

# Strategic Plan 2024-2029

## UC Master Gardeners of Napa County

Presented by:

Napa MG Executive Team & Program Manager

5/9/2024

# Mission and Vision of UCANR Master Gardener Program

The Mission of the UC Master Gardener program is to extend research based information on home horticulture, pest management, and sustainable landscape practices to the residents of California and be guided by our core values and strategic initiatives

# UC ANR Master Gardener Vision

- Support and encourage healthy communities and ecosystems through sustainable landscape practices, including water conservation, maintaining water quality, green waste reduction and reuse, wildlife enhancement, and energy conservation.



# UCANR Master Gardener Vision Elements

- **Enhance local sustainable food systems for families, neighborhoods and community.**
- **Prevent, detect and manage invasive and endemic species through education.**
- **Increase the science literacy of our volunteers and their clientele through quality education and outreach.**
- **Improve the quality and ensure the viability of local MG Programs**





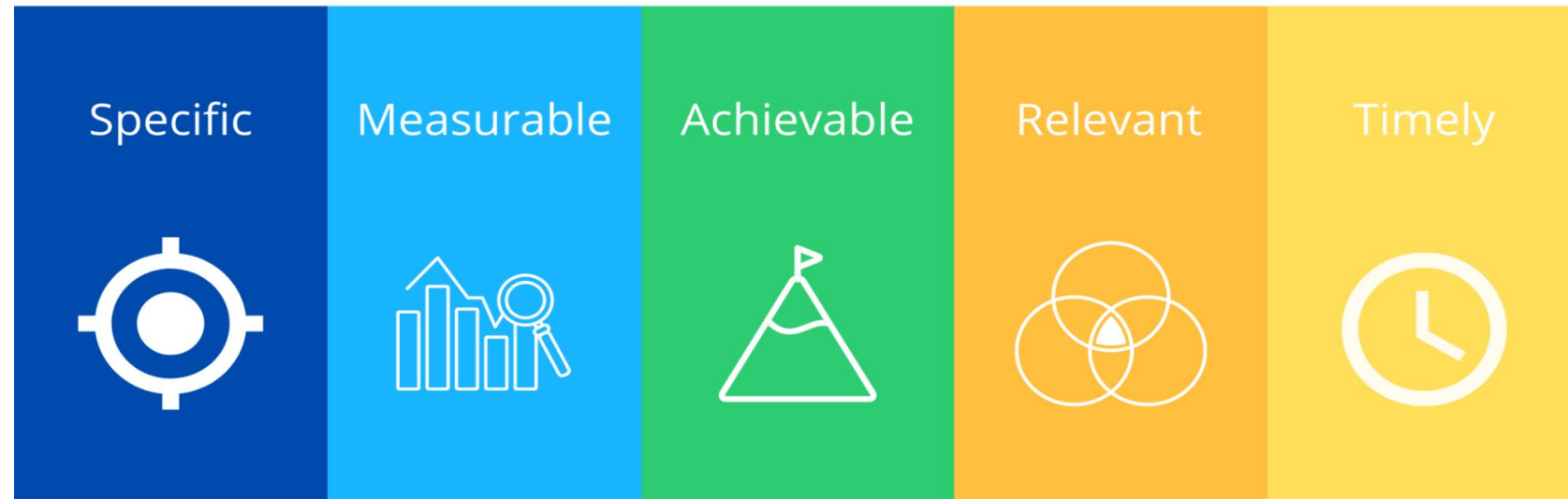
# Why A Strategic Plan?

- **Our Strategic Plan is a tool to help guide us through transitional organizational changes, ensure membership growth and sustainability, establish plans for our continued financial stability, and plan for future changes and educational needs within our communities.**

# SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Timely

S M A R T



# Project Goals

- **Goal:** Outcome we'd like to achieve.
  - Typically intangible and non-measurable
  - Long Term Vision (e.g., Achieve World Peace)
- **Objective:** The change we need to make the outcomes happen
  - Tangible, action-oriented, relatively short term
- **Action Item/Action Plan**
  - Specific Tasks, Step by Step actions needed to achieve the objective
- **Anticipated Outcome**
  - Your predictions on what the action plan will produce



# Jane's SMART Weight Loss Plan

- **Jane's Goal:** Lose 8 pounds by Oct 1, 2024 (is it SMART?)
- **Objective of goal:** To fit into a special dress for October 5 wedding
- **Action Plan:** What are some action plans I should set for achieving my goal?
- **What's the Anticipated Outcome ?**



# Strategic Goals

Definitions and Guidelines for Napa Master Gardeners



**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources

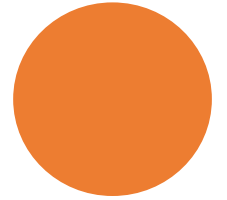
■ Cooperative Extension

# Napa MG Strategic Goals

- **Membership Engagement**
- **Quality Education**
- **Community Partnerships**
- **Leadership Development**
- **Organization Health**

# Membership Engagement

- **Objectives:**
  - Strengthen the MG Program and ensure it attracts and engages a wide variety of the Napa Community
- **Action Plan:**
  - Cleanup current membership rosters
- **Anticipated Outcome**
  - Establish baseline of existing membership to accurately measure progress.
  - Ensure that existing levels of resources are dedicated to active program members.



