

OMGA Strategic Plan 2011 – 2012

Strategy 1: Build public understanding of the Master Gardener Program and its benefits.

- Develop and broadly communicate a message about public benefits of the Master Gardener Program & community service of OSU Master Gardeners.
- Develop a media toolkit for use by chapters & conduct training on speaking to the media.
- Build alliances with other statewide gardening and non-profit organizations.
- Train members on public information and speaking to the media.
- Develop a message to highlight MG Program and its benefits and consistently use it in communications.
- Develop a media toolkit and cultivate media contacts. CD has been given to all chapters with publicity information. It is also posted online.
- OSU EESC (Extension and Experiment Station Communications) has online templates for announcing events and award winners at: <http://extension.oregonstate.edu/eesc/shelf-templates>. Scroll down to “Press Release Templates”.

Strategy 2: Build funding support for the OSU Master Gardener Program

- Inform policy makers at local, state, and university levels of Master Gardener successes.
- Facilitate timely communication about plans for Extension funding measure to local chapter.
- Work with Statewide Program Coordinator to develop an advocacy toolkit for use at the local level by members and chapters.
- Work with OSU Extension and OMGA chapters to ensure timely communication about potential plans for Extension funding measures in counties.
- Inform legislators of OMGA/chapter activities and successes.

Strategy 3: Provide continuing education for all Master Gardeners

- Offer Master Gardeners continuing learning through Mini-College & webinars.
- Support chapters with resources on speakers, evaluation tools, etc.
- Improve access to training for Master Gardeners.
- Develop a list of speakers and topics and share with chapters in support of continuing education at chapter meetings and events.
- Develop Mini-College programs to maximize educational opportunities for Master Gardeners Evaluation is necessary each year to measure use of educational opportunities.
- Promote face-to-face educational opportunities that build group cohesion, networking, and friendship.
- Improve access to training opportunities for Master Gardeners by encouraging OSU Extension Service faculty to develop online training opportunities or to offer online webinars.
- Include a session on effective teaching (lecture on principles followed by hand-on practice) during Leadership at Mini-College.

Strategy 4: Strengthen OMGA's capacity to support local chapters and the Master Gardener Program

- Strengthen OMGA support for local chapters and members. Let chapters know that OMGA offers scholarships, community grants and other types of financial support to chapters and

members. The *Gardener's Pen Newsletter* is distributed electronically to help inform and unite all chapters with OMGA.

- Strengthen OMGA capacity as a non-profit organization. Continue offering Leadership Forum that focuses on strategic alliances (strategy 1) and engage OMGA members (strategy 4). Survey the membership to determine needs and preferences.
- Set key metrics for OMGA operations and implementation of Strategic Plan.
- Become more visible at chapter level.
- Define roles of OMGA vs. chapter. OMGA contributes time and money to various events and organizations and we need a comprehensive system for measuring and tracing annual impacts.
- Facilitate sharing of chapter ideas around the state.
- Acquire training that will support growth and effectiveness of OMGA.
- Survey members to learn about their interests and find ways to improve retention of OMGA members.