

Yavapai County
Master Gardener Association



Public Outreach Refresher Training

March 6, 2020



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Purpose



This document replaces the former “chair training” that was sent to those who were leading an effort for the first time. The contents have been expanded to include information that pertains to all volunteers.

It contains some information that will be new for all volunteers and will provide some reminders.

Thank you for taking a few minutes to review it.

Definitions



Coordinator, Chair –

- Person in charge
- If there are layers of “in charge” MGs, the overall person in charge is the Chair, next layer down are the Coordinators

Project –

Can be initiated by the MGA, a request from the public, or a Master Gardener - examples: Event tables, Monsoon Madness, County Fair, hands-on planting workdays at non-profits

Public Outreach –

Master Gardener activities that interface with members of our community

Speaker -

MG who has agreed to give a talk to a group

Branding



- Handouts and presentation materials should be branded with UofA and MG logos. *Contact Mary Barnes for jpg files.*



- This presentation is using the UofA branded Powerpoint template, which we should now be using. Contact the Speakers' Bureau or Mary Barnes for the template.
- Public announcements of MG talks, e.g. newspaper notifications, should include the term "**UofA** Master Gardener"

Chair / Coordinator's Role



1. Determine what needs to be done, supplies needed, timeline, etc.
2. Reserve supplies & determine who will pick-up and return them to the Extension office
3. Identify number of volunteers needed
4. The Volunteer Projects Committee will get the volunteers for you – this gives all MGs an opportunity to volunteer

Contact volunteers within 2 weeks of sign-up

- ✓ Tell them something about the event
- ✓ Provide directions, parking info, etc.
- ✓ Provide responsibilities and shift schedule
- ✓ Remind them to wear nametags, bring hat, water, chair if necessary, etc.
- ✓ Use the latest MGA Directory to ensure you have the correct contact info



Giving Talks

Requests for Speakers



If you are looking for a MG to speak at an event or if you receive a request from the public for a speaker –

1. Obtain pertinent information from the requestor, e.g. location, AV equipment needed (e.g. projector, laptop, screen, etc.), number of attendees, etc.
2. Send an email message to ycmgspeakersbureau@gmail.com with the specifics
3. A member of the Speakers' Bureau will contact the requestor and will solicit for a MG speaker



If You Are Speaking



Talks may be initiated by the Speakers' Bureau (they received a request and solicit for a MG speaker) or you may receive a personal request, e.g. from your garden club. All talks are tracked by the Speakers' Bureau.

1. See Speakers' Bureau webpage for:

- Guidelines on giving talks and preparing Powerpoint slides
- Sign-in sheet
- Donation Form
- Presentations given by others that you may use/modify

<https://extension.arizona.edu/yavapai-speakers-bureau-documents>

Note: Only pdf files are on website. You may request the ppt version from the Speaker' Bureau ycmgspeakersbureau@gmail.com or Mary Barnes

2. Reserve supplies (e.g. laptop, screen, LCD projector)

Speaker Supplies



The following supplies may be borrowed from the Extension office (not all are available in the Camp Verde office).



PC Laptop



Laser pointer – does not work on TV screens



HDMI cable to connect laptop to TV



Powerstrip



Wireless remote for powerpoint



Extension cord



Projector (LCD), uses VGA cable (comes with Projector) – laptop must have VGA connection or bring your own connecting cables



Screen



Tripod easel

After Giving a Talk



- Return supplies to Extension office
- Report attendance numbers and demographic info for Affirmative Action reports to Speakers' Bureau contact
- Submit sign-in sheet (Contact the Speakers' Bureau for instructions on how and what to report)

Speakers Bureau: ycmgspeakersbureau@gmail.com

| YAVAPAI COUNTY COOPERATIVE EXTENSION EVENT (Presentation) SIGN IN | | | |
|--|-----------|-----------------------|---------------|
| EVENT NAME: _____ | | EVENT DATE: _____ | |
| PRESENTER: _____ | | EVENT LOCATION: _____ | |
| Name | City/Town | Gender | * Ethnic I.D. |
| | | | |

Public Interaction

Speakers

Staffing Event Tables

Etc.

Guidelines for Interacting with the Public



DO –

- Wear your MG nametag on your right side
- Wear MG logo-wear if you'd like
- Stand when people approach our table
- Have fun!!!



Avoid –

- Political/controversial discussions
- Chewing gum
- Eating at the event table
- Using cell phone
- Engaging in conversation w/ other MGs while ignoring visitors
- Knitting, reading a novel, etc. at event tables
- Wearing strong scents
- Being late or leaving early
- Leaving an information table unattended

Staffing Event (Information) Tables

Event Tables



- If you sign up to staff an information table at an event, the chair/coordinator should contact you and provide specifics on the table theme (if there is one), date/time, parking, what to bring, etc.
- Ask for the chair/coordinator cell phone number in case of last-minute issues with your arrival
- The chair/coordinator will reserve the supplies and arrange for supply pick-up and return

Event Table Supplies



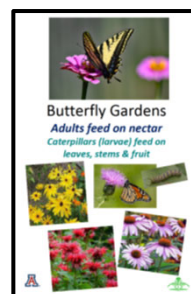
These are some of the MGA supplies that are available for use at our event information tables.



Insect boxes



Supply Tote (reference materials, etc.)



Posters



Problem Samples



Seeds



Wheel of Questions



EZ-ups



Insect/animal Photos

Laptops, tables and igloos belong to the Extension Office, not the MGA, and they have their own reservation process. The Supply Coordinator will provide instructions.