	Master Gardener
	Gold Badge
.998	Gold Badge
01/1998	Gold Badge

previous **1** 2 3 4 5 6 7 8 9 10 Next →

Achievement	Total
Platinum Badge	14
First Year Master Gardener	28
Internal Administration	1
Master Gardener	80
Gold Badge	43

A woman wearing a wide-brimmed straw hat, sunglasses, and a blue quilted vest over a patterned shirt is speaking outdoors. She is gesturing with her right hand. In the foreground, there are green recycling bins, one of which contains a green plastic bag and some items. The background shows a wooden building and lush greenery.

# Quality Education for MG Volunteers and Community

- **Objectives:** All volunteers have access to research based, continual education with teachable components.
- **Action Plan:** Now's it's up to the team to create the action plan!
- **Anticipated Outcome?**
  - What would you want to see happen
  - How is that plan going to meet the above objective?



# Community Partnerships

- **Objectives:** Community Partnerships reflect shared goals of the Master Gardener program and current needs of the community
- **Possible Action Plan:** Now's it's up to the team to create the action plan!
- **Anticipated Outcome:**
  - What would you want to see happen
  - How is that plan going to meet the above objective?



# Leadership Development

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- **Objective:** Provide opportunities for all MGs to assume leadership positions
- **Possible Action Plan?**
- **Anticipated Result:**





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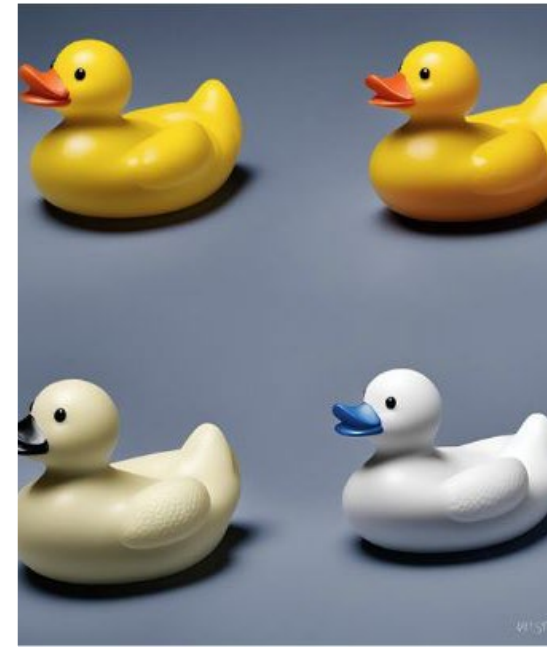
# All Equal: Organizational Health

- Jessica's Goal & Program Goal:
  - Assure alignment of strategy, structure, people, rewards, metrics, and management processes (organizational processes)
- Action Plans:
  - If we have relevant action plans for all program goals, and meet the anticipated outcomes, we are ensuring the health of the organization and its success and sustainability.
- Long Term Goal:
  - Ensuring we remain relevant and current in the next five years.



# Next Steps for Strategic Planning

- Share Goals & Objectives Presentation at **May 30<sup>th</sup>**  
**Seminar**
- **4 Teams** will be created for each goal
- MG Volunteers will **sign up** to participate in a Team at Seminar.
- Team Members should understand this is a **significant time commitment**
  - **In person first meeting recommended**
- Let us know if you have ideas for a specific action plans if you're unable to participate in a Strategic Goal Team.

A sign-up sheet with a light beige background. At the top, the words "Sign Up" are written in a large, black, cursive font. To the right of the title, there is a small "DATE:" label. Below the title, there is a table with four columns: "NO.", "NAME", "EMAIL", and "PHONE". The table has several rows with horizontal dashed lines for writing.



# Plan Overview

- First Draft: June 19<sup>th</sup>
- July Review and Edits by Executive Team
- August work with Teams on Action Plans and prepare presentations
- Share plan and allow time for reflection at September 12<sup>th</sup> Retreat
- Final Approval and Adoption October 10<sup>th</sup> Steering Committee
- Share with all members October 31<sup>st</sup> Seminar
- House in Governing Docs in VMS – Strategic Planning