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# Supporting Volunteers in the Georgia Master Gardener Program

Results of an Evaluation

*Conducted by:*

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*Submitted to:*

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## Evaluation Team

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# Introduction

The Master Gardener Program in Georgia began in 1979 to help cooperative extension agents “transfer research-based information about gardening and related subjects to the public by training home gardeners.”<sup>1</sup> Its mission is “to assist Cooperative Extension by training Master Gardeners to provide unbiased horticultural information through volunteer community service and educational gardening projects using applied research and the resources of the University of Georgia.”<sup>2</sup> The State Master Gardener Program Office of the Cooperative Extension Service at the University of Georgia administers the Master Gardener Program. The goals of the state Master Gardener office are:

- To assist Cooperative Extension Agents (CEAs) in their support of local Master Gardener Programs
- To provide guidelines and educational materials for use in the training, management, and utilization of Master Gardener Volunteers
- To promote horticultural education through the development of community outreach projects
- To encourage appreciation and conservation of the environment
- To educate the public in responsible gardening practices

Cooperative Extension, to a great extent, depends on volunteers to deliver its educational programs to the public, notably through the 4-H and Master Gardener Programs. Georgia’s Master Gardeners are expected to volunteer 50 hours their first year in the program and, to remain active, contribute at least 25 hours a year after that. Over time, however, program administrators have found that volunteer activity tends to drop off. Concerns about declining levels of commitment after an initial three years or so of volunteering as well as the need to improve local management of the program led the state Master Gardener Program Coordinator to seek ways through which the state could provide more support to CEAs.

The State Master Gardener Program Coordinator contracted with an independent consulting firm, Cassandra Drennon & Associates, to evaluate the program and determine ways that the State Master Gardener Coordinator and his office could better support extension agents in their facilitation of the program. The State Master Gardener Office was primarily interested in the experiences and motivation of volunteers who had been in the program at least three years and were either “minimally involved” (i.e. volunteering 25 hours a year or less) or “highly involved” (i.e. volunteering 50 hours per year or more).

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<sup>1</sup> Retrieved April 2, 2008, from Georgia Master Gardener Web site:  
<http://www.caes.uga.edu/departments/hort/extension/mastergardener/index.html>

<sup>2</sup> Ibid.

## Evaluation Questions

The following questions guided the evaluation:

1. What factors influence volunteer participation in the Master Gardener program?
  - a. What motivated their initial involvement?
  - b. What are the motivators for continued participation?
  - c. What determines the number of hours they contribute?
2. What kind of support do volunteers need from CEAs to improve their participation?
  - a. What are they receiving now?
  - b. How effective is this support in encouraging volunteer participation?
  - c. What support do volunteers need that they aren't getting?
3. What support do CEAs need from the Master Gardener coordinator to better manage and improve their Master Gardener programs?
  - a. What are they receiving now?
  - b. What do they need that they aren't getting?
4. What is working well in the Master Gardener programs? (best practices)
5. What is not working so well? (challenges)

## Data Collection

We administered two online surveys, one to Master Gardeners (the “Volunteer Survey”) and another to CEAs and Program Assistants (the “CEA Survey”), and conducted eight telephone interviews with selected volunteers. The surveys were designed with assistance from the state Master Gardener office, a Master Gardener volunteer, and a CEA who manages a Master Gardener program. Topic areas were chosen based on research about volunteering in Master Gardener programs<sup>3</sup> and the competencies required to manage a Master Gardener program adequately.<sup>4</sup> Rohs, Stribling, and Westerfield had previously considered the relative importance of demographics and personal benefits to determine what motivated volunteers in the

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<sup>3</sup> Schrock, D. S., Meyer, M., Ascher, P., & Snyder, M. (2000). Benefits and values of the Master Gardener Program. *Journal of Extension*, 38(1), Retrieved April 2, 2008, from <http://www.joe.org/joe/2000february/rb2.html>.

Wolford, M., Cox, K., & Kulp, K. III (2001). Effective motivators for Master Volunteer Program development. *Journal of Extension*, 39(2). Retrieved April 2, 2008, from <http://www.joe.org/joe/2001april/rb4.html>.

Rohs, F. R., Stribling, J. H., & Westerfield, R. R. (2002). What personally attracts volunteers to the Master Gardener Program? *Journal of Extension*, 40(4), Retrieved April 2, 2008, from <http://www.joe.org/joe/2002august/rb5.shtml>.

Boyd, B. L. (2004). Extension agents as administrators of volunteers: Competencies needed for the future. *Journal of Extension*, 42(2). Retrieved April 2, 2008, from <http://www.joe.org/joe/2004april/a4.shtml>.

<sup>4</sup> Boyd, B. L. (2004). Extension agents as administrators of volunteers: Competencies needed for the future. *Journal of Extension*, 42(2).

Georgia Master Gardener program. Since the demographics of Master Gardeners have been consistently homogeneous over the program's history in Georgia, this evaluation focused on the personal benefits that most influenced volunteers. <sup>5</sup>

### The Volunteer Survey

- Targeted Master Gardeners in Georgia certified by the program for three years or more, regardless of their current level of volunteer participation.
- Excluded from participation those certified for less than three years.
- Included 24 questions (nine demographic questions, two questions about volunteer activities, two questions about reasons for volunteering, one question about the amount of time devoted to volunteering, seven questions about support received from either CEAs or the Master Gardener Association, one essay question seeking recommendations for program improvement, and two questions seeking followup contact information).
- Took an average of 20 minutes to complete.

### The Volunteer Sample

On behalf of the evaluators, the state Master Gardener office broadcast an invitation to participate in the Volunteer Survey on December 3, 2007. The invitation went to 2,088 Master Gardeners in Georgia who were subscribed to the listserv ("GAMGARDENER-L"). The invitation included a hyperlink to the survey which was located on SurveyMonkey.com.

The survey remained open on SurveyMonkey.com. for two weeks. After the first week, the State Master Gardener office issued subscribers an email reminder to complete it.

As an incentive to complete the survey, we offered the first 30 respondents who met our inclusion criteria a complimentary copy of *The Georgia Fruit and Vegetable Book* by Walter Reeves and Felder Rushing, supplied by the State Master Gardener office.

Four hundred twenty-three (423) volunteers logged onto the survey site. Of these, 38 aborted the survey after answering only one or two demographic questions and so their surveys were excluded from the analysis. Another 45 reported less than three years in the program, making them ineligible. The 340 Master Gardeners who met our inclusion criteria and completed the survey represented a response rate of 16%.

