

# Communicating to Cultivate

2020 REGIONAL LEADERSHIP CONFERENCE  
GEORGIA MASTER GARDENER EXTENSION VOLUNTEER PROGRAM

PUT THE PIECES TOGETHER.



UNIVERSITY OF GEORGIA  
EXTENSION



COMMUNICATE TO CONNECT

## Welcome!

### 2020 Regional Leadership Conference Series



- June 19, 2020 – Communication to Connect
- August 21, 2020 – Communication to Collaborate
- November 6, 2020 – Communication for Community

### RLC Credit

- You'll receive 2 hours of AT credit for participating today.
- It will be entered into MGLOG for you!

### AGENDA

- 10:00 am Welcome and Introductions
- 10:15 am Host site greetings – Garrett Hobbs, ANR agent, and Karin Hicks, Program Assistant, Hall County
- 10:30 am Communicating to Cultivate
- 11:15 am GMGA Connections
- 11:30 am Q&A
- 12:00 pm Summarize and Adjourn

COMMUNICATE TO CONNECT

## Welcome!

*Thank you to our virtual hosts in Hall County!*

## Hall County Extension Master Gardener Program

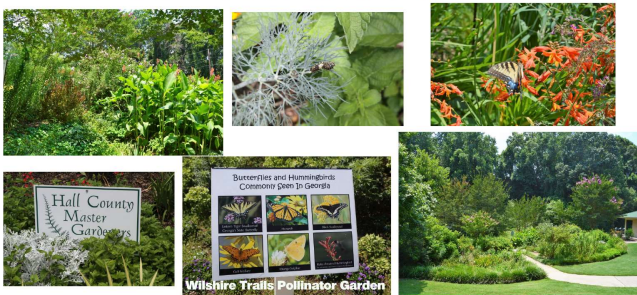
Garrett Hibbs, ANR Agent  
Karin Hicks, Program Assistant



## Brenau University Garden Society (BUGS)



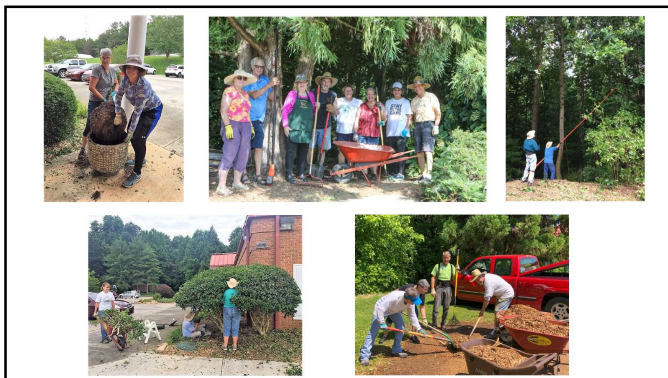
## Wilshire Trails Park Pollinator Garden





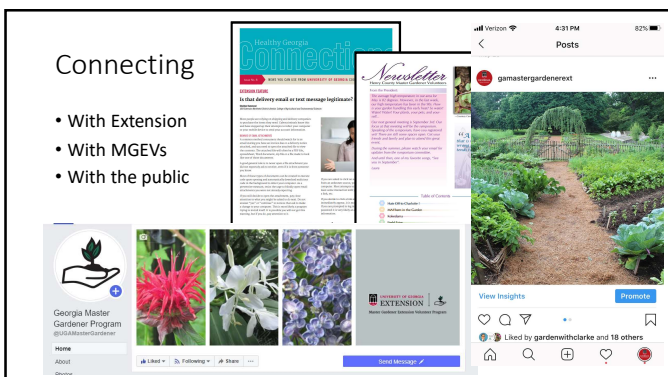


## Extension Demonstration Gardens

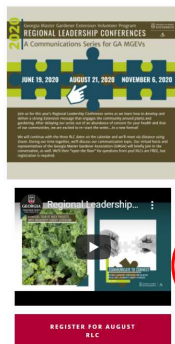


COMMUNICATE TO CONNECT

## Communicating to Cultivate



## Guidelines for Communicating



**2020 Online Regional Leadership Conferences**

Join us for this year's Regional Leadership Conference series as we learn how to develop and deliver a strong Extension message that engages the community around plants and gardening. After delaying our series out of an abundance of concern for your health and that of our communities, we are excited to re-start the series...in a new format!

