

Communicating to Connect

2020 REGIONAL LEADERSHIP CONFERENCE
GEORGIA MASTER GARDENER EXTENSION VOLUNTEER PROGRAM

PUT THE PIECES TOGETHER.



UNIVERSITY OF GEORGIA
EXTENSION



COMMUNICATE TO CONNECT

Welcome!

- 2,330 active volunteers
- 179,788 volunteer hours
- Valued at \$4.3 million
- 240,243 in-person contacts
- 1.1M telephone/email/media contacts
- 9,906 continuing education hours
- 2,142 Advanced Training hours



2019 Annual Report
40 years of growing a better Georgia

Georgia Master Gardener Extension Volunteer Program
Impacting Youth, Life Quality, Health, and Communities

gmaeextension.org | prepared by the GA MGEV State Program Office

Georgia Master Gardener Program

Our Impact



2,330 active GA MGEVs



\$4,340,082 given back to communities



179,788 Volunteer Service Hours

Home Food Production

- 109,056 pounds of donated produce = 327,170 servings



COMMUNITY GARDENS BY STATE INITIATIVE
Monthly Newsletter of Gardening
General Extension Support
Home Food Production
Environmental Stewardship
Coordinating with Youth
Value of Landscapes

Scholarships

In 2019, Georgia Master Gardener Extension Volunteers gave \$63,450 in scholarships:

29 college scholarships = \$50,000
11 4-H scholarships = \$13,450

Diversity in research

Our department's research is a multitude of research in regional foods, but a small group of fruits, vegetables, herbs, and ornamentals are the most common. Our research is based on our greatest strengths.

[Major in horticulture](#)

[About us](#)



Follow us @ugahorticulture



UGA Horticulture Department News

[View the blog](#)

Named to Horticulture Program in May 17, 2020
GA Green Industry Association Seeks New Executive Director



2020 Regional Leadership Conference Series

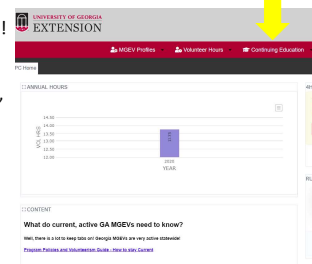
- March 20, 2020 – *cancelled*
- June 19, 2020 – Communication to Connect
- August 21, 2020 – Communication to Collaborate
- November 6, 2020 – Communication for Community

Continuing Education

- Enter your time today (2 hours) in MGLOG as CE/Training hours
- We have postponed the Communications AT that was originally built into the RMC series.
- We eliminated much of the AT content from the series, anticipating that we needed the opportunity to connect and communicate during this highly unusual year.

Be sure to record your time.

- Time today is valuable training time!
- Enter in MGLOG
- Click on “Continuing Education” then “Report Continuing Education”
- Training Title: RLC
- Enter 2 hours for 6/19/2020
- Location of training: online



AGENDA

- 10:00 am Welcome and Introductions
- 10:15 am Host site greetings – James Morgan, ANR agent, Dougherty County
- 10:30 am Communicating to Connect
- 11:15 am GMGA Connections
- 11:30 am Q&A
- 12:00 pm Summarize and Adjourn

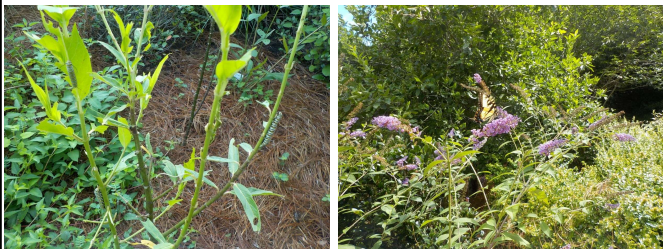


SOWEGA Master Gardeners

Dougherty County Master Gardener Program

Rosalynn Carter Butterfly Project

Master Gardeners volunteering with National Park Service to rejuvenate the original butterfly trail garden



Dougherty County School Nutrition Teaching Gardens



COMMUNICATE TO CONNECT

Communicating to Connect

UNIVERSITY OF GEORGIA
EXTENSION

How to Talk Dirt in the 21st Century

Our first title...