#### The "average" Master Gardener responding to the Volunteer Survey

- Is a white female over 55 years old.
- Lives in the suburbs in north Georgia.
- Contributes at least 50 volunteer hours a year.
- Joined Master Gardener to learn new things.
- Belongs to a local Master Gardener association.

<sup>5</sup> Boyd, B. L. (2004). Extension agents as administrators of volunteers: Competencies needed for the future. *Journal of Extension*, 42(2).

The state Master Gardener Office considered GAMGARDENER-L the most comprehensive contact list available for Master Gardeners at the time of this evaluation – the number of subscribers to the listserv roughly corresponded with the number of Master Gardeners that CEAs reported as active for the same period. However, for the purposes of drawing a scientific random sample, no accurate and complete list of Master Gardeners existed, according to staff at the State Master Gardener office.

Unable to draw a true random sample, we opted to survey as many Master Gardeners as possible. While the use of technology (i.e. the listserv and a web-based survey) maximized our opportunity to receive opinions on the Master Gardener program from as many volunteers as possible, this approach rendered the results vulnerable to two sources of error. First, coverage bias was introduced because, presumably, the listserv's reach was extended only to those with computer access and computer skills. Non-response bias was introduced if the characteristics of the Master Gardeners who chose to answer the survey were very different from those who chose not to.

As it turned out, highly active volunteers are disproportionately represented among the respondents. The majority (56%) report being certified for at least five years and contributing more than 50 hours per year to the program. Only 28 respondents (8%) fell into the “minimally involved” category.

### **Interviews**

In follow up telephone interviews with eight survey respondents (four minimally involved and four highly involved), we asked for additional details on the Master Gardener experience – paying particular attention to their motivations for volunteering in the program as well as the support they received from their CEA and local Master Gardener Associations. Interviewees were selected from a list of survey respondents who, at the conclusion of the survey, provided their contact information. Interviews lasted approximately 30 minutes.

Characteristics of the survey respondents, broken down by volunteer hours, are displayed in Table 1.

#### **How Master Gardeners Spend Their Time**

- County Extension Office work
- Educational tours, demonstration gardens
- Civic, garden club presentations
- Children's programs
- Other community work

#### **What They Like Most**

- Educating the public
- Hands on community projects

**Respondent Demographics Presented According to Volunteer Hours**

Demographic Category	All respondents 100% (340)	25 hours per year or less 8% (28)	25-49 hours per year 35% (120)	50 hours per year or more 56% (189)	Missing Data 1% (3)
<b>AGE</b>	n = 338	n = 28	n = 120	n = 187	n = 3
-45	5% (16)	7% (2)	6% (7)	3% (6)	33% (1)
45-54	17% (57)	21% (6)	18% (22)	15% (29)	0%
55-64	<b>47% (160)</b>	32% (9)	<b>52% (62)</b>	<b>47% (88)</b>	33% (1)
65 +	31% (105)	<b>39% (11)</b>	24% (29)	34% (64)	33% (1)
<b>GENDER</b>	n = 327	n = 27	n = 116	n = 180	n = 3
Female	<b>79% (259)</b>	<b>93% (26)</b>	<b>83% (96)</b>	<b>75% (135)</b>	<b>67% (2)</b>
Male	21% (68)	7% (2)	17% (20)	25% (45)	33% (1)
<b>ETHNICITY</b>	n = 336	n = 27	n = 119	n = 187	n = 3
Black	2% (7)	7% (2)	3% (3)	1% (2)	0%
Hispanic	1% (2)	0%	0%	1% (2)	0%
White	<b>91% (307)</b>	<b>89% (24)</b>	<b>91% (108)</b>	<b>92% (172)</b>	<b>100% (3)</b>
Other	6% (20)	4% (1)	7% (8)	6% (11)	0%
<b>REGION</b>	n = 334	n = 28	n = 117	n = 186	n = 3
Northwest	39% (130)	36% (10)	39% (46)	39% (73)	33% (1)
Northeast	<b>44% (148)</b>	<b>54% (15)</b>	<b>41% (48)</b>	<b>45% (83)</b>	<b>67% (2)</b>
Southwest	5% (18)	0%	5% (6)	6% (12)	0%
Southeast	11% (38)	11% (3)	15% (17)	10% (18)	0%
<b>POPULATION</b>	n = 332	n = 28	n = 119	n = 182	n = 3
Under 10,000	11% (36)	4% (1)	17% (20)	8% (15)	0%
10,000-50,000	31% (104)	29% (8)	31% (37)	32% (59)	0%
50,000-100,000	20% (65)	18% (5)	19% (23)	20% (36)	33% (1)
Over 100,000	<b>38% (127)</b>	<b>50% (14)</b>	<b>33% (39)</b>	<b>40% (72)</b>	<b>67% (2)</b>
<b>COMMUNITY</b>	n = 338	n = 28	n = 120	n = 187	n = 3
Rural	6% (20)	4% (1)	10% (12)	4% (7)	0%
Rural/growing	30% (102)	28% (8)	31% (37)	31% (57)	0%
Sub/exurban	<b>50% (169)</b>	<b>50% (14)</b>	<b>47% (57)</b>	<b>51% (96)</b>	<b>67% (2)</b>



Demographic Category	All respondents 100% (340)	25 hours per year or less 8% (28)	25-49 hours per year 35% (120)	50 hours per year or more 56% (189)	Missing Data 1% (3)
Urban	14% (47)	18% (5)	12% (14)	14% (27)	33% (1)
<b>TIME IN PROGRAM</b>	n = 340	n = 28	n = 120	n = 189	n = 3
3 years	26% (87)	14% (4)	27% (32)	26% (50)	33% (1)
4 years	18% (63)	4% (1)	19% (23)	21% (39)	0%
5+ Years	<b>56% (190)</b>	<b>82% (23)</b>	<b>54% (65)</b>	<b>53% (100)</b>	<b>67% (2)</b>

Table 1

Question 2 on the survey asked volunteers if they had participated in a Master Gardener program in another state before coming to Georgia. Only 5% (n=17) responded “yes.”

The CEA survey

- Targeted all CEAs and PAs who facilitate Master Gardener programs in Georgia.
- Included 19 questions (six demographic questions, one question about Master Gardeners’ volunteer activities, three questions about how CEAs support Master Gardeners, one question about support CEAs need from the state program coordinator, one question about the quality and CEA management of the volunteer program, four questions about the quality of state support to CEAs, two essay questions about accomplishments and challenges, and one open-ended request for recommendations to improve the program).
- Took an average of 15 minutes to complete.

