



Oregon Master Gardeners Association Strategic Goals 2026

Goal #1 Communication

The Oregon Master Gardener Association (OMGA) commits to improving communications with chapters. This specifically includes:

- Provide training to OMGA Representatives to complete their Quarterly Reports in a timely manner.
- Create the opportunity for Chapters to share ideas about new projects and programs through quarterly “Sharing Forums” where all are invited to participate and contribute.
- Require that Chapters awarded OMGA grants provide a written report on the implementation of the grant by the November Board meeting 2026.
- Update and maintain the OMGA website to ensure real-time information sharing and resource availability.
- Increase the number of OMGA Representatives that volunteer for OMGA working groups by 5.

Goal # 2 Growing and Belonging

The Oregon Master Gardener Association (OMGA) is committed to creating and sustaining an environment that is culturally competent, inclusive, accessible, and exhibits cultural humility for all members and the communities we serve.

This includes:

- Encourage OMGA Board members to report quarterly on how they are supporting Growing and Belonging within their chapters, such as innovative ideas they are implementing, challenges they are encountering, and questions for other OMGA Board members
- Increase the Seed to Supper programs being offered by at least 1 county in 2026.
- Increase the number of chapters that participate in the Growing and Belonging programs locally.
- Increase the number of chapters participating in the Growing and Belonging Award program by 15% in 2026
- Host a Growing and Belonging Panel at the 2026 JOG Conference with at least 20 attendees

The Oregon Master Gardener Association Growing and Belonging Committee will create the following resources:

- What qualifies as Growing & Belonging initiatives and practices.
- Best practices for emphasizing Growing & Belonging locally.
- An annual training on volunteer management, community engagement and Growing and Belonging.
- Accessibility guidelines for events, communication materials, and volunteer activities.

Goal #3 Annual Education Event

The Oregon Master Gardener Association (OMGA) commits to providing the leadership and support for a successful Joy of Gardening Conference in 2026. This includes:

- Increase attendance to 300 registered participants.
- Increase participation from underrepresented counties and chapters.
- Keep the cost of attending affordable.
- Provide high quality notable speakers.
- Achieve at least 3.5 satisfaction rating across all evaluation measures in post conference evaluations.
- Raise \$6000 during the Silent Auction.

Goal #4 Advocacy

OMGA commits to advocating for the OSU Extension Master Gardener™ Program. Through its Advocacy Working Group, OMGA will:

- Execute a letter campaign in support of the OSU Extension Statewide Program request of Continuing Service Level funding as needed.
- Bring awareness to elected officials and the public of the Master Gardener Programs' outreach and impact on local communities.
- Provide updated advocacy materials and resources to local Chapters as needed.
- Keep the OMGA Advocacy webpage updated and timely.
- Provide a briefing to the OMGA BOD at the quarterly meetings.
- Offer at least one training course on advocacy with OSU staff guidance.
- Fill the Advocacy Working Group Chair position.

Goal # 5 Training in new technologies

OMGA commits to assisting chapters with technology needs, challenges, and opportunities to strengthen organizational effectiveness. This includes:

- Create a Media & Technologies Working Group.
- Offer 4 live training sessions on topics such as facilitating Zoom meetings, using social media effectively, and improving chapter websites.
- Create a digital resource library with "How-To" videos and written guides accessible through the OMGA website.
- Host a "New Technologies" panel at the annual JOG Conference.
- Create resources outlining organizational procedures and best practices.
- Develop a process for tech audits to be offered to chapters to identify areas for improvement.

Goal #6 Food Donations

In celebration of the 50th anniversary of the Master Gardeners in 2026, we have set a collective goal to donate 50 tons of food to local food pantries and nonprofit organizations. To support this initiative to reduce food insecurity in Oregon, OMGA will focus on the following activities:

- Provide information on how individual Master Gardeners and local chapters can make, track, and report food donations to local food banks and nonprofit organizations.
- Offer educational resources regarding the prevalence of food insecurity in Oregon communities.
- Encourage Master Gardener volunteers to grow and contribute culturally relevant foods.

Goal #7

OMGA commits to exploring the creation of a 3-year strategic plan working group for the organization.