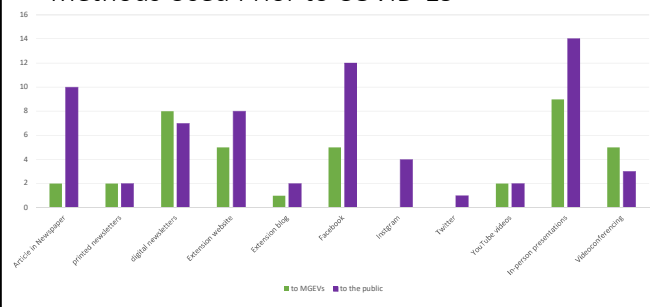
Good communication enhances the MGEV experience.



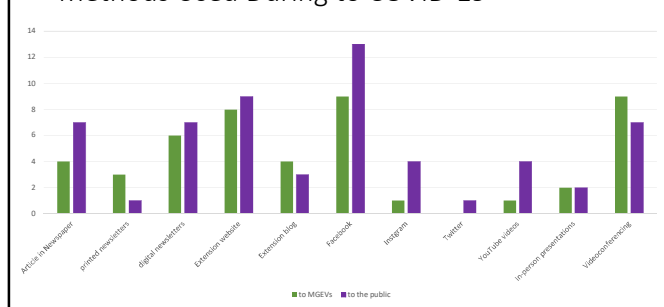
Communication Methods

- Written
- Auditory – sound, video

Methods Used Prior to COVID-19



Methods Used During to COVID-19



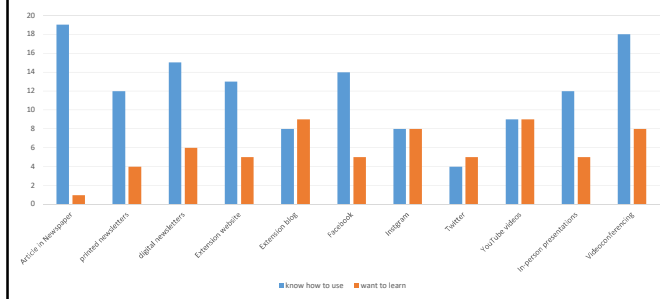
Trends for Communicating with Each Other

- Increased use of
 - Newspaper articles
 - Printed newsletters
 - Extension website
 - Extension blog
 - Facebook
 - Instagram
 - videoconferencing
- Decreased use of
 - Digital newsletters
 - YouTube videos
 - In-person presentations

Trends for Communicating with the Public

- Increased use of
 - Extension website
 - Extension blog
 - Facebook
 - YouTube
 - Videoconferencing
- Decreased use of
 - Newspaper articles
 - Printed newsletters
 - In-person events
- Same Use of
 - Digital newsletters
 - Instagram
 - Twitter

Methods MGEVs Want to Learn to Use



Connecting

- With Extension
- With MGEVs
- With the public

Guidelines for Communicating

- All materials should be original work or be properly referenced (including photos)
- **Extension review prior to publication or release is required**
- MGEVs should use proper by-lines

Public Distribution of Materials Developed by MGEVs

MGEVs have opportunity to develop educational materials for public distribution to address gardening topics, including articles for print or web and presentations/PowerPoints. All material should be original work or should properly reference sources when appropriate and provide proper credit for non-original photos, images, and content. Extension staff must approve materials prepared by MGEVs prior to release for publication or presentation. By-lines for MGEVs should read, "John Brown, a Master Gardener Extension Volunteer with University of Georgia Cooperative Extension Pecan County."



Resources

Using Logos and Images

- Take advantage of UGA's credibility and name recognition!
- Include a prominent UGA Extension logo on info for the public
- MGEV image is trademarked
- **Remember your Extension review prior to publication or release**