We will continue with the three RLC dates on the calendar and we'll meet via distance using Zoom. During our time together, we'll discuss our communication topic. Our virtual host and representatives of the Georgia Master Gardener Association (GMA) will briefly join in the conversation, as well. We'll then "open the floor" for questions from your RLCs are FREE, but registration is required. Registration for the August conference will start in July.

**Upcoming Conferences:**

- August 21, 2020 | 10 am - 12 pm | Communicate to Cultivate | [Register for the Conference](#)
- November 6, 2020 | Communicate for Community

June 19, 2020 Communicate to Connect Resources

- Learn more about the June session on the Trellis blog
- Communicate to Connect RLC Session PowerPoint Handouts
- UGA Writing Style Guide
- Page 16 of GA-MGSA Program Policies covers logo usage
- UGA Logo Guide with MGEV co-branded logo
- Public Events and Social Access
- Digital Communication Guide
- Social Media Guidelines
- Gardening YouTube Videos

**REGISTER FOR AUGUST RLC**

## cul·ti·vate

- Prepare and use (land) for crops or gardening
- Try to acquire or develop (a quality, sentiment, skill)

<https://languages.nps.com/google-dictionary/en/>

## As MGEVs

- You are assisting the public in cultivating knowledge in skills about plants and gardening
- You are cultivating your knowledge and skills

If I am going to cultivate a garden space, what will I do first?

- Tools
- Good weather
- Soil moisture
- Amendments



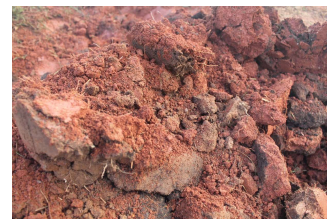
If I am cultivating knowledge of plants and gardening, what do I need to do first?

- Tools
- Resources



Cultivating implies some effort on our part

- We are going to work to improve soil
- We are going to tend young plants by adding water, nutrients, and weeding
- We are going to stake and support plants that are growing faster than their cells can support



## Cultivating a knowledge of gardening takes effort on our part

### Media

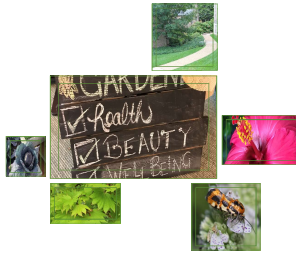
- Newspapers
- Websites
- Social Media
- Blogs
- TV and Radio

### Learning Opportunities

- Exhibits
- Lectures
- Workshops
- Experiential Programs

### Observation

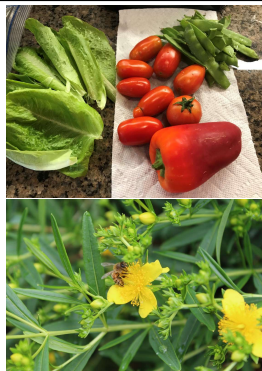
- Demonstration Gardens
- Garden Tours



## Consider Your Audience

## Consider Your Audience

- To whom are we speaking?
- Are people generally plant-literate?
- Are we using jargon?
- Does the general public know when seasonal crops are available?
- *We've got to think like the average person, not like an informed MGEV.*



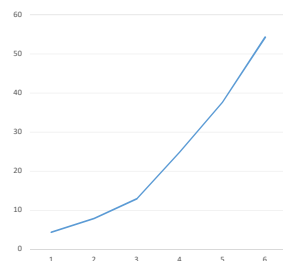
## How do we know we are successful in cultivating our soil?

