



UC Master Gardeners of Napa County

# Strategic Plan Kick-Off: Action Plan Teams

## Strategic Plan Events at a Glance

**June 28<sup>th</sup>, 2024**

**Action Plan Teams Pt 2**

Time: 2:00-4:00PM

Place: UCCE Large Conf  
Rm

Sponsor: Napa Exec Team

**July 2024**

**Exec Team Plan Reviews**

Location: TBD

**August 2024**

**Action Plan Teams**

**Presentation Preparation**

**September 12, 2024**

**Strategic Plan Sharing**

Location: Napa MG Retreat

**October 10, 2024**

**Steering Committee**

**Approval and Adoption**

Location: UCCE Conf Rm

**October 10, 2024**

**MG Seminar Presentation**

Location: St. Mary's

Time: 8:30-12pm

## Agenda for June 11<sup>th</sup>, 2024

### Gather/Welcome & Introduction

**Purpose of meeting** – kick-off to develop action plans for each of the 4 goals and objectives.

**Review – What is the SP and why do it?** We have not captured or memorialized how we plan to sustain our healthy organization. (Review: what is a Strategic Plan)

**And why now:** Why not now? A strategic plan is a good management tool. A tool to capture milestones.

### Review of Strategic Plan Goals and Objectives

Membership Engagement

Quality Education

Community partnerships

Leadership Development

Organizational Health

### What is an Action Plan?

What makes a good action plan? What are the necessary steps?

### Workplan for Today

### Adjourn

(Next Group Meeting June 28<sup>th</sup>, 2024)

**Napa Master Gardeners  
Four Strategic Goals:**

- Membership Engagement
- Quality Education
- Leadership Development
- Organizational Health

**Napa Master Gardener  
Strategic Plan Partners**

*Questions about a goal?  
Contact your Goal Partner!*

**Membership Engagement**  
*Laurie Budash*

**Quality Education**  
*Jane Lommasson*

**Community Partnerships**  
*Jessica Sandoval*

**Leadership Development**  
*Lonnie Payne*

**Organizational Health**  
*Jessica Sandoval*

*An action plan serves as a strategic tool designed to outline specific steps, tasks, and actions necessary to achieve a particular objective.*



**Today's Workplan**

- **Separate into Teams**
- **Once in your team, appoint the following team roles:**
  - Scribe
  - Leader/Group Spokesperson
- **Next, complete the following tasks as a team:**
  - Define rules of engagement
  - Review packet of information
  - Ensure Team Members understands goals and objectives
  - Brainstorm possible Action Plan(s) for your goals
  - Determine Next Steps or if other MGs need to be brought into the next meeting.
  - Create objectives for your next meeting
- **Review tasks for next meeting:**
  - Each Team should have an objective for their next meeting
  - Complete any to dos and consult with any MGs within the org they would like to consult with regarding their action plan.

**Feel free to check in with your Strategic Plan Partners for any guidance or questions!**



# Napa MG Strategic Planning Information Packet

*Use this information to help align your action plan with the overall direction of the Napa MG Program and UC MG Statewide Programming*

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## *UC Master Gardeners Mission Statement:*

*To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California." We stand guided by our core values and be guided by our core values and strategic initiatives.*

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## **UC Master Gardener Core Values**

- Education, not service
- Teach practical and usable skills that are neutral and unbiased towards specific commercial product.
- UC Master Gardener volunteers are guides to learning and respect the viewpoints of others.
- Activities are inclusive, not exclusive.
- UC Master Gardener volunteers only extend research-based information and knowledge.
- Avoid conflicts of interest

## **Napa County Agency Core Values**

- Accountability
- Dedication
- Integrity
- Respect

## **UC 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.

## **UC ANR MG 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

## Strategic Plan Elements

A STRATEGIC PLAN IS CRUCIAL FOR ANY ORGANIZATION TO AID IN DIRECTION AND FOCUS, DECISION MAKING, RESOURCE OPTIMIZATION, PERFORMANCE MONITORING, AND STAKEHOLDER CONFIDENCE. ITS MAIN ELEMENTS ARE:

**Vision Statements:** A forward-looking declaration that defines the desired future position of the organization.

**Mission Statement:** A concise explanation of the organization's purpose and primary objectives.

**Core Values:** These are the fundamental beliefs that guide the organization's culture and decision-making.

**SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats:** A strategic analysis tool that helps organizations identify their internal and external factors.

