



Oregon State University
Extension Service
Master Gardener

Washington County

WCMGA STRATEGIC PLAN 2019-2021

WHY DO STRATEGIC PLANNING?

- **It forces choices (we can't be all things to all people),**
- **It focuses effort (keeps us from spreading ourselves too thin),**
- **It balances continuity and change (we don't need to change everything),**
- **It integrates the organization, and most importantly,**
- **It translates ideas into action.**

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The **PROCESS** used to create this plan:

The WCMGA board, ten chapter members-at-large and two Metro MG staff reviewed:

- Chapter purpose as stated in the by-laws,
- Current distribution of financial resources and volunteer hours,
- WCMGA 2018 member survey results, and
- WCMGA strengths, weaknesses, opportunities and threats from the Board's perspective

and identified 5 key priorities (next slide)

Subgroups then brainstormed logical next steps to address each priority.

Leads brought SMART GOALS for each priority to the November 2018 board meeting.

The Budget Committee incorporated planned 2019 costs in the 2019 budget.



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As of January 3, 2019

Key Priority	Board Position Alignment /Lead
1. Educate Master Gardeners to respond more effectively and more comfortably to garden inquiries from the public	Program Director: Annie Raich- Lead: Sandy Japely
2. Identify what the public wants/needs from Master Gardeners and increase public awareness of what MGs have to offer (in collaboration with the Metro MG Office)	President: Susan Albright Publicity Director and Lead: Leslie Ray
3. Increase intern/veteran MG engagement with the organization	Chapter Relations Director and Lead: Shirley Wolcott
4. Increase chapter support for OSU Extension MG Program activities	President/Vice President and Business Manager: Nadine Johnson Lead: Kathy Nokes
5. Explore/implement fundraising activities of interest to WCMGA members and the public and that raise sufficient revenue to maintain an effective organization	Fundraising Director and Lead: Pat Simmons



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1. Educate Master Gardeners to respond more effectively and more comfortably to garden inquiries from the public

GOALS –

- Use webinars for group learning - Notify MGs of group viewing at office (ongoing)
- Identify MG knowledge/skill gaps - Q1-2019
- Align 2020 Chapter programs with skill gap needs
- Encourage use of the study group concept - Pilot test self-organizing study groups, with veteran MGs as facilitators, standardized learning materials, two-year learning cycle of training. ID facilitators in Q2; Pilot test three standardized topics in Sept, Oct and Nov, 2019
- Implement a metro-wide train-the-trainer session. Develop course by April and deliver on a Saturday in May, 2019

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2. Identify what the public wants/needs from Master Gardeners and increase public awareness of what MGs have to offer (in collaboration with Metro MG)

GOALS -

2A: Needs assessment: Identify wants/needs by June 2019 (Approach: cooperate with OSU MG Program and other chapters to identify wants/needs and longer-range planning.)

- Obtain information from identified individuals in target organizations/agencies re: needs/wants from MGs by January 9th
- Obtain information from community members re needs/wants from MGs by TBD (may be revised based upon findings from above)
- Analyze information obtained and apply to WCGMA missions. Present findings/recommendations at the WCMGA June 19 Board Mtg

2B: Increase public awareness of what MGs have to offer by TBD based on 2A outcomes. Add SMART goal for 2020



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3. Increase intern/veteran MG Engagement with WCMGA.

GOALS -

- Offer 2019 trainees 6 WCMGA mentors for up to a year's commitment, using training's noon-time chats to develop relationships. Have 6 mentors and half of the interns involved.
- Offer noontime mixers for all but the first training session (first would be dedicated to the mentor program).
- Provide a communication system where members can share ideas, arrange carpools to events, ask gardening questions, etc, led by a moderator who will establish a separate email account and regulate emails for appropriateness. ETA date January 2019 no later than March 2019 by end of Intern Training.
- Include family members in MG activities, especially Earth Day events and the PCC Rock Creek Harvest Festival.



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4. Increase chapter support for Metro MG Program activities:

GOALS -

- Increase spending on MG Program activities by 5% each year for the next three years. (Accomplished for 2019 WCMGA budget.)
- Increase volunteer hours devoted to program activities by 10% over the next three years. (Have requested 2018 data from Program to establish current percentage baseline.)



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5. Explore/implement fundraising activities of interest to WCMGA members and the public and that raise sufficient revenue to maintain an effective organization

GOALS -

- Plan and execute a plant sale event at PCC RC by April 30th, generating \$5K net income, and is rated as a success by both WCMGA & PCC-RC.
- Expand and integrate WCMGA merchandise offerings (gardening books, tools, supplies, art, etc.) to generate \$5K sales in 2019.
- Expand Corporate giving through increased Volunteer Grants programs (like Intel) and Community Giving programs (like Kroger, Amazon, Renee Garden Seeds), to generate \$8K income in 2019.
- Develop relationships with Community Grant funders, and apply for grants that support strategic WCMGA initiatives, securing at least one grant award in 2019.
- Develop Sponsorship and Donation Outreach Program, to generate \$2K in 2019.

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NEXT STEPS –

- ✓ Lead/Teams for each priority developed initial SMART goals by Nov 2nd.
 - ✓ Identified overlaps among goals for all priorities to align efforts.
 - ✓ Board endorsed SMART goals at the November 19 Board Meeting
 - ✓ 2019 Board affirmed goals at the December 10 Board Meeting.
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- Vice President summarizes SMART goals to share with members in Chapter Chat, and uses a visual display to show progress on the plan.
 - Leads make and communicate progress and adjustments as needed.
 - Board tracks progress on goals via board meeting reports.
 - Board celebrates the chapter's progress and results.

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What questions do you have?