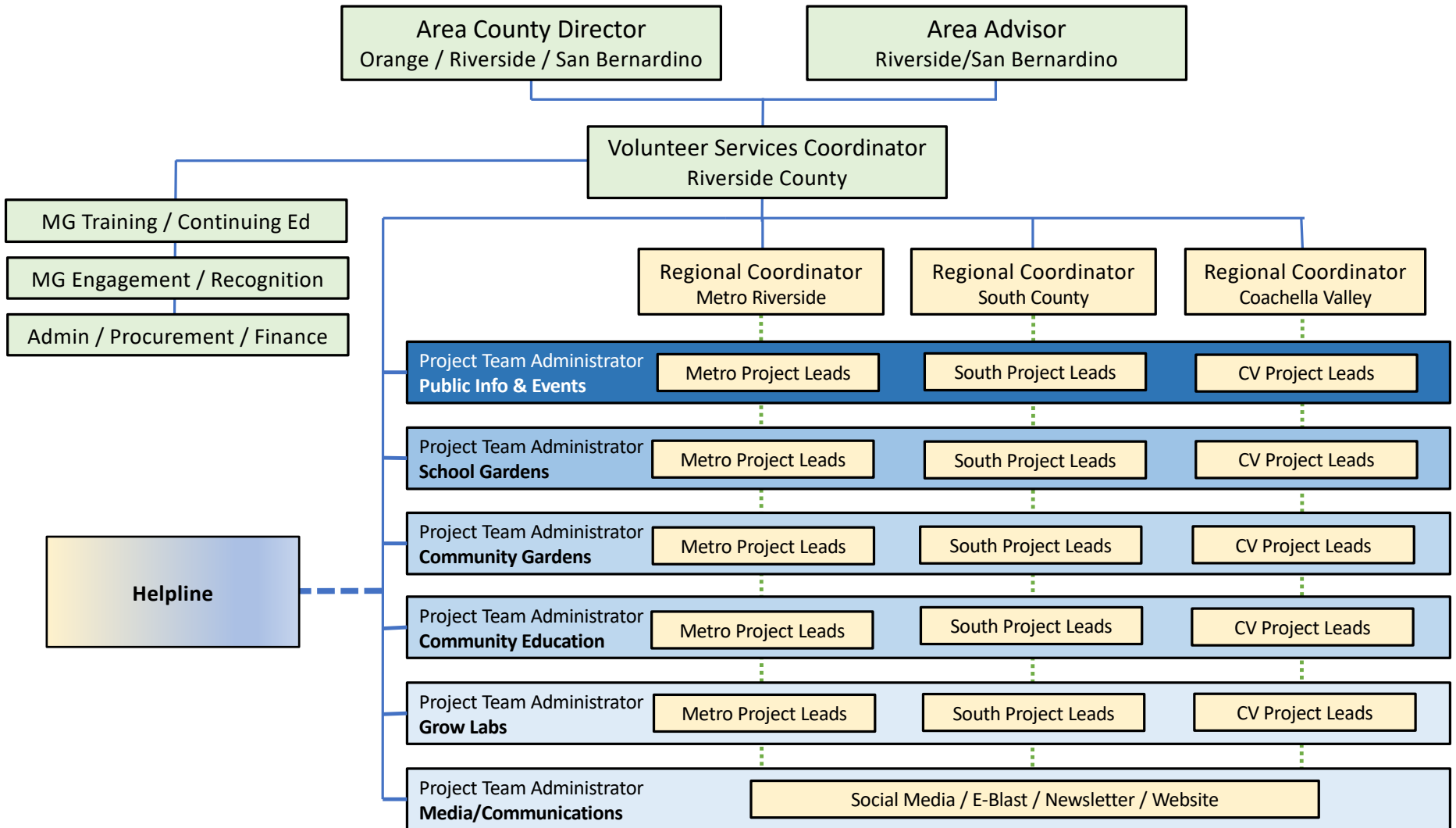


The Way We Were

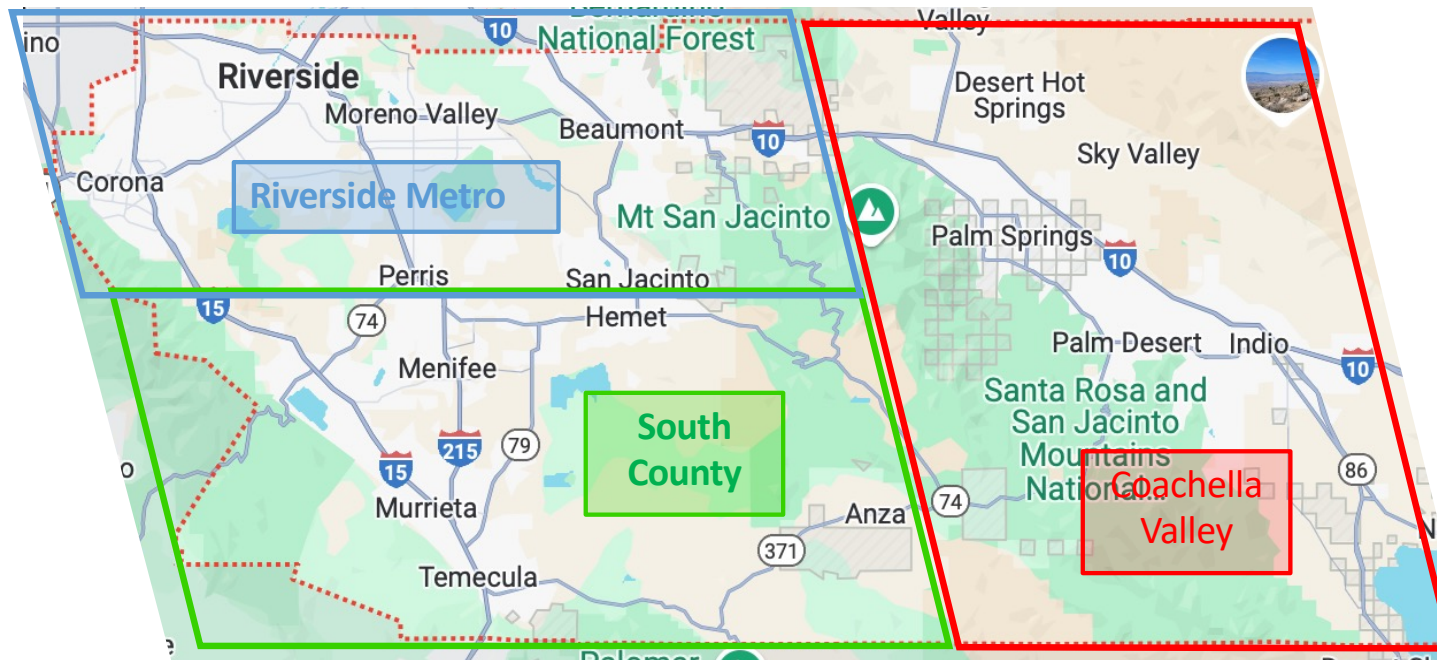


The New Organization

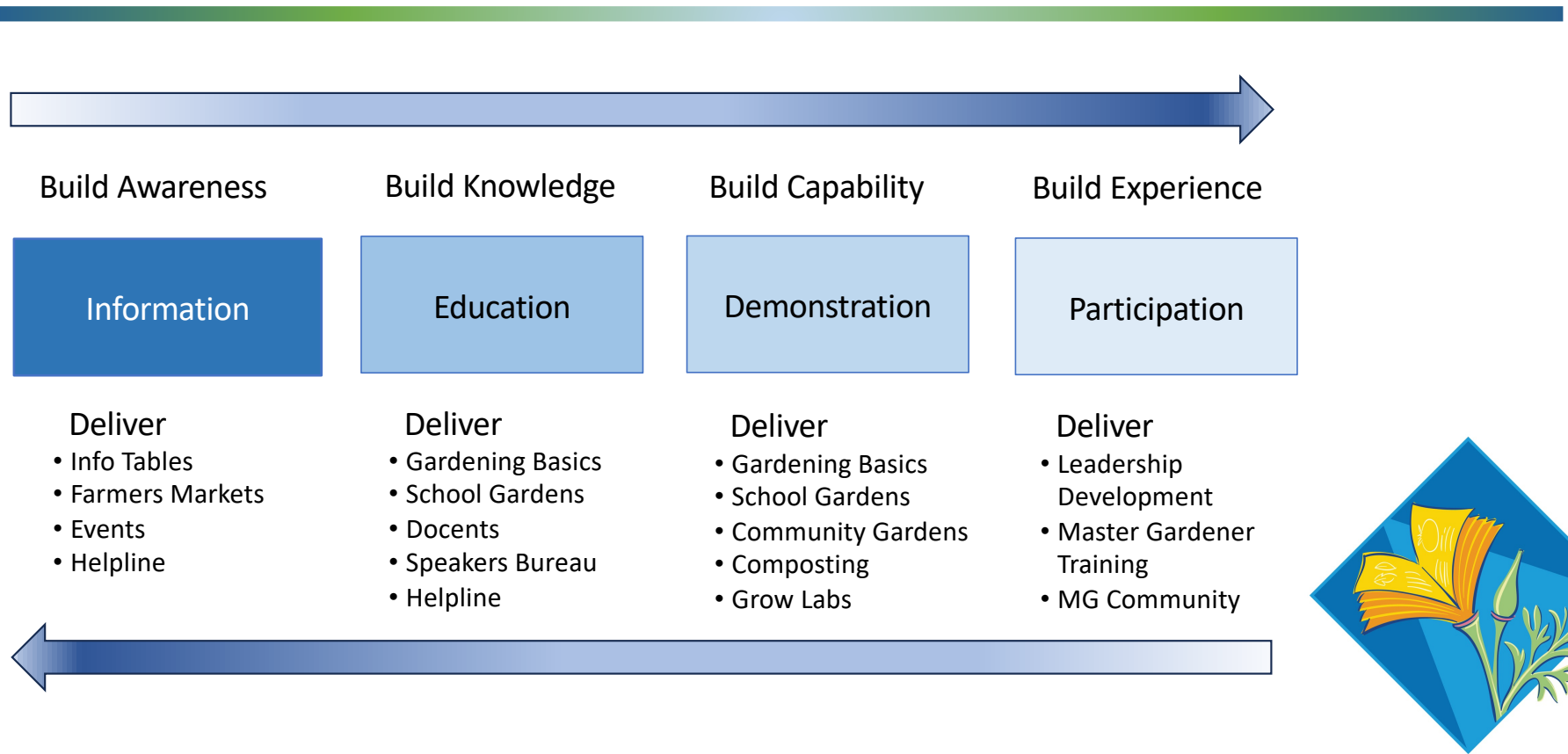




Riverside County Regions



Program Engagement Cycle



Organization Roles



Regional Coordinators

- Represent regional interests (*“voice of the region”*)
 - Articulate community and horticultural differentiation and specialization
 - Facilitate cross-region / cross-project communication
- Oversee regional resource availability, allocation and utilization in concert with Project Teams
- Engage regional Master Gardeners
 - Create and support volunteer teaming and community building
- Guide and support regional projects to meet the Master Gardener mission



Project Team Administrators

- Maintain functional expertise
 - Encourage practice consistency (*Standard Operating Procedures*)
 - Build a Master Gardener “brand” identity
 - Utilize economies of scale/resource efficiencies
 - Ensure projects meet common, intersectional & custom needs
- Team representation
 - Facilitate Master Gardener cross-training
 - Develop project leaders / “bench strength”
- Identify, approve and integrate new project opportunities that support the Master Gardener mission



Project Leads

- New title...same role!
 - Formerly “Area Coordinators” and “Project Coordinators”
- Retain the lead currently held on a Project
- Many Project Leads within region and across the county
 - *E.g., Public Information & Events may have multiple Project Leads in Metro Riverside but all would be part of the Project Team*
