

Texas Master Gardener Association
PROGRAM AWARD

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

Date: Jan 15, 2005

County: Hood
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Program Title: **Advanced Educational Seminar for Master Gardeners and Horticultural Enthusiasts**

Brief description of Program entry: (150 words or less)

The Hood County Master Gardeners (HCMG) were asked the question, "What are the needs of Master Gardeners to enhance their ability to provide horticultural information throughout the county?" Based on a survey of the membership and a challenge from the Extension Agent to reach into new areas of education, the Co-chairs initiated a strategy to develop and conduct an Advanced Educational Seminar for Master Gardeners and Horticultural Enthusiasts. The strategy included an analysis of the survey to determine topics, qualified speakers, and marketing. Master Gardeners and interested horticulturists from across the State were invited. We had excellent feedback from the 135 attendees regarding speakers, topics, and especially the hospitality of our group. Through this Seminar we created a favorable impression to Hood County residents as well as representatives from other counties.

Denzil O. Clegg, Ph.D. and Clyde O. Hagood, M. D.
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 two (2) pages of questionnaire.**

I. Organization and Leadership (150 Points)

1. Describe the Association or Corporation organizational structure for the Program Committee.

The program committee's leadership is the vice president. The VP is a member of the Executive Board that solicits, reviews and implements ideas from the membership.

2. Describe how the individual, committee or group determines the Programs for the calendar year

A membership survey prioritizing the issues or content areas they feel should be addressed to increase the knowledge of our group is analyzed. Qualified speakers are then sought to fill these needs.

3. What are the objectives or goals of the Program?

The overall goal was to provide an educational program for the re-certification of Master Gardeners. With the invitation including "Horticultural Enthusiasts", the general public was given an opportunity to hear highly knowledgeable speakers on current topics and be involved in the question and answer periods following each lecture, thereby increasing their knowledge base as well.

4. How does the committee determine if the Program is providing educational material?

Key questions were asked to determine the relevance of the material. (a). Can the topic address the stated needs of Master Gardeners and others? (b). Is there a body of knowledge supporting the program? (c). Are there qualified faculty or resource persons who are considered experts in their fields of study?

5. What is the involvement of the membership?

- Describe how additional talents are sought and utilized.

The membership was surveyed regarding topics and suggested speakers. Persons with specific talents worked with the speakers in bringing appropriate handout material, setting up for the presentation, and the introductions. Everyone was asked to be friendly and helpful in hosting the Seminar. A copy of the survey is with requested photo documentation.

- How are new members or interns encouraged to participate in the Programs or Projects?

All prospective Master Gardeners are interviewed prior to attending the course. They are asked for their strengths, weaknesses, and any particular talent they feel they possess. This information is used to solicit chairs and members for specific committees. One of the co-chairs for the nominated program was a new member.

6. What is the involvement of the Extension Office professional staff?

The Extension Agent challenged the Master Gardeners to develop a program to meet the educational needs of the membership so as to enhance their ability to provide horticultural information and extend horticultural projects throughout the county. Registration forms were e-mailed through out the Cooperative Extension system. The Secretary developed a list of registrants as well as maintained a supply of registration materials.

7. Explain the process for selecting Programs.

The Executive Committee, Association members, and the Extension Agent work with problems and issues on a daily basis. When Master Gardeners determine they lack the necessary information, and skills to address a problem, programs are developed. Cooperation with other counties is encouraged to obtain the best possible experts for the program.

8. Describe any partnerships with organizations outside of the Master Gardener Association

The HCMG enjoy exceptional community support. (See Part II number 6)

II. Program Entry (150 Points)

1. What are the key objectives of this Program?

To develop a better understanding of the plants that can be recommended for the landscapes in Hood and neighboring counties. To better understand research based information on organic gardening. To view rainwater harvesting techniques for landscapes, wildlife, and in-home use. A copy of the program is included with requested photos. Topics for the Seminar included

- Spring and Summer Color with Native Texas Plants presenter Steve Chamblee, Education Director, Fort Worth Botanic Gardens
- Fall and Winter Plants for North Central Texas Ornamental Gardens presenter Randy Weston, Proprietor, Weston Gardens in Bloom
- Research based Information on Organic Gardening presenter Skip Richter, Travis County Agent
- Rainwater Harvesting for Landscape, Wildlife and In-Home Usage presenter Billy Kniffen, Menard County Agent

2. Describe the target audience for this Program?

Master Gardeners, Interns, potential Master Gardeners, and persons identified as horticultural enthusiasts.

3. Describe how the committee determines if the Program is reaching the intended audience.

The Program Committee was overwhelmed with the number of participants willing to spend a day at the seminar.

4. Is there a standardized procedure for review or critique? (Annual or monthly review, survey or documentation of user opinions)

For this seminar a feedback request form was used to help evaluate the Program determining strengths, areas needing improvement, and information for future planning. A copy is included with requested photos.

5. How many times was it presented in this Award year?

The one-day seminar was presented once in 2004.

6. Describe the role of outside partners in this program.

The all day program was the day before the Granbury Harvest Moon Festival sponsored by the Merchants Association. General Granbury of this association talked to the group during lunch. The Convention and Visitors Bureau provided information on Granbury and goodie bags. The Granbury Chamber of Commerce publicized the program. Home Depot provided aprons for the lunch for each participant. Several garden centers handed out program information. Articles were written by the Hood County News and the Extension Agent talked about the program on his radio and TV programs.

7. How many Master Gardeners were involved in the Program or Project?

Eight Hood County Master Gardeners planned, developed, and had key roles during the seminar. All Hood County Master Gardeners served as hosts and hostesses during the day. Master Gardeners from surrounding counties were seminar participants.

8. How many volunteer hours were contributed in the Program or Project?

There were one hundred twenty-four recorded hours.

9. Has this Program previously been submitted to TMGA? If yes, explain the changes that were made in this submission

No.

III. Program Entry (700 Points)

These points will be given to the Program Entry as compared to all entries received in this category.

Reduced sized copies of survey, registration/program and evaluation forms along with photos are attached.