**CEA Participants**

From the state Master Gardener office we received a list of CEAs and PAs from counties with Master Gardener programs. On December 3, 2007, we sent out an invitation to 53 extension agents and PAs, asking them to participate in the CEA survey. Preceding our request on November 21, 2007, the State Master Gardener Coordinator emailed county extension offices describing the purpose of the survey and urging all agents with Master Gardener programs to respond. One week after the launch of the survey we sent out a reminder to CEAs, as did the State Coordinator. We received survey responses from 27 CEAs and 2 PAs representing 29 county extension offices – a response rate of 55%. Most agents who responded to the survey have run Master Gardener programs for six years or more (Figure 1) and, like the volunteer respondents, most were located in the northern part of the state (Table 2). Unlike the volunteers however, who were primarily suburban, more than half of CEAs (52%) described their service area as “rural or growing.” A third had programs with fewer than 20 members and a quarter had over 100 members; the membership of the remaining of programs fell somewhere in between.

Characteristics of Master Gardener Programs Served by CEA N = 29	
<b>REGION SERVED</b>	n = 28
NW GA	<b>43% (12)</b>
NE GA	36% (10)
SW GA	4% (1)
SE GA	18% (5)
<b>POPULATION OF REGION SERVED</b>	n = 29
Under 10,000	0%
10,000-50,000	<b>38% (11)</b>
50,000-100,000	24% (7)
Over 100,000	<b>38% (11)</b>
<b>COMMUNITY SERVED</b>	n = 27
Rural	0%
Rural/growing	<b>52% (14)</b>
Sub/exurban	30% (8)
Urban	18% (5)
<b># OF ACTIVE VOLUNTEERS</b>	n = 29
Less than 20	<b>34% (10)</b>
20-50	21% (6)
50-100	21% (6)
Over 100	24% (7)

Table 2.

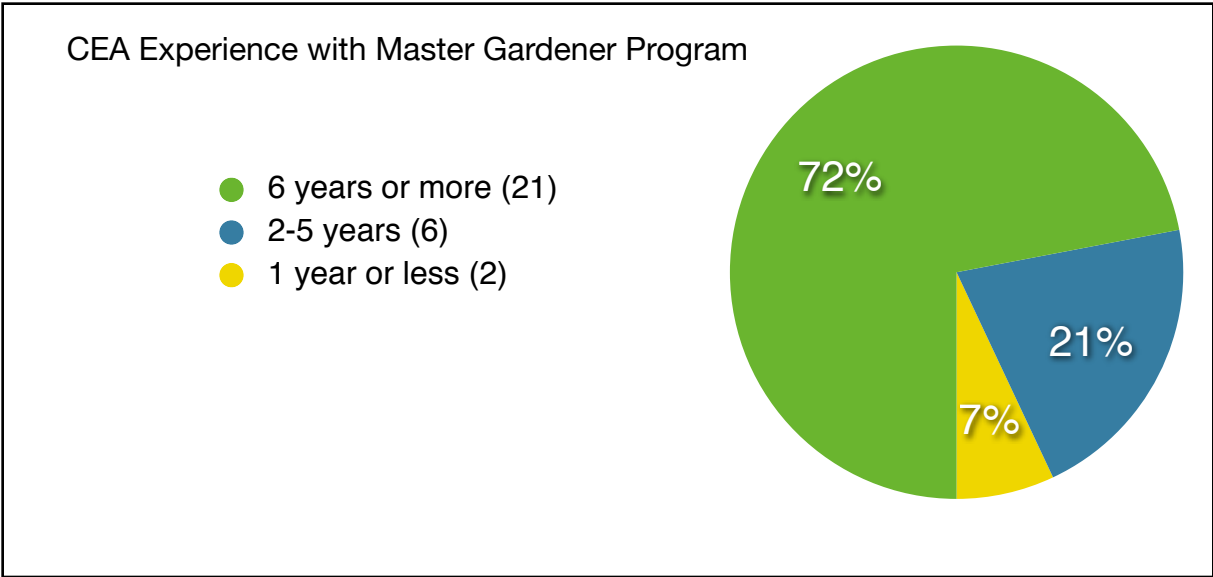


Figure 1.  
Source: CEA Survey Q 8

## Volunteer Participation Influencing Factors

We presented survey respondents with a list of possible reasons – both personal and altruistic – for becoming Master Gardeners and we asked them to rate on a 5-point Likert scale how important each reason was to their decision (1 = not at all important; 5 = extremely important). Overwhelmingly, people became Master Gardeners "to learn new things." Ninety-seven percent of all respondents rated this as extremely or very important to their initial decision. Sixty-eight percent rated "for the challenge" an important or extremely important reason to become a Master Gardener. Other top rated reasons for becoming a Master Gardener were "to help people learn" (73%) and "to serve the community" (71%). The respondents rated other reasons significantly lower than these in importance. At best, they considered it only "somewhat important" to meet people, to influence others, to have a leadership role, or to gain recognition.

### Change Over Time

To explore whether the reasons a Master Gardener chooses to volunteer change over time, we asked them to consider how important those same reasons are to their continued volunteering (Figure 2). A paired samples t-test detected statistically significant shifts in several of the reasons that Master Gardeners gave for their continued volunteering (Table 3.). **Finding: Over time, volunteers slightly elevated the importance of altruistic reasons for volunteering (i.e. serving the community and helping people learn), and they slightly downgraded personal reasons (i.e. learning new things themselves and seeking a challenge).**

Reason for Volunteering	How important initially		How important today		t	df	Sig. (2-tailed)
	Mean	SD	Mean	SD			
To learn new things	4.59	0.59	4.46	0.70	4.23	334	0.000
To serve the community	3.92	0.83	4.08	0.83	-4.195	329	0.000
For the challenge	3.805	1.06	3.64	1.14	3.17	322	0.002
To help people learn	3.98	0.85	4.07	0.81	-2.17	328	0.031
To influence others	2.87	1.14	3.10	1.21	-5.06	322	0.000

Table 3.  $P < .05$

In a phone interview one volunteer explained this shift, saying that, as she became more comfortable talking to people, she began to feel, "The need to teach versus just do." Other followup conversations revealed a

similar increase over time in volunteers' desire to educate and serve the community. In these conversations, Master Gardeners continued to emphasize the importance of doing meaningful work. Surprisingly, lapsed Master Gardeners were most vocal about this. Three talked about being captivated with a community project, only to see the work lose momentum; a fourth said that her local program had turned away from a countywide focus and “began to function more like a small garden club than a community-minded organization.” Although discouraged by these experiences, all four had found other ways to contribute to the community outside the Master Gardener program. Our findings suggest that In the six years since the Rohs, Stribling, and Westerfield study, motivations for serving as a Georgia Master Gardener have become more complex than the primary benefit of “status” reported in that study.