## Strategic Goals

- Long-term objectives that the organization aims to achieve, which are aligned with its vision and mission.

## Action Plans

- Detailed steps and initiatives that outline how the strategic goals will be accomplished.

## Performance Metrics

- Key indicators used to measure progress towards achieving strategic goals.

## Resource Allocation

- An outline of the resources (financial, human, technological) required to implement the strategic plan.

**SMART Goals:** Goals should be: *Specific, Measurable, Achievable, Relevant, and Timely.*

## Key Questions to Answer with an Action Plan

**What?** What is the goal? What are the tasks? What are the key performance indicators?

**Why?** Why is this goal important? Why are these tasks necessary?

**Who?** Who is responsible for completing each task? Who will receive the deliverables? Who are the stakeholders?

**When?** When will tasks be completed? When are key milestones?

**Where?** Where will tasks be performed? Where will resources come from?

**How?** How will tasks be completed? How will progress be monitored.

## Action Plan Task Example

Membership Action Plan Task	Cleanup VMS Membership Roster
Step by Step	<ul style="list-style-type: none"> <li>• Connect with Melinda/VMS Vol</li> <li>• Review current member history</li> <li>• Delete Inactive Members</li> <li>• Create Comms plan before June 1</li> <li>• Delete Inactives after Reappointment</li> </ul>
Anticipated Outcome	<ul style="list-style-type: none"> <li>• Enhanced Communication &amp; Targeted Outreach</li> <li>• Improve Program Management and Resource Allocation</li> <li>• Improved Skill Matching, Data Tracking, and Reporting</li> <li>• Focus on Data Driven Decisions</li> </ul>

Goal: Membership Engagement: Action Plan: Cleanup VMS

## *Rules of Engagement*

It's your turn to draft up some team Dos and Don'ts in the space below this box to help everyone facilitate communication and promote positive teamwork. Here are two examples of general communication guidelines to get things going:

1. Respect others regardless of role or opinion
2. Focus on finding solutions rather than placing blame
3. ...

# Strategic Action Plan Worksheet

Team Goal:		Worksheet Due Date:	June 28, 2024
Team Spokesperson:		Team Scribe:	
Team Members:			

Goal	
Objective:	
<b>Action Plan:</b> <i>Brainstorm at least three ideas for your Goal/Team Topic</i>	
<b>Anticipated Outcome:</b> <i>What will be the result of your actions above?</i>	
Comments and Notes:	

Napa MG Strategic Goals	Membership Engagement	Quality Education	Community Partnerships	Leadership Development	Organizational Health
<b>Objectives</b>	Strengthen the MG Program and ensure it attracts and engages a wide variety of the Napa Community	All volunteers have access to research based, continual education with teachable components.	Community Partnerships reflect shared goals of the Master Gardener program and current needs of the community.	Provide opportunities for all Master Gardeners to assume leadership positions	Assure alignment of strategy, structure, people, rewards, metrics, and management processes (organizational processes)
<b>Strategic Plan Partner</b>	<b>Laurie Budash</b>	<b>Jane Lommasson</b>	<b>Jessica Sandoval</b>	<b>Lonnie Payne</b>	<b>Jessica Sandoval</b>

# Strategic Plan 2024-2029

## UC Master Gardeners of Napa County

Presented by:  
Napa MG Executive Team & Program Manager

5/9/2024



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## 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



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### 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.



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### 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



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### 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.



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### SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Timely

<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
Specific	Measurable	Achievable	Relevant	Timely
				



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**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



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**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 ?**



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**Strategic Goals**  
Definitions and Guidelines for Napa Master Gardeners



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### Napa MG Strategic Goals

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



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### 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.

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

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### 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?

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## 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?




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## Leadership Development

- **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.




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### 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.



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### 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



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