

## JCC/W MGA MISSION

The purpose of the James City County/Williamsburg Master Gardener Association is to learn, educate, and communicate environmentally sound horticultural practices to the community. Trained by the Virginia Cooperative Extension, Master Gardener volunteers are committed to offering information to the public through sustainable landscape management educational programs.

## JCC/W MGA VISION

The James City County/Williamsburg Master Gardener Association is recognized as the leading advocate of sound horticultural education focused on local community needs.

## GOALS

### I. COMMUNITY OUTREACH

The James City County/ Williamsburg Master Gardeners Association provides education about sound horticultural practices to all demographics of our community through the use of public demonstration sites including teaching and learning gardens, speaking engagements, educational forums and horticultural projects. (Note: all Master gardener Projects incorporate Community Outreach techniques, Internal Education components, and sound Environmental Practices.)

#### Proposed Implementation Strategies

1. **Speakers' Bureau:**
  - A. Continue to maintain and grow a cadre of Master Gardener speakers.
  - B. Establish a library of horticultural presentations available for rapid use.
  - C. Offer annual speaker training workshops to MGs and interns.
  - D. Communicate to civic and community groups the availability of trained MG speakers
2. **Farmers' Market:**
  - A. Continue to maintain regular MG presence at Farmer's Market booths offering both Help Desk/Plant Clinic, and special-focus presentations. Regularly evaluate the availability of MGs to the possibility of increasing presence to every week.
  - B. Increase youth activities at Farmers' Market as resources permit.
3. **JCC/W MG Website:** to be determined.
  - A. Continue offering as much information as we can to the public about what the MGs do, and accurate horticultural information for this area.
4. **Annual Plant Sale:**
  - A. Continue partnership with the Virginia Native Plant Society Chapter. Increase MG plant volume by motivational workshops within MGs, encouraging propagation for sale stock.
  - B. Establish Help Desk and appropriate horticultural information at Plant Sale to increase outreach to attendees.

5. **Therapeutic Gardening:**
  - A. Maintain and/or increase partnerships with local institutions.
  - B. Establish a community-based enabling garden.
6. **Melissa's Meadow:**
  - A. Increase visibility of the Meadow by conducting tours periodically throughout the blooming seasons.
7. **Water Wise Gardening**
  - A. Increase visibility of the Water Wise Garden by conducting tours periodically throughout the blooming seasons.
8. **Help Desk**
  - A. Maintain presence of Help Desk at the Emergency Operations Center but expand outreach to twelve months by vigorous dissemination of Electronic Help Desk (e-mail) information.
  - B. Maintain Help Desk presence at Farmers' Market and seek to expand coverage to every week during the season.
  - C. Establish New Kent Help Desk, staffed principally by New Kent interns and MGs but also open to all others.
9. **Colonial Williamsburg Learning Gardens:**
  - A. Expand outreach to CW visitors by conducting an expanded number of tours and workshops based on unique offerings of these 18<sup>th</sup> century gardens.
10. **New Learning Garden(s)**
  - A. Establish one or more partnerships resulting in development of one or more Williamsburg-area learning gardens which are not temporally limited and can be used to grow modern crops, turf, etc. and can be used as community demonstration gardens for e.g., Incredible Edibles..
  - B. Expand New Kent Learning Garden to provide a similar opportunity for residents in the NK area.
11. **Meet the Gardener:**
  - A. Continue to increase staffing of the tour leader cadre, permitting the number of tours per week/month/season to be increased significantly.
12. **Incredible Edibles:**
  - A. Organize and conduct community workshops related to home production of fruits and vegetables. Attempt to focus on underserved segments of the JCC/W community, and on youth (in conjunction with 4-H).
  - B. If possible, develop a demonstration area within a new Learning Garden that is suitable for community workshops.
13. **VCE Special Projects:**
  - A. As this item is an "incubator" for new MG projects, encourage it, stimulate it, and give a serious attempt to make any new idea succeed as long as the proposed project is within the MG charter, i.e. is educational or community outreach and not just "maintenance".

## II. YOUTH EDUCATION.

The JCC/W Master Gardener Association provides a variety of educational experiences demonstrating sound horticultural practices to the youth in our community. These

programs are aligned with VCE guidelines and the Virginia State Standards of Learning.

