

Texas Master Gardener Association

VISUAL ARTS AWARD

Association Membership: Medium
(Small, Medium, or Large)

County: Hood
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Program or Project Title: Gardening to Attract Butterflies and Hummers

Brief description of Visual Arts entry: (150 words or less)

Gardening to Attract Butterflies and Hummers emphasizes the use of suitable native and adapted easy-care plants, proper irrigation methods and practicing integrated pest management (IPM). The presentation identifies preferred nectar species for butterflies and hummingbirds in the North Central Texas region through original slide images. Some of the more common and less common butterflies are identified through photographs. The program utilizes Microsoft's PowerPoint medium, but in addition, transparencies of each slide were printed so that an overhead as well as a computer projector can be used for the presentation. Two suggested garden designs are among the slides presented. Handouts provided with the visual presentation include butterfly food "recipes", a recap of preferred nectar producers and a compilation of common butterflies for North Central Texas, which includes descriptions of larva, their preferred forage and the chrysalis of each species.

Robbin Brodsky

Name of person submitting the nomination

Signature of County Master Gardener Program Coordinator

Please answer the following questions as they relate to the entry. **(Do not exceed four (4) pages of questionnaire plus one (1) page of narrative in relationship to your entry!**

I. Organization and Leadership (100 points)

1. Describe the Association or Corporation organization (individual or committee) for internal and external outreach with Visual Arts productions.
Our Association utilizes the myriad talents of our membership through our Speakers Bureau. The Speakers Bureau availability is listed with the local Chamber of Commerce in its guides and on its website. The Extension Office also maintains a list of subjects and has organized "An Afternoon with the Master Gardeners", using members of the Bureau. The Bureau has also presented to fellow members at monthly meetings.
2. Describe how the individual or committee determines the Visual Arts program for the calendar year.
There is no set program determined for the year. Individuals with special knowledge and talents are asked by their fellow members to create a presentation that benefits the community and/or the Association.
3. What is the involvement of the Association or Corporation leaders?
A general questionnaire is distributed by the president at the first session each year, asking members to list their specialties and to note whether they would be interested in becoming a member of the Speakers Bureau.
4. What is the involvement of the membership?
Occasionally a subject will be requested for presentation from the community which is not yet covered by the Bureau. A committee will be formed utilizing the members who have indicated that subject as their specialty. If there is no member listing that talent, a committee will be formed to research and develop a suitable program to fill that need. Once the program has been developed it is presented to the membership and Extension agent for evaluation prior to presentation to the community.
5. What is the involvement of the Extension Office professional staff?
Our Extension Agent will give instruction in PowerPoint and digital photography. The office personnel are also available for review and evaluation of newly developed programs. The Extension Office has audiovisual equipment for use in any authorized presentations.

6. What is the involvement of the county residents?
They are the beneficiaries of the programs developed by our membership. In some rare cases they may be asked to provide materials for a presentation.
7. What percentage of the Visual Arts program is focused internally to increase the knowledge base of the Master Gardener members?
Less than 25% is intended for internal use. Some of the programs are directed to the membership so that they are able to present the materials themselves. But the main focus is educating the community.
8. What percentage of the Visual Arts program is focused on providing educational information for local residents?
More than three-quarters of the presentations developed are for community education.
9. Explain the process for selecting the subjects, authors, materials and mode for Visual Arts productions.
We rely on the available talents of our membership. Each member who displays a particular knowledge or specialty is asked to join the Bureau and participate in developing a program to educate the community in this specialty. Materials are gleaned from our Extension Library and the Internet with emphasis on the TAMU website.

II. Planning. (150 points)

1. What are the objectives or goals of the Visual Arts program?
Our Association prides itself on having a variety of programs available to the community to educate as well as entertain in horticultural subjects. Each new MG training session brings new talent and new specialties to our Association enabling us to develop new presentations. **Our goal, with each of these presentations, is to instill the value of the Cooperative Extension Service in the community.**
2. How do you track and document the progress of objectives or goals to determine if they are being met?
There is no formal tracking or documentation done in this organization. We rely on return requests for additional programs, increase in phone calls to the Extension Office, or audience participation at presentations to evaluate our accomplishments.
3. Is there a multi-year plan? (How many years?)
No.
4. Is there an annual, semi-annual or monthly planning session?
Most of the initial work on Visual Arts programming is at the beginning of the year, but the Executive Committee, which meets quarterly, will discuss any community requests for programs that are not yet a part of the available programs, and appoint a committee to fulfill those requests.
5. Identify the key participants involved in the planning process?
Two groups are involved in the planning process. The Speakers Bureau may meet one or more times per year. The Bureau is composed of those members that possess a special talent or knowledge that they are willing to share with others in a public forum. And the Executive Committee that consists of the president, past president, vice-president, secretary, and treasurer and (in our case) the Agriculture Extension Agent that receives requests for new programs and may act upon those requests at any of those meetings.
6. How and from whom is final approval obtained to proceed with a Visual Arts production?
When a talent or specialty is recognized in any member they are asked by the membership through the president to develop a program or presentation. We do not turn down any offers for presentations to educate the community or to introduce the value of the Master Gardener and Extension Service programs. Once the program is developed, it is presented to the Bureau for evaluation before presentation to the community.
7. Describe how additional talents are sought and utilized.
At the initial meeting each year, members are asked to list their specialties and are encouraged to join the Speakers Bureau as a presenter or as a member of a committee to develop a new program for our organization's presentations.
8. Describe any partnerships with organizations outside of the Master Gardener Association or Corporation for the production of Visual Arts.
The Cooperative Extension Office provides the audiovisual equipment. The Texas Forest Service provided some of the materials for a Firewise Landscaping presentation.