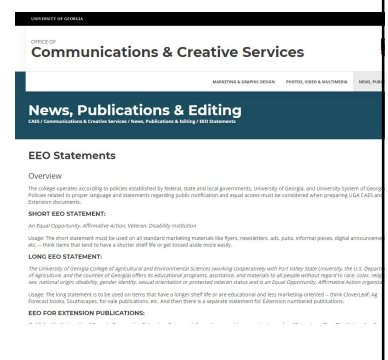
Use of Official Logos

Promotional materials for Extension-approved events and activities should have a prominent UGA Extension logo. Any sponsor information, such as a MG organization logo, should be placed according to UGA Extension guidelines. The Georgia Master Gardener Extension Volunteer logo is trademarked and the property of the University of Georgia. In addition to the logo, UGA C&ES also uses the appellation "Georgia Master Gardener Extension Volunteer" and "Reaching Out" in connection with the Georgia Master Gardener Extension Volunteer Program. The use of the Georgia Master Gardener Extension Volunteer logo on promotional materials, websites, or banners should include the "trademarked" symbol ® and is reserved for use only with approved MGEV Program activities. Permission to use the logo for commercial reproduction is only granted through the University of Georgia Division of Marketing and Communications (<http://cas.uga.edu/unit/communications/resources/logos/a-1.asp.html>). All forms and letters sent with regard to the Georgia MGEV Program should be on current UGA Extension letterhead with appropriate logos and EEO statements.



ADA Compliance

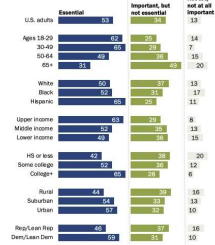
- So helpful to have trained eyes reviewing our materials!
- Statements of accommodation for in-person events
- Closed-captioning for videos
- **Remember your Extension review prior to publication or release**



Reaching Different Audiences

Hispanic adults, college graduates and adults under 50 are especially likely to say the Internet has been essential during the coronavirus outbreak

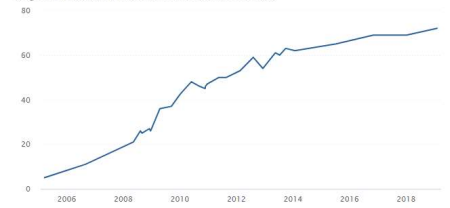
% of U.S. adults who say the Internet has been _____ for them personally during the coronavirus outbreak



<https://www.pewresearch.org/internet/2020/04/30/53-of-americans-say-the-internet-has-been-essential-during-the-covid-19-outbreak/>

Social Media Usage Over Time

% of U.S. adults who use at least one social media site



Source: Surveys conducted 2005-2019.

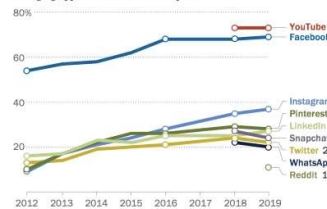
PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

Social Media is Valuable

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2013 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

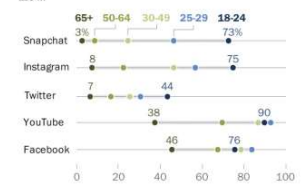
<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

Is my audience on social media?

Think of each type of account or platform as a way to reach a different persona.

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	35	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	42	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Age 18-29	91	79	67	34	28	62	38	23	22
30-49	90	76	75	38	17	73	44	20	21
50-64	83	64	67	28	44	47	31	28	23
65+	87	79	47	35	37	25	26	35	14
Income									
<\$30,000	70	68	23	27	34	9	17	16	6
\$30,000-\$74,999	78	66	8	13	11	3	7	3	1
\$75,000+	68	69	35	18	10	37	30	19	9
Education									
High school or less	75	72	39	27	26	26	20	16	10
Some college	83	74	42	41	49	22	31	25	15
College+	64	61	33	19	9	22	13	18	6
Location									
Rural	79	75	37	32	26	29	24	14	14
Suburban	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Region									
Reg./Latin Rep.	74	68	26	30	30	22	19	13	8
Dem./Lean Dem.	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. White and Black include only non-Hispanic. Hispanic are of any race. Source: Surveys conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

TIDBIT: Women are nearly 3X as likely as men to use Pinterest (42% versus 15%)

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

- Most people come to the web for news and information.
- Web users have a short attention span.
- There's a lot of noise to filter through.



The best visual expression of your brand. Capture attention through strong creative.



Mass reach. Videos and live content are king + strong paid opportunities.



The pulse and place for real time. One-to-one engagement and brand personality also shine.



Real & raw access. People and hosts are key. Think reality TV programming.