### How important to you is each of the following reasons for volunteering?

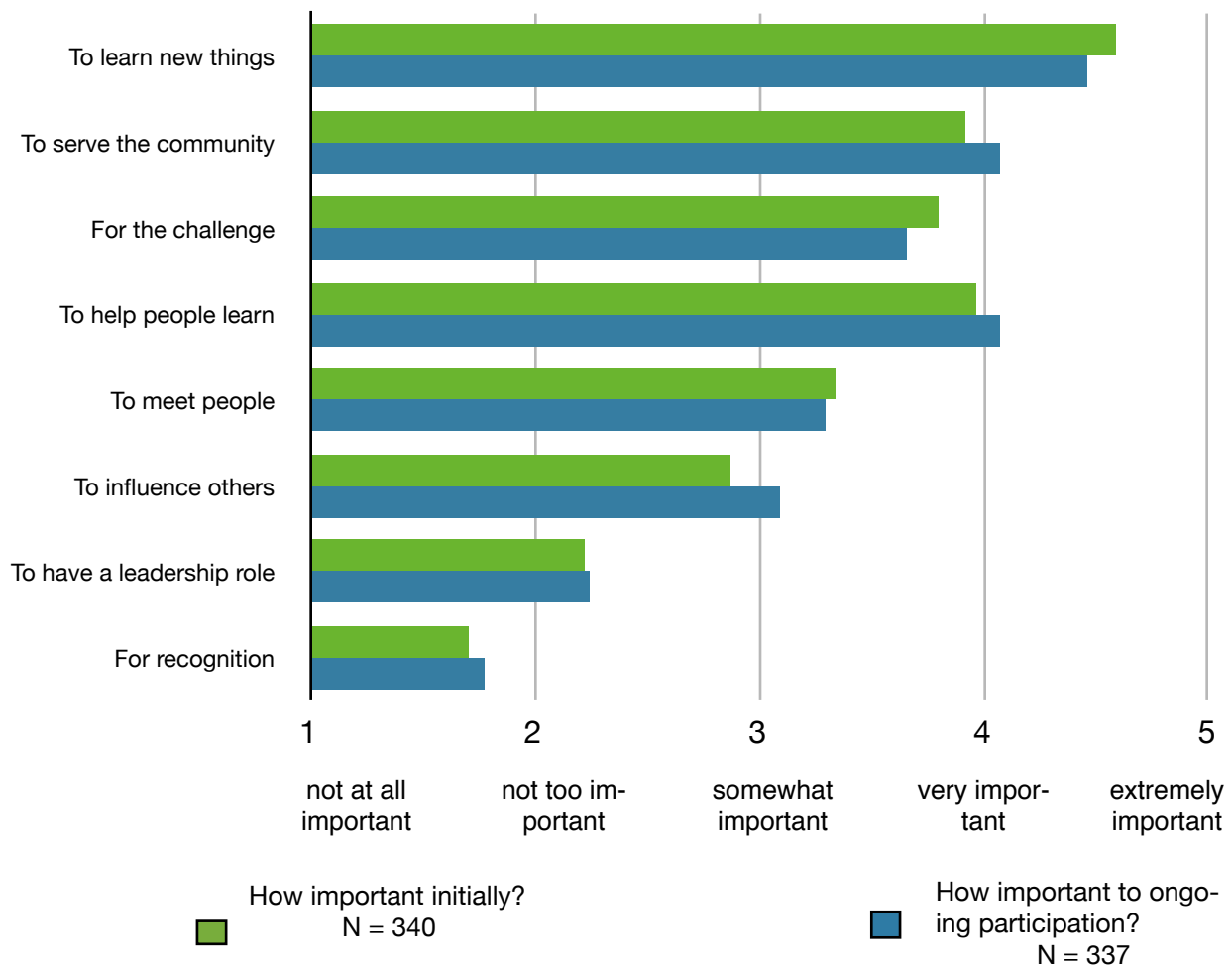


Figure 2.  
Source: Volunteer Survey Q 12 & Q 13

## How Much Volunteers Participate

Respondents also rated the importance of nine factors to the amount of time they devote to the program (Figure 3), using the same five point scale. They considered “Other commitments in my life at the time,” “Quality of the training,” and “Good communication with the Master Gardener program,” as important factors in how many hours they spent on Master Gardener work. Least important, particularly to minimally involved volunteers, was the level of support their CEA provided. Highly involved volunteers, on the other hand, considered all the factors at least somewhat influential over their participation.

To learn if any of these factors was more important to one group than another, we compared responses between the two groups. Differences were statistically insignificant, except in the following area. **Finding: “Competing commitments” were significantly more important to less active volunteers than highly active ones.**

Factor	Minimally Involved Volunteers		Highly Involved Volunteers		t	df	Sig. (2-tailed)
	Mean	SD	Mean	SD			
Other commitments in my life at the time	4.39	0.941	3.68	0.937	3.24	116	0.002

The data suggest that either highly active volunteers are more adept at juggling volunteerism and other life demands, or their lives are less demanding, affording them the opportunity to volunteer more. Another consideration is the age of the volunteer. Since the average survey respondent was 55 or older, health concerns could reasonably be expected to increase as volunteers age. One 65+ Master Gardener told us by telephone that a bout with cancer and a recent fall had put a stop to her volunteering, and, although she is recovered, she has not yet reengaged with the program. In any case, “Other commitments” may be a factor over which administrators of the Master Gardener program have little influence.

## How important is each of the following factors to the amount of time you devote to the Master Gardener Program each year?