- The “voice” for their specific Project
 - Share Project updates, ideas, challenges and opportunities with Project Team
 - Raise regional concerns with Regional Coordinator
 - Deliver activity reports to Project Team Administrator



Master Gardener Benefits

- **Collaboration: Countywide - Project Team Administrator**
 - Connect project peer groups to share and to grow
 - Share resources consistently, reliably and efficiently
 - Remove barriers to integration and expansion
- **Representation: Geographic - Regional Coordinator**
 - Have a voice for successes, challenges and opportunities
 - Foster team, social and community engagement
- **Administration: Streamlined Reporting and Budgetary tasks**
 - Consolidated through the Project Team Administrator
- **Communication: Clear and consistent**
 - Two points of contact: Team or Project level & Regional level



Moving Forward



What does the change mean for me?

- More engagement with the public
 - Raises Master Gardener Program visibility
 - Develops a pipeline to the community to learn
 - Develops a feedback loop on relevant horticultural data from the region
- Easier engagement with leads to share ideas, questions or concerns
- Consolidated and simplified administrative tasks
 - Focused and effective meetings, reporting and financial activities
- More opportunities to engage peers and share resources
- More cross-training and learning opportunities
- A renewed sense of community



What Can the Future Look Like?

- Integrated Project Teams
 - Reinforce Public Information & Events, School Gardens & Media/Comm
 - Build Community Gardens, Community Education & Grow Lab Teams
- More activities in new geographies
- Master Gardeners have more volunteer opportunities
- Better skilled and more confident Master Gardeners
 - Learning from the public
 - In-team and cross-team sharing
 - Mentoring relationships
 - Leadership development



What can you do?

- Keep doing the great job you are doing today!
- Provide input and support that helps to improve implementation
- Consider taking on one of the new positions
 - *Project Team Administrators (6)*: Public Info & Events, School Gardens, Community Gardens, Community Education, Grow Labs and Media/Communications
 - *Regional Coordinators (3)*: Metro Riverside, South County & Coachella Valley
- Change is difficult and takes time
- Be patient, respect one another... get **Excited!**



Need Help?

- Questions about the reorganization or roles are answered in the FAQs or contact a Committee member.
 - Deby Anderson, Stephen Crouse, Thurman Howard, Jim Huberty, Melody Knox, Tricia Malone, Georgia Renne or Rosa Olaiz
- Jim Huberty will also serve as a “*liaison*” to help Master Gardeners navigate the reorganization. Use him if you...
 - ...need additional clarity; wish to share feedback; want to share ideas or concerns; or, if needed, would like him to facilitate productive discussions in support of the reorganization.