UGA Support and Resources

- <https://brand.uga.edu/social-media/#policies-guidelines>
- Brand accounts appropriately
- Don't use athletics or other copyrighted materials
- Include handout from Laura and Josh

Permissions

- Be sure you have permission to use third party images and other materials that you, your department or the university does not directly own.
- Example:
- You photograph a hydrangea at a public garden. You are allowed to use this photo on social media, provided people's faces are not clearly depicted in them.
- *If people are prominently featured and identifiable, you must obtain permission from them to use their image.*

Amplification

- Regularly check the UGA Master Gardener accounts for messages that can be retweeted or shared on local pages

Requirements for MGEV Accounts

- Always have at least TWO admins/or people with access for "UGA" accounts
- Use Facebook groups, protected Twitter accounts for internal 4-H announcements.

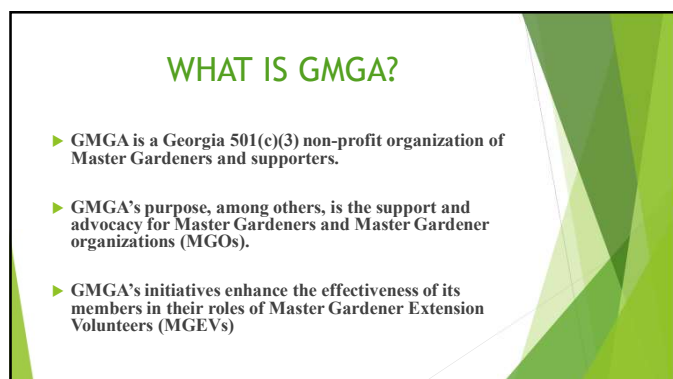
- It is better not to have a social media presence than to have one that is "dead" or filled with spam. If you are no longer keeping up with an account, please close or delete it.

How will others find you?

- Include the URL on:
 - Newsletters
 - Brochures
 - Flyers
 - County webpages (buttons)
- Ask friends to like/follow you
- Follow related accounts

Next Session: Communicate to Cultivate

- We'll look at how to create content for social media sites



BENEFITS FOR GMGA MEMBERS

- Access to the Quarterly Scoop, GMGA email calendar and GMGA Clips
- Preferred rates for the Annual Fall Conference and other events
- Group rates for Field Trips
- Field Trips for private events not open to non-GMGA members

BENEFITS FOR GMGA MEMBERS

- Members only password for profile information
- Funding through GMGA Project Grants for community activities
- Networking and collaboration with colleagues

GMGA MEMBERSHIP

- Membership Dues for GMGA
- Georgia Master Gardener \$20.00
- Master Gardener Couple \$30.00
- Friend of Master Gardeners \$20.00 Non-Voting member

Enrollment commences January 1 of each year
Membership dues expire each December 31.

If you have questions about Membership please contact
our Membership Chairman at
elizabeth.r.dietz@gmail.com

SPECIAL BENEFIT

- \$5.00 Cash Back Program for Membership

➤ As an incentive to promote the benefits of GMGA membership and to support local MG organizations, \$5 of your membership fee for 2020 was refunded to your local organization IF your membership for 2020 was paid by March 31, 2020. If you do not have a local organization, funds will be dedicated to GMGA educational programs



HOW GMGA CONNECTS IN 2020

THROUGH THE SCOOP Which Includes

President's Letter
Report on Grants from Prior Years
Focus on Agent
Focus on Members
Articles Submitted by Members or Agents
Report from UGA

THROUGH CLIPS

Which Includes

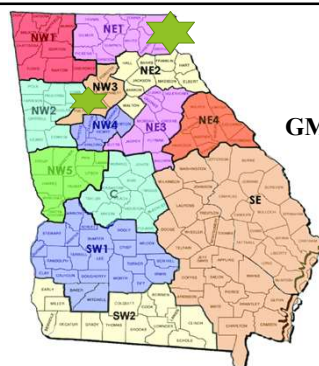
Plant Sales
Garden Tours
Local Meetings with Special Guest
Speakers

THROUGH DISTRICT DIRECTORS

Who visit local chapters
(but not in 2020)

PURPOSE OF DISTRICT DIRECTORS

Represent MGOs within a geographical area of the state and provide a voice for Master Gardeners in their district as well the uniting voice for county chapters and individual Master Gardeners.

