



COORDINATOR

news

Hello Melissa,

Welcome to the first edition of our quarterly newsletter in 2024! Reflecting on the joy of personal connections at the 2023 UC Master Gardener Conference, we recognize the invaluable conversations and connections made. As we delve into our 44th year, our commitment to impactful engagement remains steadfast. Whether virtually or in person, the UC Master Gardener Program is poised to make a difference, with new training classes starting up, new staff and academics onboarding, and new technologies on the horizon. The statewide team and UC ANR's academic footprint are both growing to help support the great work happening in counties across California.



Warm regards,

A handwritten signature in black ink that reads "Missy".

Missy Gable
Director

Volunteer Selection & Fingerprinting Resources

The program coordinator's website hosts a comprehensive suite of resources dedicated to the volunteer selection process. From detailed strategies and application guidelines to insightful interview questions, everything you need to streamline the recruitment of new volunteers is available for you to use! Additionally, a new webpage is now available focusing on the steps for fingerprinting and background checks for UC Master Gardener volunteers. This addition to the coordinator website aims to clarify and simplify these crucial security measures, ensuring a smooth procedure for volunteers and staff.

- Volunteer Selection: mgcoord.ucanr.edu/Administration/VolunteerSelection
- Fingerprinting (DOJ): mgcoord.ucanr.edu/Administration/Fingerprinting



[Spring Plant Sales are Blooming – Swipe, Chip, and Tap into Easy Payments!](#)

Spring is in full swing, and as many of us gear up for our annual fundraising efforts through spring plant sales, don't forget to harness the power of convenient payments. Credit card machines are now available for rent, making transactions a breeze for your sales and events. These versatile devices support swipe, chip, and contactless payments. To secure your machines for the upcoming event, visit the [UC ANR Credit Card Machine Program](#) webpage. There, you can find all the information you need about UC ANR credit card devices, from requesting one to understanding program and volunteer procedures, ensuring security through training, and account management responsibilities. Dive deeper into the credit card launch by checking out the UC ANR Employee News blog post: [UC ANR now accepts credit card payments!](#)



We have once again seen a remarkable surge in generosity during the year-end giving season, a crucial period for fundraising across UC ANR. The year-end giving season kicks off with Giving Tuesday in late November and wraps up just after the new calendar year as supporters respond to the [direct mail appeal letter](#) and email messages in December. In 2023, the UC Master Gardener Program received nearly \$85,000 in gifts statewide, marking an impressive 27% increase from the previous year. The total amount raised together from 1,230 donors and 1,661 gifts across the state was \$390,270 in 2023! Thank you for championing the program and its efforts to raise funds to support our mission. Interested in developing a fundraising strategy for your county? Contact Mary Ciricillo | ciricillo@ucanr.edu or Emily Delk | edelk@ucanr.edu



[Engaging Elected Officials to Benefit Your Local Program](#)

Discover the key to cultivating thriving partnerships between UC Master Gardeners and elected government officials in our latest blog post. Learn why engaging your local representatives is essential and get practical tips on extending invitations, providing event details, and emphasizing the mutual benefits. Whether you're a seasoned networker or just starting out, this article will help you unlock the potential of collaboration with elected officials. Don't miss out – read the full article [Engaging Elected Officials to Benefit Your Local Program](#) to learn how to build bridges and grow together!



[National Volunteer Month \(April\) & Gardeners with Heart](#)

In April, we celebrate National Volunteer Month, honoring all of the contributions that volunteers make in our communities. All month and during National Volunteer Week (April 14-20) we will feature stories of exceptional volunteers, or Gardeners with Heart, making a difference in California's community, school, demonstration, and research gardens.

2024 Gardeners with Heart nomination categories:

- Community connection leaders
- Food gardening and food access
- Sustainable landscaping stewards
- Diversity Equity and Inclusion Leaders
- Communications excellence

The Gardeners with Heart nomination form is now open. Please nominate a volunteer or volunteers in your county or program. The [Gardener with Heart nomination survey](#) will remain open until March 18.



[Meet Our New Advisors: Growing Our Commitment to Horticulture](#)

The UC Master Gardener Program is excited to welcome new Advisors to our community of practice! Each new advisor has assumed the critical role of supporting the academic integrity of the UC Master Gardener Program within their respective county or region. The advisor's role entails harmonizing program activities with local and state consumer horticulture needs, delivering top-notch training, and reviewing the outputs of UC Master Gardener volunteers for accuracy. Connect and learn about the new UC ANR Advisors Andrews, Godfrey, Hill, Singh, Pitton, and Volk in our blog article: [Meet Our New Advisors: Growing Our Commitment to Horticulture](#).



[Statewide Office Re-org Update](#)

We're proud to be moving into the final phase of the statewide office re-organization! For a refresher on what is happening, please check out [previous newsletter content](#).