- Beautiful, healthy plants
- Productive plants
- Healthy insect activity



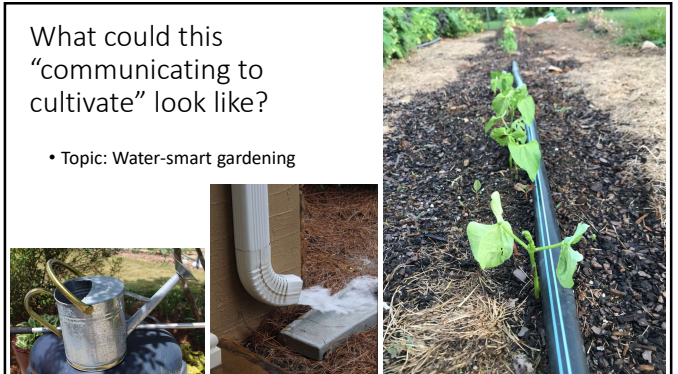
## How do we know if we are successful at cultivating knowledge of plants and gardening?

- New audiences attending Extension events
- Repeat visitors or attenders to Extension events
- Increased visitation of our demonstration garden sites
- Increased views of social media accounts
- Requests for more information or activities



## What could this "communicating to cultivate" look like?

- Topic: Water-smart gardening





Think about the ways that we teach:

#### Media

- Newspapers
- Websites
- Social Media
- Blogs
- TV and Radio

#### Learning Opportunities

- Exhibits
- Lectures
- Workshops
- Experiential Programs

#### Observation

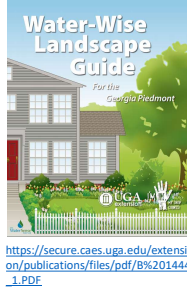
- Demonstration Gardens
- Garden Tours

## Practice

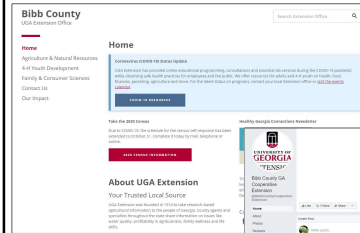
- We're going to make a "cultivation" plan
- TOPIC: Water-smart Landscaping
- Time frame: April - October

CULTIVATION PLAN WORKSHEET		
TEAM		
TOPIC		
RESOURCES AND TOOLS		
WEBSITES	NAME	NEED
PUBLICATIONS		
PRESENTATIONS		
VIDEOS		
PHOTOS		
DEMONSTRATION SITE		
EFFORTS		
THINGS WE'RE ALREADY DOING		
NEW ADDITIONS		

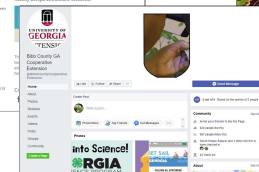
What resources already exist?



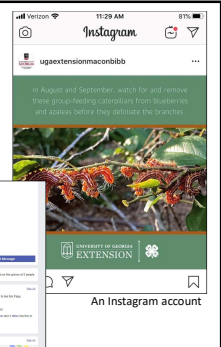
## Tools



A county webpage

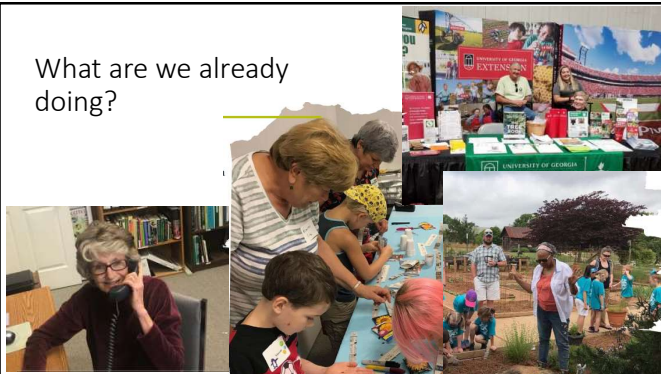


A Facebook account



An Instagram account

What are we already doing?



