

Project Prioritization Rubric Practice

Wed. Nov. 4th 2020 – 1:00 PM-2:00 PM

Welcome! This beginning of this meeting will be recorded and posted to the UC Master Gardener Program Coordinator website. All materials will be shared via the Coordinator website and Collaborative Tools

We will begin exactly at 1:00 PM.



Agenda

Welcome + Background

Meeting Logistics

Rubric Practice (Breakout Rooms)

Discussion + Closing Remarks



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

■ UC Master Gardener Program

Welcome + Background

**Marisa Coyne, *Volunteer Engagement Coordinator – UC
Master Gardener Program***

Appreciation to Dustin Blakey (County Director, Inyo Mono) and Danica Taber
(Coordinator, Santa Barbara)



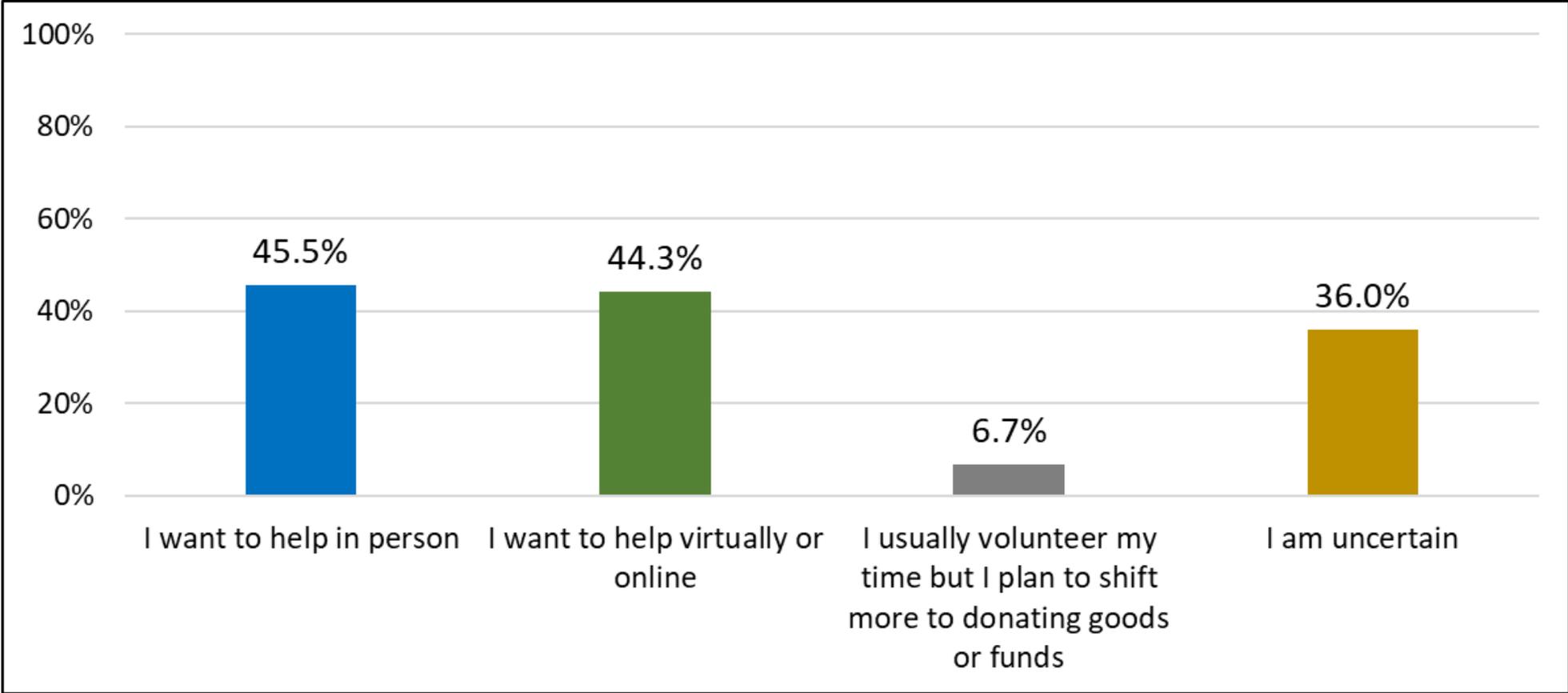
Timeline

- **March 2020** – Volunteer Match national survey 1
- **May 2020** – Volunteer Match national survey 2
- **June 2020** – UC Master Gardener Program survey concept introduced (via Brown Bag Webinar)
- **July 2020** – UC Master Gardener Program COVID-19 and Volunteerism Survey deployed
- **September 2020** – Statewide results distributed (via Brown Bag Webinar)
- **October 2020** – County-level results distributed
- **November 2020** – Project prioritization rubric ‘finalized’