#### **Proposed Implementation Strategies**

1. **Youth Environmental Education**
  - A. Offer Youth Environmental programs to 1<sup>st</sup> graders in at least one school in Williamsburg/JCC schools.
  - B. Expand the program as resources and school leaders allow.
2. **Seeds of Learning**
  - A. Continue to provide a horticultural 1 hour presentation to all 1<sup>st</sup> graders in Williamsburg/JCC schools.
3. **Mattey's Garden**
  - A. Continue educational programming at Matthew Whaley.
4. **Youth Speakers' Bureau**
  - A. Organize a Youth Speakers' Bureau to present programs of interest to classes and youth groups in both school- and community-based venues.
5. **Enviroscape**
  - A. Continue to demonstrate the Enviroscape at appropriate times and places.

### **III. ENVIRONMENTAL QUALITY**

The James City County/Williamsburg Master Gardener Association models environmental stewardship by emphasizing ways in which local homeowners, using good horticultural practices, can reduce water consumption and improve the quality of our watershed.

#### **Proposed Implementation Strategies**

1. The JCC/W Master Gardeners Association provides educational and technical advice (what, where and how to plant and maintain trees, grasses, shrubs, mulches, etc.) and provides alternative landscape options targeted to reduce water usage. It researches and maintains files on appropriate plant material and planting specifications.
  - A. Develop appropriate **Water Steward** and **Tree Steward** Programs.
  - B. Promote environmental stewardship in **TurfLove** and **Landscape Love** programs, and expand number of homes visited as volunteer resources permit.
  - C. Include environmental stewardship while expanding the **Help Desk** by use of e-mail to permit 12-month operation, and by expanding venues such as **Farmers' Market** and the **Annual Plant Sale**. Establish and expand the New Kent Help Desk.
  - D. Promote drought-tolerant plantings through expanding **Water Wise Gardening** and **Melissa's Meadow** programs and look for opportunities to replicate these programs in other venues.
  - E. Expand the present **Incredible Edibles** program into additional segments of the community.
2. The JCC/W Master Gardeners Association delivers horticultural education information to individual homeowners in larger audiences by focusing on neighborhoods and HOA's
  - A. Develop **TurfLove**, **Landscape Love**, **Pruning Clinic**, and **Composting Clinic** presentations and workshops in neighborhood- and community-based venues as volunteer resources permit.

- B. Increase the scope of the **Speakers' Bureau** to include MGs trained to relate to community planning and HOA issues.
  - C. Continue to develop and offer workshops to the public in **Turf Love** (as at present), **Landscape Love**, and through **Waterwise Gardening** and **Melissa's Meadow** (native plants) and other related topics.
3. The JCC/W Master Gardeners support the goals of the Community Conservation Partnership which include educating HOA's and homeowners with the development of nutrient management plans with the proper horticultural measures that maintain and extend the useful life of BMP's
- A. Continue **TurfLove** and **Landscape Love** programs, expand number of homes visited as volunteer resources permit, and develop appropriate **Water Steward** programs.
  - B. Increase the scope of the **Speakers' Bureau** to include MGs trained to relate to community planning, HOA, and BMP issues.
  - C. Consider establishment of a cadre of advanced MGs specially trained in development of nutrient management plans, community planning, and the regulatory process: working name *Planning Stewards*.

#### IV. ORGANIZATIONAL DEVELOPMENT.

James City County/Williamsburg Master Gardeners has the responsibility to develop our Community Outreach, Youth Programs and Environmental Quality goals through use of the proposed strategies.

##### Proposed Implementation Strategies

1. Through research and survey techniques, determine what key items affect MG retention. Develop MG programs and projects that continue to increase retention of active Master Gardeners.
2. Continue development of written positions descriptions for all program and project leaders, including instruction on how to manage the projects should the current leader(s) be suddenly unable to continue.
3. Expand use of co-leadership and succession plans to ensure project/program continuity.
4. Increase advanced training opportunities locally, in partnership with other nearby MG units, and by encouraging VCE to create and offer new programs to meet changing needs.
5. Offer an expanded menu of projects and types of activity to encourage increased MG participation. Encourage vintage MGs to undertake new projects rather than continuing to do "the same old thing" until burnout ensues.
6. Look for new proactive opportunities to increase the number of members who serve in leadership positions. Leadership positions include Board membership, project chairs, team leaders or other designated leadership positions.
7. Add leadership elements to the MG training program so that each year's graduation class has an expectation that they will assume leadership roles within 3 years of graduation.