



UC Master Gardener
University of California
Agriculture & Natural Resources

COORDINATOR

news

Greetings!

It's hard to believe 2025 is already wrapping up. This year has moved at a remarkable pace, yet when we pause and reflect, the scope of what we've accomplished together is undeniable. Across our network, we've seen tremendous collaboration, creativity and connection — hallmarks of our program's continued growth and impact.

That spirit of shared success was on full display at the 2025 Annual Coordinator Meeting, held Oct. 20–21. Coordinators and volunteer leaders came together for two days of learning, idea-sharing and celebration. From the engaging Volunteer Identification and Selection panel to the session on operating procedures, the meeting highlighted the strength and expertise within our network.

In addition to the sessions, the informal moments of connection were equally meaningful. Thoughtful conversations and shared experiences reminded us how special and supportive our community is. Volunteer engagement roles are uniquely complex, and the collegial support, resource sharing and mutual encouragement that take place when we're together are vital to our individual and collective success.

From a statewide perspective, it was exciting to share the new resources and tools developed this year by our expanding team to better support coordinators and strengthen local programs.

Thank you for your energy and commitment throughout 2025. Your leadership continues to drive the success of our programs and make a lasting difference in the communities we serve.



Warm regards,

Missy Gable

Director UC Master Gardener Program

Fostering a Inclusive and Equitable Volunteer Program

As a land-grant institution, the UC Master Gardener Program remains dedicated to serving all Californians through equity, inclusion and belonging—a commitment that has not changed. From volunteer recruitment to training and outreach, we continue strengthening our cultural competency and meeting our obligations to USDA/NIFA.

Read the full article: [How to Navigate Equity Conversations and Support a Welcoming Volunteer Environment](#)



Making the Most of Your Q4 Evaluation Reports

Quarter 4 statewide evaluation reports were finalized and shared by email in early November. All county and statewide reports are also available in the Box folder. If you have questions or would like support interpreting your data, contact Jocelyn Mobley at jmmobley@ucanr.edu.

County reports are created from survey data collected from participants at your public education events. If your county did not receive a report, or if certain sections are blank, it means there were too few survey responses in that topic area to summarize results. Increasing participation by collecting more participant contact information and submitting participation sheets regularly will help ensure your county's efforts are fully represented in future reports.

The [2025 Evaluation Webinar](#) provides an overview of the data collection process, and Jocelyn is available for one-on-one support. This is also a great time to consider adding public education events or workshops on topics where you would like to see more data.

Your county report is more than a summary; it is a tool to celebrate success, strengthen partnerships and plan ahead. Here are a few ways to use it:

- Share it with stakeholders.
- Highlight success stories. The [One-Sheet Webinar](#) walks through how to turn evaluation results into visually engaging materials.
- Use it for planning, discuss what the data shows about your county's strengths and where you might expand programming.

Each report tells a story of local dedication and statewide impact. Thank you for helping turn data into meaningful community change.





Staying Up To Date on Communications

Thank you to all coordinators and communicators for embracing our new branding! We're thrilled to report that 86% of logos have been updated on Facebook, and we hope to hit 100% by the end of the year. Visit ucanr.edu/site/uc-master-gardener-coordinators/rebrand-launch for branding updates and to download the new logos.

Stay connected with Rooted in Marketing:

All communications and branding updates for the UC Master Gardener Program are shared monthly through this newsletter—your go-to resource for guidance on websites, newsletters, social media, graphic design, blogs and more.

Action item for coordinators:

Please ensure that all volunteers involved in communications—including those managing your website, newsletters, social media, graphic design, blog writing or any other outreach activities—are subscribed to Rooted in Marketing. Find previous issues and the subscription link at: ucanr.edu/node/152870



Giving Tuesday

Mark your calendars, Giving Tuesday is Dec. 2, 2025. Last year, the UC Master Gardener Program raised over \$60,000 thanks to our generous community, directly benefiting local county programs across California.

Now is the time to start sharing your program's impact. Research shows that organizations posting consistently about Giving Tuesday for at least two weeks before the event raise 3-5 times more than those who only post on the day itself. Share photos of your gardens and projects, stories about people you've helped, and updates about your educational programs. Every post you create between now and December 2 helps build momentum.

For more tips and strategies, check out the most recent [Rooted in Marketing](#). Also, check [The Scoop](#) for updates and access the [Giving Tuesday toolkit](#) with ready-to-use content and

resources.

Questions or to subscribe to The Scoop Contact Emily Delk, eddelk@ucanr.edu



2025 Annual Coordinator Meeting Recap

This year's Annual Coordinator Meeting brought together 27 local-program staff and lead volunteers representing 31 counties at the UC ANR South Coast Research and Extension Center in Irvine. From professional-development sessions and collaborative workshops to guided meditation in the demonstration garden, the event strengthened connections across the UC Master Gardener community.

For a full recap, including event highlights, photos and how coordinators are working together to support and grow the program statewide, **read our blog post:** [2025 Annual Coordinator Meeting Recap](#).



UC IPM Updates

The UC IPM website is getting a makeover! Curious about the new design features, improved accessibility, and what's changing over the next year? UC IPM's website has seen an exciting transition to a more modern and user-friendly platform—while maintaining the trusted, science-based content UC Master Gardeners depend on.

Read more about UC IPM's latest updates on the blog: [Updates from UC IPM](#)

Upcoming Training & Events

Upcoming Webinars:

From Hesitation to Confidence: Addressing Volunteer Conflict Early

Statewide Office Hours:

UC Master Gardener Communications, with Barbra Braaten

Tuesdays, 11 am -12 pm

[Zoom link](#)

Volunteer and Community Engagement, with Katherien Uhde and Kristian Salgado

First and Third Thursday, 10 -11 am

[Zoom link](#)

Admin and Policy Support, with Missy Gable

Fridays, 9-10 am

[Zoom link](#)

Save-the-Date:

2026 UC Master Gardener Statewide Conference

Sept. 18-20, 2026

Hosted by UC Master Gardener Program

Virtual Event

[2026 National Extension Master Gardener Coordinator Conference](#)

Aug. 17-20, 2026

Hosted by the University of Illinois

Chicago, Ill.

Recorded Webinars:

- [Giving Tuesday: Prepare for Success](#) (Oct. 2025) Passcode: cWn%+6Ui
 - [Statewide Volunteer Application and Qualtrics Basics](#) (Sept. 2025)
 - [Increasing Cultural Awareness](#) (Aug. 2025)
 - [Measuring Our Impact with the Statewide Evaluation](#) (March 2025)
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Extension Training: Build Your Skills

Looking to strengthen core competencies in Extension work? The Extension Foundation's Extension Skills – Professional Development hub offers practical, high-impact learning opportunities for Extension professionals. Topics include communication, evaluation, engagement, innovation and more, with curated courses designed to support career growth and evidence-based practices across the Cooperative Extension System.

Ideal for both new and seasoned educators, this resource can help you build capacity and confidence in modern Extension work.

Click here to explore: [Extension Skills training hub](#)

Thanks for reading this month's issue! To submit questions, topic suggestions, a spotlight story, project feature, new staff feature, or feedback, email Statewide Communications Specialist, Barbra Braaten at bbraaten@ucanr.edu.

Our Mission *“To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California.”*





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