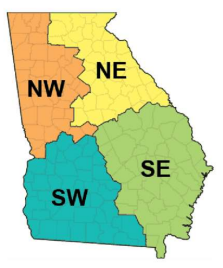


GMGA DISTRICTS MAP

UGA Extension

159 counties

Georgians working with
Georgians in communities,
homes, and businesses
Cooperation between local,
state, and federal governments
Taking knowledge from the
land-grant universities to
everyday people with everyday
problems



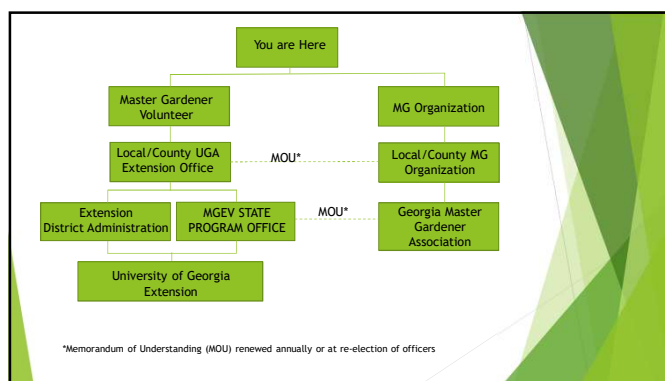
UGA Extension is organized
into four geographical
districts.

UNIVERSITY OF GEORGIA

**Trains Master Gardeners in
Consumer Horticulture through
the University of Georgia College
of Agriculture and Environmental
Sciences**

GMGA

Works in collaboration with the local Cooperative Extension Service MGOs and MGEVs to advocate for and deliver benefits to MGEVs across Georgia



GMGA NEEDS YOU!

If you are interested in joining GMGA as an officer or director, please contact our President, George JeBurke at gjeburk1@aol.com, or Phillip A. Williams at phillipawilliams44@yahoo.com

COMMUNICATE TO CONNECT

Q&A

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

- Thank you for sharing what is on your mind!

How can we motivate MGEVs to take positions of leadership in organizations?

- *Be the organization of which someone wants to be a leader*
- Having shared values, such as care for the environment
- Focusing on a vision
- Have a plan, know that results are being achieved
- Relationships
- Positive behavior

Projects

- Does volunteering at UGA Fulton Fresh Market count towards MGEV hours?
 - Check with your agent!
- What is the single most important volunteer project a MG can be involved in?
 - Assisting with diagnostic service and help requests remains the top request of Extension agents who recruit and train MGEVs
- Would like to hear what other counties & groups have been doing specifically during quarantine
 - Stay tuned! We'll be sharing stories during our RLC series.

Will we continue online training? As we age and due to the pandemic, traveling becomes harder to do.

- Yes!!
- Online modules to supplement in-person initial training have been in development for some time.
- Online training has been used for Advanced Training. We will be offering at least one independent session this summer as a pilot.
- Thoughtful Thursdays will continue.
- Online Regional Leadership Conferences??
 - Might not need the "Regional" part!!

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?

Annual Service Hours for 2020

- 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.

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.

How have UGA expectations of MGEV changed because of COVID-19?

- Expectations of MGEVs have not necessarily changed, but certain existing expectations have/will become even more important.
 - Timely reporting in MGLOG
 - Use of sign-in sheets
 - Completion of event reports
- Everyone, everywhere has felt the pressure to connect virtually.
 - We are still using the same tools to communicate with MGEVs as we did pre-COVID, such as email, webpages, online surveys, MGLOG, and viewing online videos and webinars.
 - We are offering new communication tools to those MGEVs interested in learning.
 - We will continue to use a mixture of programming and communication approaches.

Digital Presentations and Products

- What are the UGA online protocols for the development of digital products?
 - Hopefully we have shed light on this today!
- What software is available for MGEVs to use from the Adobe suite?
 - Currently, this depends upon what is installed on office computers (varies from county to county)
- Would it be difficult to develop a template for YouTube videos to be planned, developed, and published?
 - Not at all!

Diagnostic Resources

- Is there a manual on the different molds, bacteria, and diseases so people want have to look everywhere to solve a garden issue before it spreads and kill the entire garden?
 - Review Chapter 13 in your MG Handbook.
- The tables are pretty comprehensive for symptoms and issues.