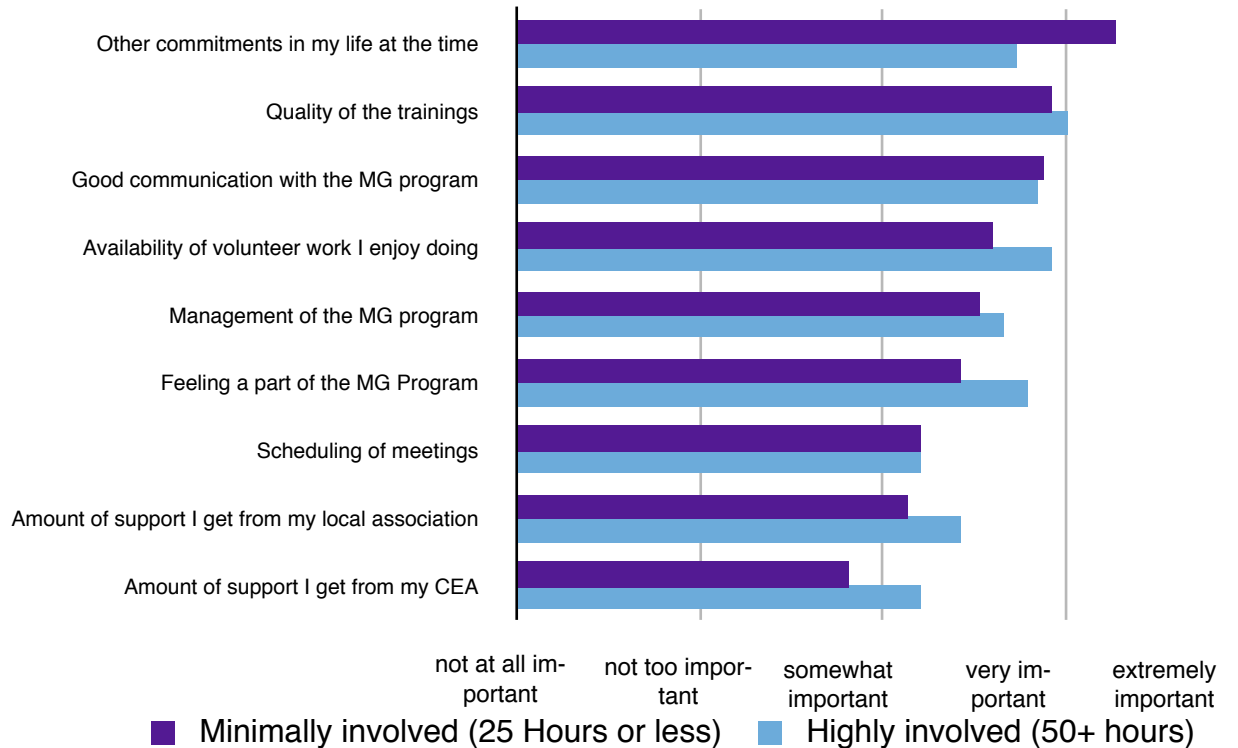


Figure 2  
Source: Volunteer Q 13 & Q 14

Training, on the other hand, is a major factor that is within administrators’ purview. Training Master Gardeners to educate the public is the mission of the Master Gardener program, and it is close to the hearts of volunteers. The quality of Master Gardener training, which most volunteers considered excellent, was the second most important factor in how much time they devoted to the program. CEA survey results reinforce the importance of quality training – agents said that they spent much of their time developing and delivering training to volunteers (Figure 5.) and they were confident that what they provided was effective. Nevertheless, many training-related comments from volunteers provided much constructive criticism. Improving the delivery and accessibility of training is an area worthy of attention from state and program administrators.

**Volunteer Training Requests:**

- More training
  - At more locations
  - At more convenient times
- Practical training
  - Reinforced with hands on experience
- Advanced training
  - With a clear training path
- Training material updates & more extension office resources

### Attitudes of Active versus Inactive Volunteers

To learn how satisfied volunteers were with their Master Gardener experience, we asked that they rate a series of 17 positive statements about the program

according to how strongly they agreed or disagreed with each. (1 = strongly disagree; 5 = strongly agree). All respondents agreed with these statements to some degree, and most felt emphatically that Master Gardening greatly benefits the community. When the scores of minimally and highly involved volunteers were compared, however, average scores revealed different levels of agreement (Figure 3). Overall, highly active volunteers were more positive than less active ones, and in four areas an independent-samples t-test determined that these differences were statistically significant (Table 4). **Finding: Highly involved Master Gardeners felt more strongly than their less active counterparts that volunteering offered a wide variety of volunteer opportunities from which to choose and gave them the opportunity to make full use of their expertise and talents. They were also more likely to say that they received praise and recognition for their volunteer work and had the opportunity to do the kind of work they wanted to do.**

Positive Statement	Minimally Involved Volunteers		Highly Involved Volunteers		t	df	Sig. (2-tailed)
	Mean	SD	Mean	SD			
MG offers a wide variety of volunteer opportunities to choose from	3.96	1.07	4.45	0.84	-2.77	211	0.006
I have the opportunity to use my expertise and talents	3.93	1.15	4.42	0.97	-2.42	215	0.016
I receive praise and recognition for my MG work	3.59	1.22	4.05	1.06	-2.05	207	0.041
I have the opportunity to do the volunteer work I want	4.07	1.02	4.57	0.79	-2.5	32.07	0.019

Table 4.  $P < .05$



To what extent do you agree with the following statements about the Master Gardener Program?

