



VIRGINIA COOPERATIVE EXTENSION MASTER GARDENER PROGRAM

In 2018, The Virginia Master Gardener Association Endowed Fund Supported...

ONLINE TRAINING RESOURCES

Following a period of evaluation of our existing online modules by Extension Master Gardeners, the Endowment operating fund enabled revision and standardization of all existing modules so they are fully functional and consistent.

More than 30 online training modules are currently available covering topics including botany, entomology, and plant pathology.

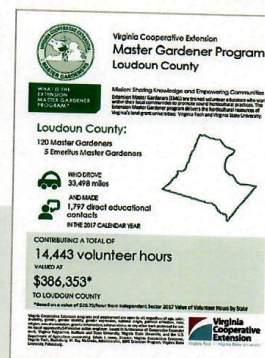


EDUCATIONAL VIDEO SERIES

Since 2017, Endowment funds have supported development of more than 25 videos on 15 unique plant diseases & pests posted to the EMG YouTube channel.

ADVOCACY MATERIALS

Endowment funds enable development of advocacy materials like our new, locally customizable unit-level infographic.



VOLUNTEER DEVELOPMENT

During the fall of 2018, the Endowment operating fund supported a series of Leadership Development Training meetings throughout the Commonwealth.

More than 120 agents, coordinators, and Extension Master Gardeners attended these training meetings to learn about communication, program evaluation, and marketing their programs.

Pictured: EMG State Coordinator Dave Close leads a presentation

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

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Strategic Planning Update

RESULTS OF 2018 STRATEGIC PLANNING SESSION

SUMMARY

On May 2, 2018 members of the Extension Master Gardener (EMG) strategic planning team met to discuss strategic goals for the next two years and to evaluate how well goals set in 2016 have been met. The team is comprised of EMG State Office staff, current Master Gardener volunteers, Master Gardener coordinators, and Extension Agents.

Discussion began with a review of the 2014 strategic planning session then progressed to a discussion of short-term goals for the EMG State Office and a short discussion of long-term goals.

EVALUATION OF OUTCOMES

Discussion began with a review of goals set in 2016 and evaluation of how fully these goals have been met. In 2016, strategic goals were identified as:

- **Define plan during agent absence.** This goal has not been met in full, though steps have been taken to develop such a plan.
- **Education about VCE and Association relationships.** This goal has been largely met, though efforts are ongoing. So far, a new coordinator manual has been developed and relevant training has been incorporated training into the State Office webinar series.
- **Recruitment.** Efforts in this area are ongoing.
- **Retention.** Efforts in this area are ongoing.

KEY GOALS & ACTION ITEMS

Discussion yielded several goals and items for immediate action. Action items were compiled and voted on in order to assign priority to each suggestion.

Ongoing Goals:

- 2019 Master Gardener College (test-run for 2021)
- 2021 International Master Gardener College
- Training resources for volunteers and for agents & coordinators

Action Items:

- 1 Create a "Basics for Running a Program"-type manual for agents and coordinators
- 2 Create a recruitment video for potential EMGs
- 3 Regional Leadership Trainings
- 4 Modules & YouTube videos (training resources)

Long Term Goals:

- Explore possible external funding opportunities
- Collaborate more with other "Master" volunteer programs
- Improve program diversity

CONCLUSION

The State Office will continue working towards goals set in 2016, incorporating the specific action items identified above in pursuit of these larger goals. Another strategic meeting is planned for 2020.