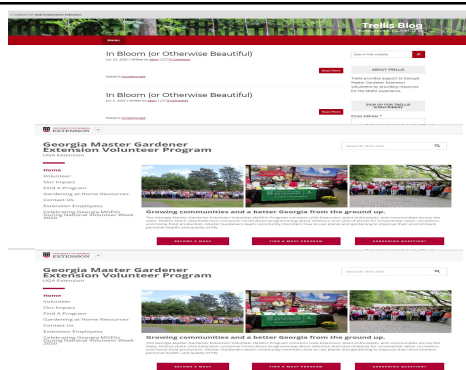
Table 1. General problems common to many annual and perennial flowers		
SYMPTOMS	POSSIBLE CAUSES	CONTROLS & COMMENTS
Seedlings wilt. Stems turn brown and soft and may be constricted at the soil line.	Damping off (fungal disease)	Remove affected plants and surrounding soil. Do not overwater. Use of registered fungicide as soil drench when replanting may be beneficial.
Plant fails to flower. Foliage looks healthy.	Wrong season Cool weather or insufficient light. Too much nitrogen causes excessive vegetative growth. Immature plants. Underwatered plants.	Some plants have specific day-length requirements for flowering. Do not plant sun-loving plants in shade. Don't overfertilize (excess nitrogen stimulates foliage, not flower production). Biennials and perennials often do not flower the first year.
Too many small flowers.	Plants not debudded.	Some flowers, e.g. chrysanthemums, should be kept single-flowered.

Table 2. Diseases of herbaceous ornamental plants		
TABLE SYMPTOM	HOST & DISEASE	SYMPTOM DESCRIPTION
General: lowing may be on leaf	GLCINIA. See A, B, C, D and E under General Diseases	
	Bad rot	Bud/flowers black, fall to open. Grey fungus growth may be present.
	Crown rot (Pythium, Blight)	Leaves, petals, and roots blackened and water soaked. Avoid use of side dressings.
	See African Violet	
Bliten or dro on one upper	Anthracnose (Fungal)	Large, irregularly shaped tan spots with brown borders. Keep foliage dry. Remove affected leaves. Prune dead foliage. Avoid overhead watering.
	Sun scorch (Physiological)	Leaf margins brown or yellow associated with dieback of plants.
	Foliar nematode	Yellow to tan lesions bordered by the veins; looks like tan streaks on the leaf.
	Crown and stem rot (Fungus: Sclerotium rolfsii)	Petioles with a collapse termed summer. Petioles pull easily. Dig and remove from the garden. White fungal threads (mycelium) can be seen from the base of the plant. Mustard seed sized, tan round, to reddish-brown sclerotia (survival structures) can be seen on flowers affected by the disease.

Please Stay Connected.

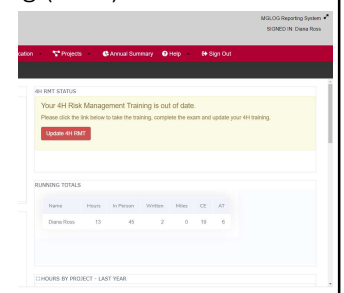
Updates will be posted to:

- 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 during the month of July 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
 - July 9 – Composting, Suki Janssen
 - August 13 – Soils, Dr. Jay Lessl
- Catch the archives in MGLOG!



Wrapping Up

PUT THE PIECES TOGETHER.

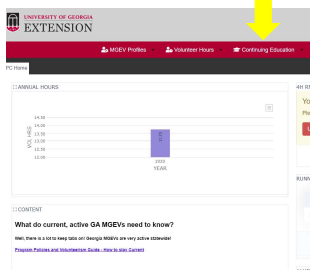


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Be sure to record your time.

- Time today is valuable training time!
- Enter in MGLOG
- Click on “Continuing Education” then “Report Continuing Education”
- Training Title: RLC
- Enter 2 hours for 6/19/2020
- Location of training: online



COMMUNICATE TO CULTIVATE

See you next time!

- August 21, 2020
- Regional Leadership Conference #2
- Communicate to Cultivate: Developing Your Message



Stay safe!
Stay well!
Garden on!

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