## Group Activity

- GROUP 1: Media
- GROUP 2: Learning Opportunities
- GROUP 3: Observational

- 8 minutes in your groups (randomly assigned)
- Brainstorm ways in which you can cultivate a knowledge of water-smart landscaping with your assigned method
- What would your plan look like over the course of the year?
- Use your worksheet to take notes
- Choose 1 person to share with the entire group

## Breakout Rooms

- Right now, you see everyone and the main presentation
- I will launch the break out room feature
- Zoom will randomly divide you into three groups
- You will see a message to join the break out session --- say Yes!
- You will then be in a "room" with 1/3 of participants
- At the end of our 8 minutes, you'll see a message "Break out session ending in 60 seconds"
- Click to rejoin OR do nothing. The break out session will end and you will be automatically returned to the large group.

## Group Activity

- Each group will have a moderator
- Use your worksheet as a guide
- Remember that 50 people can't speak at once, so use your chat box!
- You want to outline what your team's plan could look like over the course of 7 months.
- Choose someone to take notes and share with everyone else when we come back together.

PLAN		
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER		

Did you like the breakout function in Zoom?

- Participate in the poll!

Let's hear your plans to cultivate!

## Group 1: Media

- What does your plan for a year look like?

## Group 2: Learning Opportunities

- What does your plan for a year look like?

### Group 3: Observations

- What does your plan for a year look like?

If we put all of this together, what would it look like?

MEDIA

LEARNING  
OPPORTUNITIES

OBSERVATIONS

Would we see evidence of cultivation?



### Summary

- Cultivating knowledge in our audiences is as purposeful and intentional as the steps we take to cultivate our gardens
- Make every step count!
- Use what one team/project group is doing to support efforts
- Look for evidence of success!

### Next Time

- We'll dig deeper into our communication methods and learn how to put them together

COMMUNICATE TO CONNECT

## Communicate to Cultivate

A Message from GMGA

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## GMGA RLC #2

### COMMUNICATE TO CULTIVATE

GEORGE JEBURK AND MARJORIE STANSEL

## GMGA

AN END-TO-END PLAN FOR DELIVERING  
STRATEGIC MESSAGES TO KEY AUDIENCES IN  
ORDER TO DRIVE POSITIVE OUTCOMES.

## GMGA

### WHO IS YOUR AUDIENCE?

- WHO ARE YOU TRYING TO REACH?
- WHAT METHODS DO YOU WANT THEM TO RECEIVE?
- HOW WILL YOU REACH THEM?
- WHAT DO YOU WANT TO COMMUNICATE?

## GMGA

### HOW WILL YOU COMMUNICATE

- (a) Electronic Media
  1. e-mail
  2. Facebook
  3. Instagram
  4. Twitter
  5. Zoom, Cisco Webex, You Tube OR Webinar
- (b) Print Media
  1. Scoop and GMGA Web page
  2. Clips and Trellis Posts

## GMGA

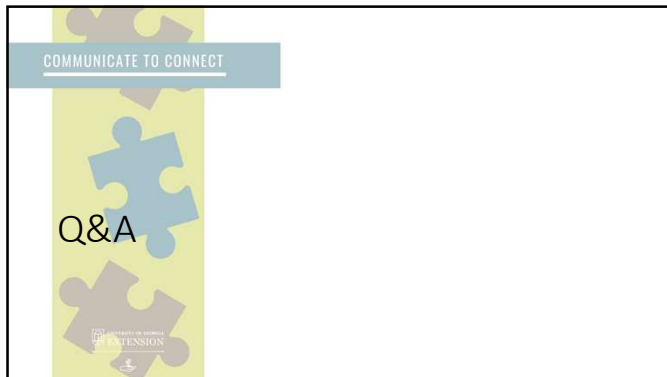
### SET COMMUNICATION GOALS USING SMART

- S = Specific
- M = Measurable
- A = Actionable
- R = Relevant
- T = Timely

## GMGA

### THE PLAN IN ACTION

- 2020 GMGA
- VIRTUAL CONFERENCE
- PLANTING FOR THE FUTURE
- NOVEMBER 13 – 14, 2020



We asked ahead of time what you want to know...