We're wrapping up our first round of recruitment now and beginning our second round, scheduled to run through June 30, 2024.

The past six months included the following changes:

1. Reclassification of Melissa Womack to Assistant Director, Impact & Communications
2. Hire of Barbra Pushies as Statewide Communications Specialist
3. Recruitment for an Academic Coordinator for Volunteer & Community Engagement (interviews took place recently in January)
4. Recruitment of Evaluation Specialist (interviews taking place in February)

Phase 2 kicked off at the start of the New Year and includes the following:

1. Reclassification of Lauren Snowden to Online Training Specialist
2. Recruitment of Statewide Training Specialist
3. Recruitment of Northern and Southern Calif. Regional Operations Coordinators

We are pleased with our progress to date and look forward to continuing to introduce new team members! Questions? Contact Missy Gable | mjgable@ucanr.edu

Our “So What?” Question

What is the public value of the UC Master Gardener Program?

To answer this question, we evaluate.

- Unit of analysis: Participants of workshops led by UC Master Gardener volunteers
- Instrument: Self-reported behavior change survey

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Agriculture and Natural Resources UC Master Gardener Program



[Program Evaluation Participation](#)

Let’s make 2024 the best year for evaluation! You can help do this by ensuring that a contact sheet is submitted for every eligible public education event in your county. This part of the evaluation process is not optional -- it is required. Remember, we all play a role in this process, which allows us to better understand the impact of our program. To learn more about the evaluation process, view the [Evaluation Training recording from March 2023](#).

[Volunteer Satisfaction Survey](#)

In 2023, UC Master Gardener volunteers took part in an online survey to assess their satisfaction with the program. 1,769 UC Master Gardeners responded to the survey, which focused on their satisfaction within four key areas:

1. Effort to benefit others (participation efficacy)
2. Resources and support from paid staff (organizational support)
3. Social relationship with other volunteers (group integration)
4. Flexibility to fulfill their volunteer role and to use their knowledge and skills in their work (empowerment)

For each measure of satisfaction, UC Master Gardeners reported being at least somewhat satisfied. Findings from the 2023 survey were compared with those from 2019, and results showed an upward trend in satisfaction for each measure. This upward trend moves us even closer to satisfaction. Keep up the great work with volunteers, they are vital to our program’s success! Questions? Contact Tamekia Wilkins | twilkins@ucanr.edu