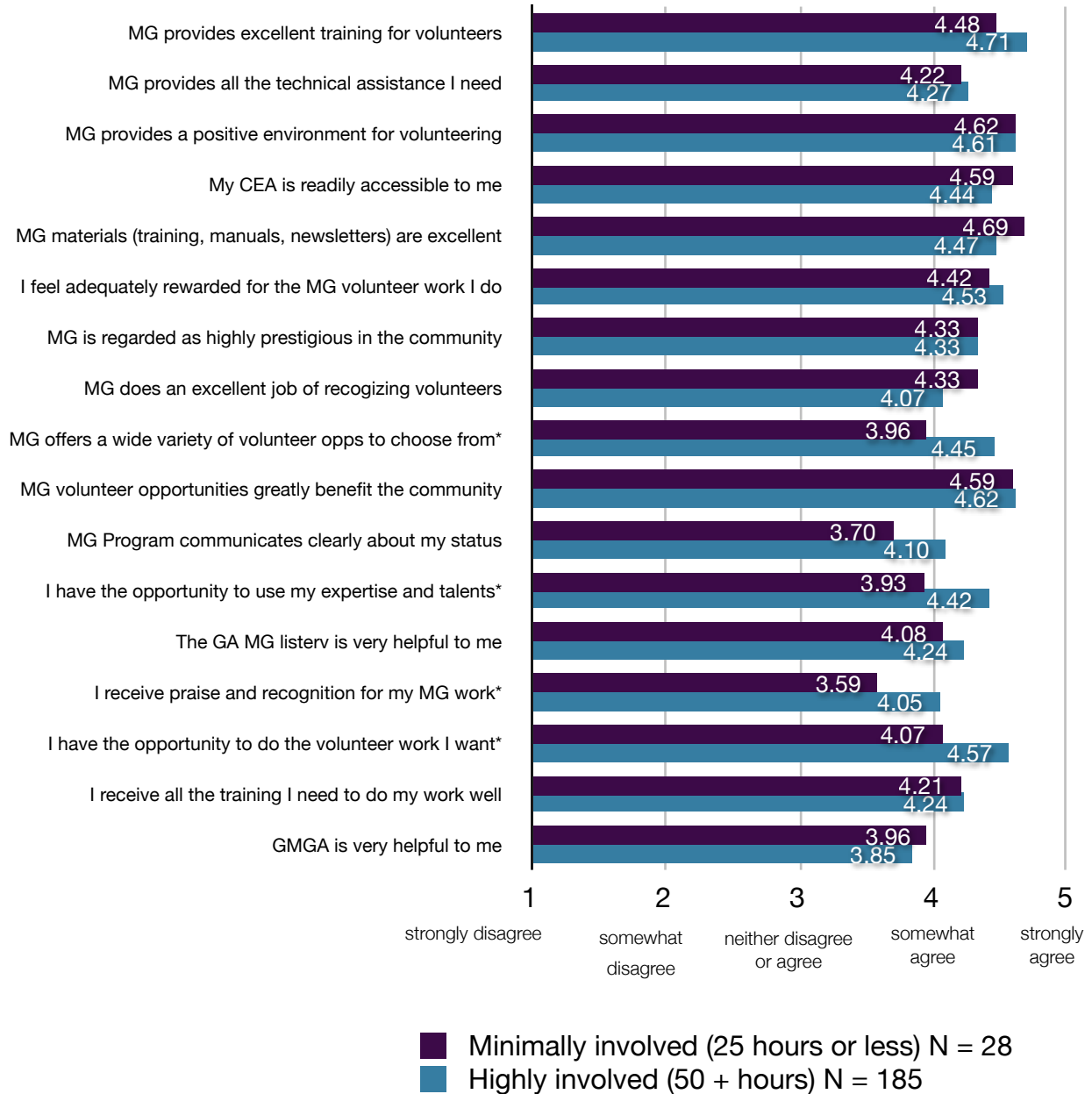


Figure 3

Source: Master Gardener Volunteer Survey Q 20 & 21

# Support volunteers need from CEAs

The support that CEAs provide to Master Gardeners comes primarily through training and technical assistance. Volunteer respondents indicated that their CEA was readily accessible to them when they needed help. **Finding: Most often Master Gardeners contact the CEA for technical support for their projects. For other program information and support, they tend to go to their local association and other Master Gardeners.** Just under half of respondents (42%) said they had occasional contact with their CEA; 29% reported frequent contact, and 29% rarely or never saw an agent. Nine volunteers reported not having a CEA in their county, one adding that her local group was no longer actively recruiting new Master Gardeners as a result.

Calculating how they spend time devoted to the Master Gardener program, agents reported that developing and providing volunteer training took more effort than other Master Gardener-related activities (Figure 5). Providing technical support was the second most time-consuming activity. CEAs spend the least amount of time (6%) on evaluation and recognition of volunteers, although most Master Gardeners said they were satisfied with the recognition they receive.

CEA Time Spent on MG Activities (N=29)

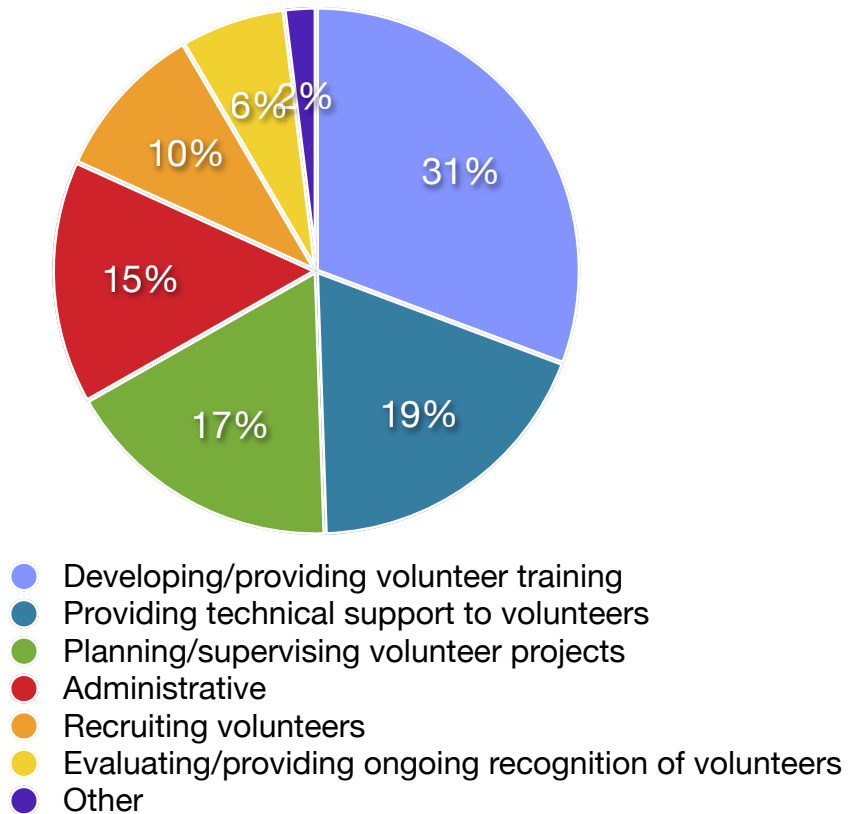


Figure 4  
Source: CEA Survey Q 8

Although not asked specifically to do so, one in ten survey respondents took the initiative to tell us, sometimes spiritedly, about their CEA. Two-thirds of these comments were very positive, a third strongly negative. Combined, they describe the features Master Gardeners most value in a CEA. Master Gardeners praised agents and program assistants for their helpfulness, knowledge, and accessibility. “They are awesome and work very hard!” commented one, and another wrote, “He makes you feel important to the projects.” Negative comments described a very different agent, one with little interest in the program. Comments included: “rather unfriendly,” “unapproachable,” and “has an attitude.” Some complaints extended to more than one CEA. “[Our county} has unfortunately had a run of agents that have not been that interested in us as individuals or as a club,” shared one volunteer. This concern was reinforced in telephone follow-up interviews with volunteers, most of whom described negative experiences with one or more CEAs over their time in the program. The most common complaint was of inaccessibility, and we heard from several that their agents never came to meetings. “The agent should at least be present the first five minutes of the meeting or attend quarterly,” said one. Some respondents mentioned that CEA accessibility has improved for newer members because of the recently introduced requirement that Master Gardeners work in the extension office during their first year.