- Thank you for sharing what is on your mind!

### Current UGA guidelines for the pandemic

- UGA Extension COVID-19 Resources website
- <https://extension.uga.edu/topic-areas/timely-topics/emergencies.html>

How (do) the UGA requirements tie in with the local county requirements?

- County restrictions/closures apply to county offices

### Volunteer Hours

- Will you exempt people from the 25 hour volunteer service this year?
- Will you extend the requirement for achieve Silver or Gold Status within 5 years to 6 years due the pandemic?
- How to maintain my MGEV status during the pandemic with volunteer activities severely curtailed?
- For new MGEV's how can we get to those minimum hours for volunteering for 2020? I have been attending virtual sessions to get a few learning hours in
- Will the new MGEV trainees in 2020 have a longer opportunity to earn their 50 hours?

### Trellis post from 8/14/20

- Individuals who trained during 2020 have until December 31, 2021, to complete the initial 50 hours of volunteer service for obtaining the MGEV title.
- Individuals who trained during 2019 who have not completed the initial 50 hours of volunteer service for obtaining the MGEV title have until December 31, 2021, to complete a total of 75 hours. This is to satisfy the original service requirement and to be considered a current, active MGEV.
- MGEVs who entered 2020 in good standing will not be penalized for volunteering less than 25 hours during 2020, but are encouraged to do what they can.
- Individuals who do not wish to volunteer at this time may request Inactive Status (see Georgia MGEV Program Policies for additional information). Contact your agent or program coordinator to make this request.

### Things that we cannot negotiate:

- Update of Risk Management Training (RMT) is required to retain active status in 2020 *and is not optional*. Anyone who has not completed RMT prior to October 1, 2020, will automatically be converted to inactive status.
- Keeping your Background Investigation (BI) current requires voluntary service at least once every 120 days.
- Things MGEVs do on a regular and voluntary basis include:
  - Virtual service
  - In-person participation in projects
  - Training participation

- We understand that this year is not normal.
- Do what you can.
  - Record continuing education hours
  - Participate in virtual meetings with your agents and fellow volunteers
  - Get involved in virtual volunteer opportunities, such as giving online presentations or distance diagnostics
  - Work with a MGEV team to plan an upcoming event
- Please be patient with us.
  - We are following UGA's lead.
  - Answers are not immediately available.
  - Answers may change!

### Things to Expect

- As University and volunteer service resumes, we will need to be extra vigilant about MGEV-related recordkeeping.
  - Exact location of volunteer service
  - Time of day
  - Event sign-in sheets
- USG is interested in the ability to produce clear and accurate activity records in the event of a COVID-19 outbreak.
- We already use MGLOG, and as long as MGEVs keep records updated (within 24-48 hours), the system should be sufficient.

### Things to Expect

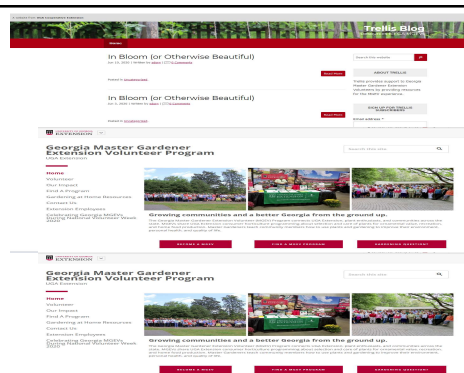
- Every county will be different.
  - Reopening times will vary
  - Limitations will vary
- ALWAYS check with your agent before planning or scheduling activities.

### Inactive Status

- Available to anyone who feels that they cannot or should not volunteer this year.
- Can be used for 2 consecutive years
- Requires reactivation to return to active MGEV status, including Background Investigation
- If you want this option, please email your Extension agent or program coordinator to let him/her know.

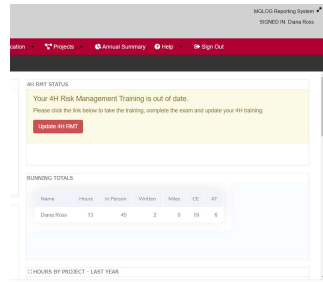
### Please Stay Connected.