III. Work System (150 points)

1. How are the Association/Corporation members utilized in the Visual Arts program?
All members are asked to identify their specialties and are invited to join the Speakers Bureau and develop a presentation that can be added to the available programs.
2. How are new members or interns encouraged to participate in the Visual Arts program?
The initial MG interview process asks the individual if they have any special talents such as computer literacy, photography, etc. During the course of their studies they are also introduced to the Speakers Bureau, its purpose, and how they can become involved.
3. Explain how new methods, techniques and technologies are incorporated into the Visual Arts program. (Give an example.)
Our Cooperative Extension Office purchased a PowerPoint Projector in the fall of 2002. Several members had PowerPoint software and were able through some self-training and Extension Staff help compose a program using this new technology. As an example, using a digital camera and a computer projector, two of our members presented a beautiful presentation on spring wildflowers for our membership.
4. Is special training encouraged to utilize new methods, techniques or technologies? (Give an example.)
Our Extension Agent is eager to help in digital photography, PowerPoint presentations, web design, and video production. The Extension Office sponsored "An Afternoon with the Master Gardeners" which included three different types of presentations from hands-on to PowerPoint, from slides to overhead slides, to lectures.
5. Has your Association or Corporation developed any specialized training programs? (Give an example.)
Our membership has Firewise Landscaping Specialists which have developed an internal presentation to encourage fellow members to help in their home owners associations and/or neighborhoods, in identifying fire hazards and the utilization of firewise principles in landscape design.
6. Is there an award program to recognize the work of the Visual Arts personnel?
Other than fellow members' praises, there is none.

IV. Critique and Review (100 points)

1. Is there a standardized procedure for review or critique? (Annual or monthly review, survey or documentation of user opinions)
No. After the initial review by members and the Extension Office, it has been left to the presenter of each program to ask for viewer opinions or critiques.
2. How does the Visual Arts committee determine if the production is providing educational material?
The Speakers Bureau solicits *only* educational presentations. The presentations may be entertaining as well, but must have an educational basis to be included in our available programs listing.
3. Explain how the Visual Arts productions are critiqued or assessed to determine improvements in subject matter, authors, materials, mode or distribution.
As programs become trite in content or presentation as determined by viewers' reaction or attendance, they are dropped from the available subjects. A committee may be formed to redevelop that subject, but not necessarily. Current trends and community interests are always considered in recruiting new members to the Speakers Bureau.
4. What role does the membership provide for accessing the effectiveness of information intended for Master Gardener continuing education? (Internal education)
With some programs, a pre and post-test is given, but that is up to the individual presenter and is not a standard procedure.
5. What role do the community residents provide in accessing the effectiveness of information intended for the education of the general public?(External education)
All Speakers Bureau public presentations are concluded with a question and answer session. The Extension Office phone number is also made available to attendees. Effectiveness is judged on the number and type of questions received.
6. Describe how the Visual Arts committee determines if its productions are reaching the intended audience.
The Speakers Bureau presents programs by invitation and by subject to each audience. In this instance, no determination is needed.

V. Visual Arts Entry (500 points)

1. What are the key objectives of this Visual Arts production?
This presentation is intended to open the eyes of the viewer to a renewed appreciation of nature and the importance of maintaining the delicate balance of all life forms through use of native plant materials, proper irrigation methods, and practicing IPM.
2. Describe the target audience for this production.
The audience is generally the beginner or intermediate gardener that especially appreciates the beauty of butterflies and hummingbirds, and wishes to garden specifically to attract them.
3. When was it first produced?
The entire presentation as a PowerPoint was developed in 2003, but photographs and handouts used were from several years' collection.
4. Describe outside partners and their role in the Visual Arts production?
A few of the photographs were contest winners in a fund-raiser for the now defunct Granbury Nature Center (former Hood County Master Gardener project). Permission was solicited and received in the use of these photos.
5. How many presentations utilizing this Visual Arts production occurred during the Award year?
Two presentations were given with a total attendance of about 150.
6. How many copies of the production have been distributed during the Award year?
None. It is available upon request from the Cooperative Extension Office.
7. What price, if any, is charged per copy of the Visual Arts production?
The program is free.
8. What is the annual budget for this Visual Arts production?
This particular program was not budgeted, and costs were absorbed by the composing member.
9. What were the costs for this Award year for this Visual Arts production?
Approximately \$60.00 was spent on the overhead transparencies and color cartridge for the printer.
10. How was this Visual Arts production funded?
Costs were absorbed the composer.
11. How many Master Gardeners were involved in this Visual Arts production?
Basically one individual with the critique and guidance of two fellow members.
12. How many volunteer hours were contributed for this Visual Arts production?
Thirty hours were spent in 2003 updating this program for Power Point presentation with overhead slide presentation capabilities. But many more hours were spent gathering materials over the years.
13. Has the Visual Arts production won any awards outside of your organization? (Include any TMGA Awards).
No.