### **What Do Master Gardeners Need from the CEA?**

- Visibility
- Knowledge of horticulture
- Accessibility
- An active interest in Master Gardener Program
- Inclusivity
- Facilitation & mediation skills
- Hands-on training approach

Volunteers would like the CEA to be more involved with their local association, asking specifically for help with infrastructure, planning, and recruiting. They also look to the CEA for guidance with conflict resolution. One Master Gardener suggested, “There needs to be a coordinated relationship between the CEA and the local association.”

CEAs evaluated their own performance according to the activities they carry out, using a five point scale (1 = not at all effective; 5 = extremely effective). On average, CEAs rated themselves most effective in the two areas where they spend the majority of their time: developing and providing volunteer training and providing technical support ( $\bar{M}$  = 3.7 for each), followed by administrative ( $\bar{M}$  = 3.6), recruiting volunteers ( $\bar{M}$  = 3.5), and planning and supervising volunteer projects ( $\bar{M}$  = 3.4). In all of these areas CEAs rated their efficiency between somewhat effective and very effective. They were least confident of their effectiveness when evaluating and providing ongoing recognition of volunteers ( $\bar{M}$  = 2.9), the activity on which they spent the least time. Only 38% of agents said they had the time needed to support their program adequately.

# Support CEAs need from State Master Gardener Coordinator

The role of the State Master Gardener Office has two facets: to promote the Master Gardener program and to provide support to CEAs who have Master Gardener programs. The State Program Coordinator describes CEA support as:

- Developing training materials
- Providing an administration manual of uniform standards and practices
- Providing name badges and diplomas
- Assisting in development and provision of advanced Master Gardener training
- Mediating and providing guidelines for Master Gardener conflicts
- Liaising between Master Gardeners and CEAs,
- Representing the Extension Service to Master Gardener associations
- Defining criteria for volunteer hours
- Providing electronic support for training and projects
- Linking Master Gardeners, CEAs, and UGA administration

We asked CEAs to rate the state-level support they receive based on the informational tools, technical and administrative support, guidance and training they receive, and the quality of the liaison role the state provides between the extension offices and UGA and Master Gardener associations. **Finding: CEAs gave moderately positive ratings in some areas of state support; in most they also found room for improvement.**

## Current Levels of Support

Informational tools from the state include training and presentation materials, the Master Gardener Handbook, the Administrative Manual, and the state website. CEAs expressed overall satisfaction with these materials – 75% considered the Master Gardener Handbook a helpful tool for volunteers and 55% thought that training and presentation materials provided by the state were of high quality. State administrative support was considered somewhat adequate by 58%, and half said they had ready access to the State Coordinator when they needed him. Satisfaction dropped, however, when it came to technical support – less than half (41%) found this adequate.

A slight majority of CEAs (55%) agreed that the state coordinator provides clear guidelines for administering the program, but overall they found guidance and training to be insufficient. Only 34% said they had been given enough training to oversee the program adequately. Agents were least satisfied when it came to resolving issues among Master Gardeners. Only 27% got the support they needed from the State

Coordinator in the area of conflict resolution. Although nearly half agreed somewhat that the state’s liaison role was effective between CEAs and the UGA administration, only 31% agreed that the coordinator was effective in representing them to local associations.

### Additional Support Needed

**Finding: CEAs asked for more guidance and training in the management of the program and volunteers, with two suggesting that this be provided early in an agent’s extension career.** One CEA added that new agents need “realistic expectations for working with Master Gardener volunteers.” Another asked for “a clear and consistent set of guidelines for program administration,” and this was reinforced by the comment of a third, “Don’t try to please everyone. Be decisive.”

We asked what level of additional support CEAs needed from the state coordinator to carry out six activities. Choosing from a three point continuum (“no additional support is needed,” “some additional support is needed,” or “substantial support is needed”) most agents (83%) indicated a need for additional or substantial state support to develop and provide volunteer training (Figure 6). One described a “critical need for more support in teaching classes for Master Gardener Class Series.” The majority (72%) also wanted the state to provide more support for other activities, including evaluation and recognition of volunteers, administrative work, and recruitment. The only area where most agents (59%) did not see a need for further state support was with their planning and supervising of local projects. Three agents added comments asking for local autonomy in this area. As one put it, “Allow us to manage our Master Gardener volunteers as we need them – every county is different.”