Event Table Tally Sheets



- Tally sheets are available in the Travel Totes
- Tally number of personal, educational contacts (actual conversations, not walk-bys)
- Return tally sheets to Extension Office
- Tally results will be included in Extension year end reports

| Date | Tick-mark Tally | |
|---------|-----------------|----|
| 5/18/19 | | 33 |
| 6/1/19 | | 26 |
| 6/15/19 | | 34 |
| 7/6/19 | | 5 |
| 7/20/19 | | 8 |
| 8-3-19 | | 1 |
| 8-17-19 | | 1 |
| 7-9-19 | | 11 |

After an Event



- Feedback is appreciated – feedback form is on MG website, Volunteer Documents page
<https://extension.arizona.edu/yavapai-master-gardener-volunteer-documents>

| Master Gardener Project / Event Feedback | |
|---|--|
| <i>Please use this form to provide feedback on what worked well or what could be improved, on events or projects that you worked on, attended, or observed. The information will be used for process improvements. Your feedback (with the categories on this form) may be e-mailed to a member of the Volunteer Projects Committee or this form may be sent to the Cottonwood or Prescott Extension Office / Attn: Volunteer Projects Committee.</i> | |
| Name of Event | |

- Chairs/coordinators always thank your volunteers
- Project chairs provide updated Task List to Volunteer Projects Committee for the next chair
- For special events/activities, e.g. Sharlot Hall Rose Pruning, send a list of event volunteers to Mary Barnes (exception: Farmers Mkts)

Supply Reservations

Using Extension Office Supplies



Both the Camp Verde and Prescott Extension offices have supplies to loan. Lists of available supplies are available, some belong to the MGA and some to Extension.

- Reserve supplies with supply coordinator as far as possible in advance of an event

Supply Coordinators:

Camp Verde office:

Lisa Gerber, lgerber@cals.arizona.edu, 928-554-8990

Prescott office:

Kathy MacCauley, prescottgirl@qwest.net

- Return supplies to the Extension office on date committed and ensure supplies are in good condition; report equipment or material problems

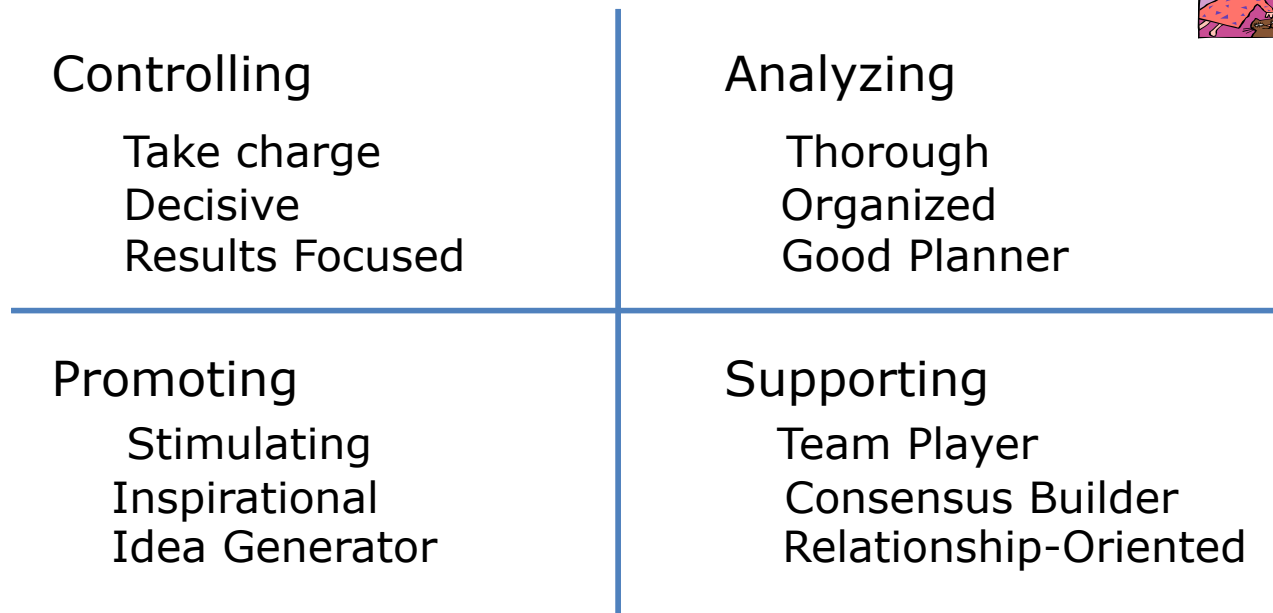
Teamwork

Appreciate All Styles



Chairs/Coordinators and Volunteers

- Know your style
- Know others' styles / ask volunteers what tasks they would like to perform
- Appreciate and value everyone's contribution



Preferences



Task Oriented

- OK with little personal contact
- E-mail communication is okay
- Prefer structure (e.g., task list instructions)



People Oriented

- Like personal contact
- Want positive feedback
- Might prefer phone call
- Might need reminders to meet deadlines



Expense Reimbursement

Reimbursable Expenses



Project Chairs / Coordinators / Speakers

- Before making a purchase, communicate with Volunteer Projects Committee or Speakers Bureau Chair to determine if expenses have been pre-approved with current year's budget
- Submit for reimbursement within one month of expenditures

MGA Committee Chairs

- Submit budget request at beginning of each calendar year
- Submit for reimbursement within one month of expenditures



See Volunteer Documents webpage for Reimbursement Policy and Forms
<https://extension.arizona.edu/yavapai-master-gardener-volunteer-documents>

Contacts

Need Additional Assistance?



- MGA Committee Chairs -
contact MGA President (Jenn Moreland)
- Project Chairs / Coordinators / Volunteers -
contact Volunteer Projects Committee (Sherry Howard or Mary Barnes)
- Speakers -
contact Speakers' Bureau Chair (Laurin Pause)

We're here for you and appreciate
your willingness to volunteer!

*Thank
you!*