

Texas Master Gardener Association

MULTIMEDIA AWARD

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

Date: Jan 15, 2005

County: Hood
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Multimedia Title Hood County Master Gardeners Website

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

The HCMG website features educational articles and links for the public and the members. User friendly menus provide easy access to horticulture information such as the Garden Patch articles, Gardener's Calendar, Educational Events, County Extension website and a Resource page with hyperlinks to gardening information. We also have links to our Scholarship information, a Feedback form, Master Gardener information, Local Projects, our monthly newsletter with garden tips and a Members Only area. The site is easy to navigate, highly educational and informative. Pictures of plants, projects, and people enhance the web pages. The home page content is changed each month to provide new educational articles. Design ideas are provided to the Webmaster by the membership, the HCMG Executive Committee and the Extension Agent. Content is determined by feedback from the public, the membership, the Extension Service, and horticulture trends. Educational goals and objectives are always the #1 priority.

Doug Richards
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 Multimedia Committee.

The committee is under the supervision of the HCMG Executive Committee and the County Extension Agent. Each program has a chairperson who is responsible for the overall implementation including solicitation of participants, resources and feedback.

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

The Executive Committee meets quarterly and reviews programs that are beneficial to the community and the membership. Consideration is given to horticultural trends, suggestions from the community and our membership. Programs that have educational content are given priority. The proposed program is then voted on by the membership and assigned a project chair and committee for implementation.

3. What is the involvement of the membership?

Members are very involved in making recommendations for our website. They suggest content, write articles and help develop subject matter. Members also offer suggestions and feedback.

- **Describe how additional talents are sought and utilized.**

All members are asked to participate and make their talents available. We maintain a list of individuals with expertise in photography, writing, computers, graphics and specific plant knowledge. These skills are utilized as needed.

- **How are new members or interns encouraged to participate in the Multimedia program?**

New members and interns' talents are identified through interviews and surveys. Their mentor will counsel and encourage them to utilize their talents. Frequent contact is made with each individual via e-mail, personal contact and phone calls. They are also invited to attend committee meetings.

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

The Extension Office staff is instrumental in publicizing our website via e-mail, radio, newspapers and speaking engagements. They provide information when needed, attend meetings, offer recommendations and are available to our organization at all times.

5. Describe any partnerships with organizations outside of the Master Gardener Association or Corporation.

We rely on internal resources to produce and maintain our website. The local newspaper, convention bureau, and chamber of commerce print articles and distribute information that includes our web address.

6. What percentage of the Multimedia program is focused on providing educational information for local residents?

Approximately 90% of our website is devoted to educational information for local residents. Our website features horticulture information with easy access to fruit, gardening, insects, plant disease, trees, shrubs and lawn questions. The public also has access to the Educational Events, Garden Calendar, Backyard Banter and Scholarship information.

7. How does the Multimedia committee determine if the publication is providing educational material?

We receive feedback from the public and members. We also have a program that provides statistical data such as number of visitors and hits to specific pages. Information is stored in a local database and analyzed by the Web and Executive Committee

8. Has your Association or Corporation developed any specialized training programs? (Give an example.)

The Webmaster reviews new software and technology that might be utilized. We provide individual instructions for hardware, software and Internet. Feedback from the website was also one of the major determining factors in selecting the program subjects for our highly successful Advanced Horticultural Seminar where we educated 135 people from various parts of the State. The Faculty of that seminar were recognized speakers from throughout the State.

II. Multimedia Entry (150 Points)

1. What are the key objectives of this Multimedia?

The key objectives are to provide educational content and a resource for gardening information. The primary focus is to further the education and knowledge of the public as well as our members.

2. Describe the target audience for this Multimedia?

The website is directed to people interested in horticulture that want to learn more about gardening and landscaping. It is intended as a resource for information for both the public and our members.

3. Describe how the Multimedia committee determines if its Multimedia production is reaching the intended audience

We receive regular feedback from the public and members via individual contact, e-mail and web feedback form. We also have a statistical program that provides extensive data on visitors and hits to our website.

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

Statistical data is analyzed daily, weekly, monthly and annually to determine visitors to our website, where they originate and what pages they visit. Feedback is solicited from our members. Additionally, monthly e-mails are sent out to non Master Gardeners soliciting their feedback. We also receive numerous unsolicited comments from both Master Gardeners and the public.

5. When was this Multimedia production first produced?

April 2003

6. What is the period(s) of distribution? (Once, annually, quarterly, monthly, weekly or as needed)

This website is produced monthly. It is modified almost daily with new local, regional and state wide educational events. Horticultural links are updated several times a month as we receive feedback from the public and our membership. The website is available 24 hours a day, 7 days a week.

7. How many copies were distributed during the Award year?

This Award year, 19, 559 individuals visited 448,735 pages on our website.

8. Explain how the Multimedia are critiqued or accessed to determine improvements in subject matter, authors, materials, modes or distribution of Multimedia.

The web and executive committee constantly review all statistical data, feedback and surveys. Adjustments are made as needed.

9. Describe outside partners and their role in the production of this Multimedia.

We do not partner with any outside organization. We have the resources internally to publish and distribute the product without any outside assistance.

10. Explain how new methods, techniques and technologies are incorporated into the Multimedia program. (Give an example.)

The Webmaster regularly reviews new software and techniques that might be utilized. As a result, we now utilize PDF, RTF and DOC formats to post documents. We also use JavaScript and Flash objects.

11. How many Master Gardeners were involved in the production of this Multimedia?

We have four key contributors plus the entire membership provides feedback and assistance.

12. How many volunteer hours were contributed in the production of this Multimedia.

Total volunteer hours: 264

13. Has this Multimedia won any previous TMGA awards? If yes, explain the changes that were made to this Multimedia.

We were awarded 1st place in 2003 for our website. This year significant changes were made to include more educational content. Our Home page was revised to include regular monthly features such as, Tree of the Month, Plant of the Month, Bug of the Month, Educational Events, and a Garden Calendar. Placement of these items on our Home page increases the visibility of educational items. Fresh content on our Home page each month enables us to provide the public with more educational articles.

III. Multimedia Entry (700 Points)

These points will be given to the Multimedia entry compared to all entries in this category.