### What level of additional support do CEAs need from the State Coordinator to provide Master Gardener activities?

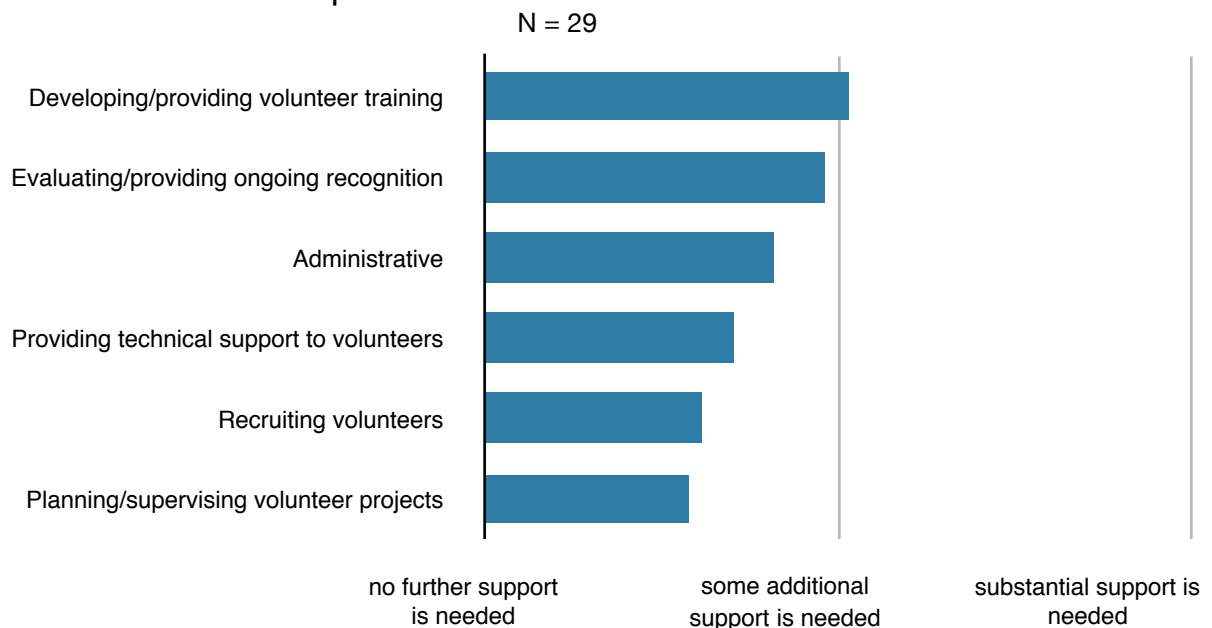


Figure 6  
Source: CEA Survey Q11

# Best Practices: What is working well?

Communities regard the Master Gardener Program as a highly prestigious organization, according to 93% of CEA respondents and 79% of volunteer respondents. Most Master Gardeners found the program to be a positive environment for volunteering, and CEAs felt strongly that Master Gardener volunteer work was of great benefit to the community and to the extension offices where they worked. The CEA survey asked agents to list the Master Gardener accomplishments of which they were particularly proud. Responses indicate what they find most valuable about their programs. These include:

## A Strong Volunteer Base

- “30 lifetime volunteers”
- “Strong community of MG volunteers who are willing to tackle all kinds of projects, who are intelligent, caring, hard-working and responsible”
- “Large number of highly involved members” providing benefits to the county valued at \$110,000

## Local Leadership

- “Strong leadership base that provides leadership consistency through transition”
- “Major projects undertaken with Master Gardeners taking leadership”
- “Extremely high retention rate” attributed to “professional training, communication methods, and strong leadership”
- “Smooth transition from one CEA to another with the help of volunteers”

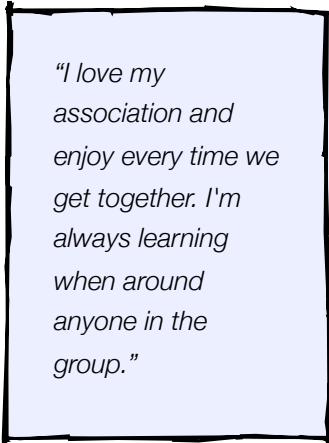
## Community Education & Beautification

- “Lunch and Learn series”
- “Work with local schools”
- “Trial garden demonstration”
- “Landscaping Projects of highly visible areas around several public facilities”

## Local & State Master Gardener Associations

Fully 83% of volunteer respondents belong to a local Master Gardener association. Just over half of those (55%) strongly agreed with the statement, “My local Master Gardener association is very helpful to me as a volunteer,” and most indicated that support from the local association influenced the amount of time they devoted to the program.

**Finding: Local associations are the first line of communication for most Master Gardeners – this is where they go to learn about volunteer**



*“I love my association and enjoy every time we get together. I'm always learning when around anyone in the group.”*

**opportunities and Master Gardener activities, to ask questions about their work, and to notify the program of their skills and interests.** Several volunteers commented that the local association filled in gaps left by the extension office, particularly in areas where CEA involvement was minimal.

At the state level is the Georgia Master Gardener Association, Inc. (GMGA), an independently governed association that provides a statewide network for Master Gardeners. Although membership is not required to be a Master Gardener, 64% of respondents said they found the GMGA to be at least somewhat helpful to them in their volunteer work. Volunteers recommended that the state association play more of a role by hosting regional training, facilitating networking among local associations, and being more responsive to members.

## Challenges: What is not working so well?

Challenges that emerged in the surveys and interviews reflected the two primary concerns of the evaluation, the tendency for volunteer participation levels to drop over time and the need to improve local program management. Most visible were leadership gaps that spanned the program's spectrum, reflecting a lack of initiative among volunteers, non-inclusive local associations run by a controlling few, and in some cases, minimal guidance from agents.

### Challenges to Volunteer Participation

- Lack of project-work that engages volunteers
- Mismanagement of local associations, referred to as “cliquish” by several volunteers and agents, making it “hard for new members to feel welcome and appreciated”
- Lack of CEA involvement in some areas
- Geographical barriers to events and training
- No CEA assigned to some counties

### Challenges to Managing a Volunteer Program

- Lack of guidelines and training for CEAs
- Conflict and frustration due to lack of clarity about the roles of volunteers, agents, and the state.
- Stagnant membership: a call for “new blood” and younger, more active recruits
- “Volunteer burnout”
- Ineffective reporting system, prompting under reporting of hours by some volunteers and lack of useful data provided to agents.

# Recommendations

Although CEAs expressed a desire to administer their programs independently in response to local conditions, there was a consistent call for guidance and improvement in recruitment, retention, leadership, and management of volunteers. Guided by an analysis of volunteer and CEA responses as well as their suggestions for enhancing the Master Gardener experience, we offer the following recommendations to the state Master Gardener office.

## Recruitment & Retention

- Promote a new, vital image of a Georgia Master Gardener and develop screening strategies to target a more proactive and diverse membership that reflects Master Gardeners' growing emphasis on community service.
- Involve volunteers directly in planning, development, and sustainability of local projects.

*"It is challenging to determine who will make a good volunteer. Some volunteers have much more initiative than others."*

CEA

## Training

- Restructure the volunteer training program – incorporate more hands-on learning
- Create an advanced training path that includes leadership development
- Provide a list of experts available to teach classes
- Make training more accessible to volunteers.

*"I became disinterested in the Master Gardener program when the same individuals continued to control the amount of information distributed to the membership as well as limiting the availability of opportunities to all members equally."*

Master Gardener

## Program management

- Train CEAs in the skills needed to manage a volunteer program.
- To maximize extension service involvement at the local level, consider staffing the extension office with a Master Gardener coordinator.
- Provide guidelines for planning, organizing, recruiting, directing, and evaluating the Master Gardener program.<sup>6</sup>

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<sup>6</sup> Several websites such as: Volunteer Today (<http://www.volunteertoday.com>), Service Leader (<http://www.serviceleader.org/>), and Point of Light and Hands On Network (<http://www.pointsoflight.org/resources/>) offer resources on training for volunteer program management.



- Develop a structure for local associations that is democratic and inclusive, adding term limits for officers.
- Develop a system for timely recognition of volunteers at both the local and state level.
- Consider restructuring geographical service areas – combine resources among rural counties and decentralize large urban counties into smaller, more manageable community centers.
- Streamline the reporting system to encourage accurate reporting and make information more useful to CEAs.