- Updates will be posted to:
- Trellis
  - State Program Website (gamastergarden.org)
  - Email to MGEVs (keep your address updated in MGLOG!)



## Risk Management Training (RMT)

- RMT renews July 1, 2020.
- Please take a half-hour to update!
- Great way to stay engaged with the MGEV program by meeting annual training requirements.
- Look for the links in the yellow box in top-right corner of your MGLOG homepage.



## Coming Up Next

### Thoughtful Thursdays

- September 10, 2020 – Program Sharing
- October 8, 2020 – Fall Turf Update, Clint Waltz
- November 12, 2020 – Master Mentoring for Youth, Keri Hobbs
- Catch the archives in MGLOG!



## Strategic Planning Project

Fall 2020

## Charge

- Our ultimate goal is create a plan to direct and shape the Georgia Master Gardener Extension Volunteer Program for the next 5 to 10 years

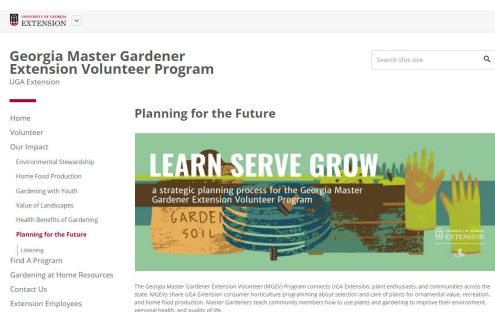
Many thanks to our Strategic Planning Team for providing direction to the project:

- Paul Ragless, Agriculture and Natural Resources Agent and County Extension Coordinator, Bartow County
- Joel Burnsed, Agriculture and Natural Resources Agent and County Extension Coordinator, Walton County
- Tim Daly, Agriculture and Natural Resources Agent, Gwinnett County
- Kathy Henley, Agriculture and Natural Resources Program Assistant, Bibb County
- Cynthia McCrary, Program Assistant, Agriculture and Natural Resources, Fayette County
- Sheri Dorn, State Coordinator, Georgia MGEV Program, and Extension Specialist, Consumer Ornamental Plants

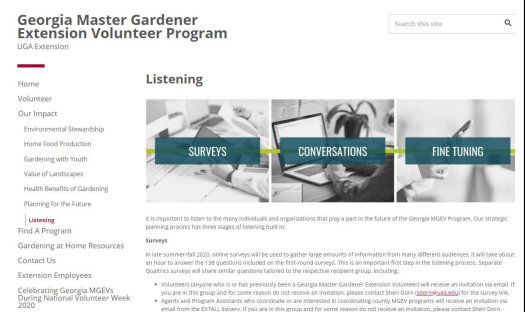
with additional guidance from the MGEV Advisory Panel, including:

- Keith Mickler, Agriculture and Natural Resources Agent and County Extension Coordinator, Floyd County
- Tripp Williams, Agriculture and Natural Resources Agent and County Extension Coordinator, Columbia County
- George Jeburk, MGEV, Henry County, and current GMGA President
- Dale Senko, MGEV, Coweta County
- Marc Teftebau, MGEV, Cherokee County
- Patricia Adair, MGEV, Walton County
- Phillip Williams, MGEV, Richmond County, and GMGA President-elect

## Project Website



## Listening page





Please contribute!

1. Participate in the online survey
2. Participate in one of the facilitated discussions
3. Encourage fellow MGEVs to participate in survey and discussion sessions
4. Encourage *your public* to participate in the public survey

## Wrapping Up

PUT THE PIECES TOGETHER.



UNIVERSITY OF GEORGIA  
EXTENSION



COMMUNICATE FOR COMMUNITY

See you next time!

- November 6, 2020
- Regional Leadership Conference #3
- Communicate for Community: Reaching the Larger Audience



Stay safe!  
Stay well!  
Garden on!

*Thank you for being a part of today's Regional Leadership Conference!*