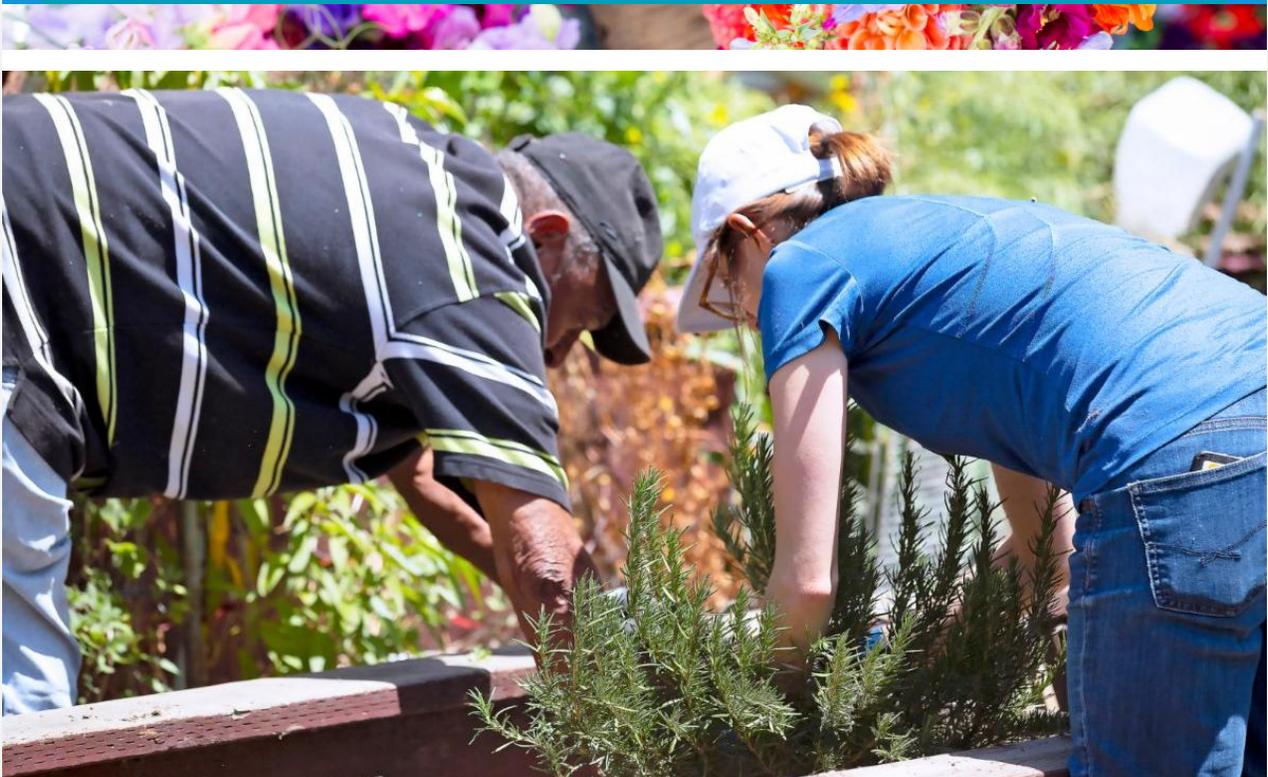
Rooted in Marketing Monthly Newsletter

We're thrilled to announce the launch of a new email campaign, "Rooted in Marketing Monthly Newsletter." This email newsletter is intended to help keep you informed and inspired in your marketing and communications efforts. Here's what you can look forward to every month:

- Content Inspiration Guide
- Branding Reminders
- Local Successes and Celebrations
- Quick Tips: Bite-sized, actionable advice to enhance your marketing strategies.
- Training Resources

We are hopeful that this tool is more than just a newsletter; it helps to excel your marketing efforts and stay connected. View the February edition here:

<https://conta.cc/42IUaxQ>. Have a topic suggestion or a volunteer to add to the email list? Contact Barbra Pushies | bpushies@ucanr.edu



UC IPM: Needs Survey & Webinar Series

UC IPM is looking for feedback from the UC Master Gardener Program to help determine education and outreach needs on pest management issues. The short 7-question "[UC IPM Needs by UC MGs](#)" survey will help UC IPM focus its efforts and help UC Master Gardeners better serve their communities. UC IPM has been hosting free monthly webinars on pest identification, management, and prevention in and around the home, garden and landscape. Webinars are now open for the first half of 2024. Learn more about the survey and discover the webinar series on the [UC IPM Update: 2024 Survey, Webinar](#) blog post.

Welcome! New Coordinators & Statewide Staff to the UC Master Gardener Community



Barbra Pushies, Statewide Office

Barbra Pushies, the new Statewide Communications Specialist for the UC Master Gardener Program, has a diverse background, including roles at Walt Disney Animation and founding the Yarnover Truck. She combines her passion for gardening and crafting with her expertise in communications and marketing. We are excited for Barbra to bring her creativity, leadership, and expertise to our team. Connect with Barbra by email at bpushies@ucanr.edu.



Allyson Greenlon, Alameda County

Allyson Greenlon brings a wealth of experience in plant biology and horticulture from UC Davis, along with a background in education and garden design, to her new role as the UC Master Gardener and Urban Ag Coordinator in Alameda County. With a passion for native plants and a history of engaging in community programs, she is set to enhance the impact of the UC Master Gardener program. Connect with Allyson by email at algreenlon@ucanr.edu.

Upcoming Training & Events:

Web: mgcoord.ucanr.edu/Events

- **Understanding Generational Differences**

Tues., Feb. 6, 9-11:30 am
UC Davis Learning and Development
Registration link: bit.ly/48PKAp0

- **Invasive Species Scout: Tree-of-Heaven (*for coordinators*)**

Weds., Feb. 21, 11 am-noon
Zoom link: ucanr.zoom.us/j/93460214698

- **Conducting Culturally Inclusive Training**

Thurs., Feb 22, 1:30-4 pm
UC Davis Learning and Development
Registration link: bit.ly/48AuG21

- **Media Training: Make headlines for UC Master Gardeners**

Tues., Feb. 27, 2-3:30 pm
Registration link: surveys.ucanr.edu/survey.cfm?surveynumber=41966

- **Invasive Species Scout: Tree-of-Heaven (*for volunteers*)**

Tues., March 5, 11 am-noon
Registration link:
ucanr.zoom.us/meeting/register/tJMqcemsrTMvGdabx_VCGiegW_HveD1WSd9N

- **Office Hours: Social Media**

Every Wednesday, 11 am -12 pm

Zoom link: ucanr.zoom.us/j/91408257262?pwd=dXI0a1RZbW5nR054OXcxYUVqckZtdz09

Recorded Webinars:

- **UC Master Gardener Marketing Chat: A Meet & Greet with Our New Communications Specialist:** youtube.com/watch?v=9TQdVCZnhwc (Jan. 2024)

Thanks for reading this month's issue! To submit questions, topic suggestions, a spotlight story, project feature, new staff feature, or feedback, email Statewide Communications Specialist, Barbra Pushies at bpushies@ucanr.edu.

Our Mission

“To extend research-based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California.”



UC Master Gardener Program | 2801 2nd Street | Davis, CA 95618 US

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