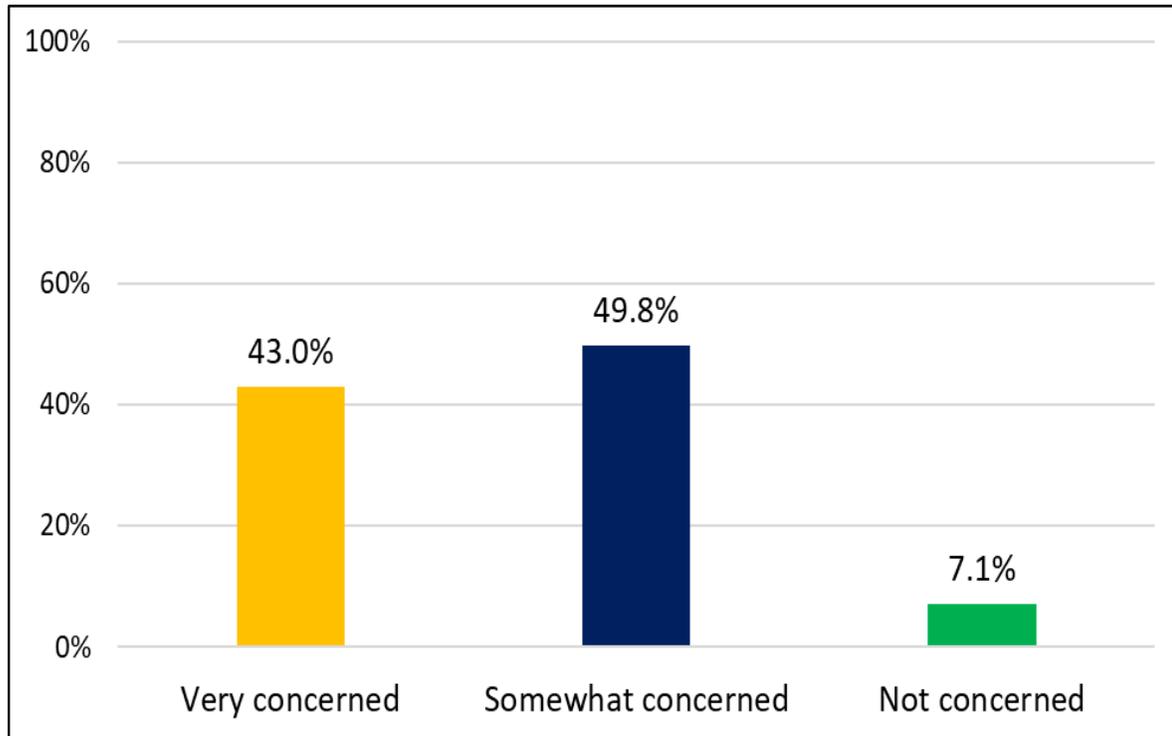
Brown Bag Webinars: COVID-19 + Volunteerism Survey – Roll out + Results



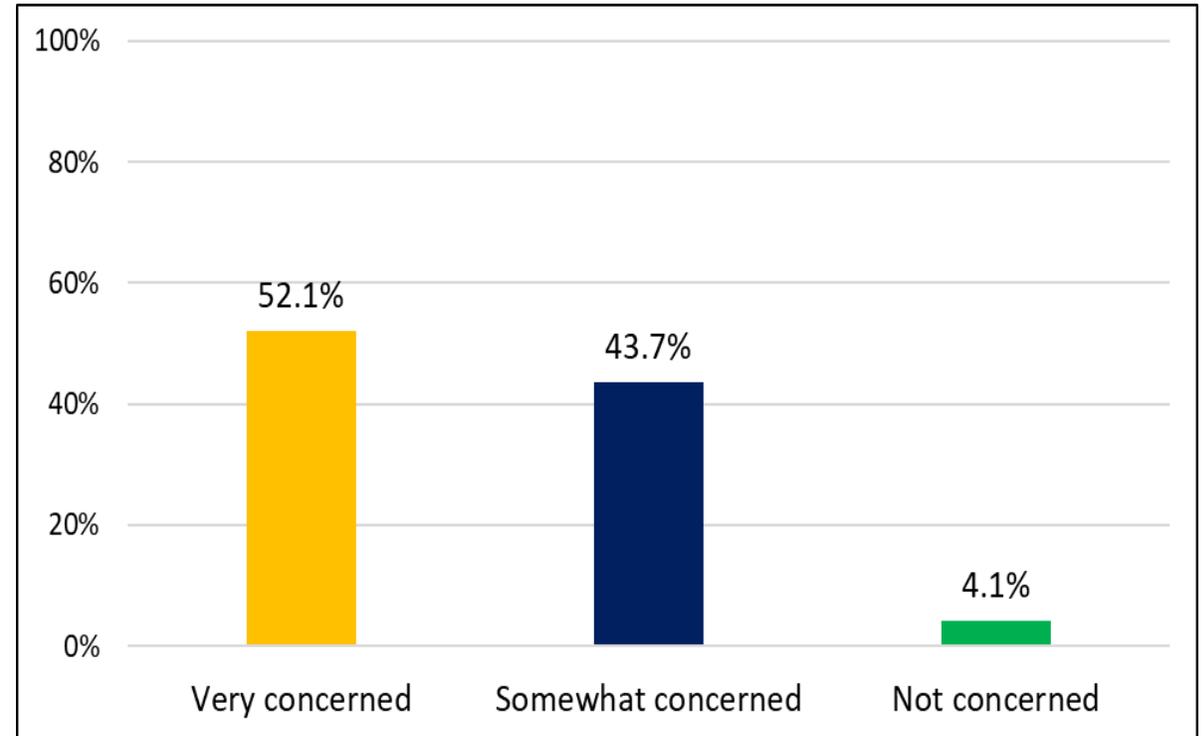
What statement best reflects your intentions for volunteering during the next program year assuming the current environmental, economic, and social conditions?



How concerned are you about the impact of current conditions (environmental, economic, social) on the UC MG Program?



How concerned are you about the impact of current conditions (environmental, economic, social) on individual UC Master Gardener Program activities and projects?



Background

- National and statewide data indicate that COVID-19 has significantly impacted volunteer commitment for the 2020-2021 program year (and may continue to impact volunteer commitment thereafter).
- UCANR personnel may need to limit the number of projects and initiatives until volunteer commitment can be restored to a pre-COVID-19 level.
- Coordinators have indicated that a rubric for scoring projects would help them strategically plan in the “new normal.”

Anticipated uses

- Understand if/how current projects align with key UC Master Gardener Program criteria.
- Identify specific areas of improvement for all projects.
- Elevate and invest resources in projects that are closely aligned with the UC Master Gardener Program mission, core values, strategic initiatives, local priorities, and fundraising objectives as well as the needs/assets of communities underinvested by UCANR.
- Reduce project load by pausing projects requiring significant improvement for the 2020-2021 and/or 2021-2022 program years.

Project Prioritization Rubric

Marisa Coyne, *Volunteer Engagement Coordinator – UC
Master Gardener Program*



Current DRAFT

UC Master Gardener Program
Project Prioritization Rubric v. 10.19.20

Project: _____

Criteria	Poor 1	Needs Improvement 2	Acceptable 3	Good 4	Exemplary 5
UC Master Gardener Program Mission and Core Values *	No or nominal connection	Some elements are present, but project has minimal impact and/or focuses narrowly on the needs of historic UC Master Gardener Program clientele	Evident connection to mission and values; Early efforts to explore project changes to ensure educational opportunities for all CA gardeners	Evident connection to mission and values; Clear attempts to adapt project to address diverse audiences	Evident connection to mission and values; Ongoing and institutionalized efforts to adapt, revise project to address diverse audiences
UCANR Strategic Initiatives (SI) *	Minimal or no connection	Some connection to one or more SI evident; Improvement needed to strengthen/clarify alignment with SI	Clear connection to one or more SI; Evident to UCANR staff	Clear, strong alignment with one or more SI is evident to staff and volunteers	Clear, strong alignment with one or more SI evident to staff, volunteers, AND public; Project is easily evaluated using the UC Master Gardener Program Evaluation processes
Local Priorities (UCCE)	No or nominal alignment	Some connection to local County Director, Advisor, CES skills, abilities, priorities	Clear connection to local County Director, Advisor, CES skills, abilities, priorities	Strong connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection	Robust connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection, and results dissemination
Local Priorities (County leadership, Partner organizations, Municipal districts)	No or nominal alignment with local priorities	Some project elements connect with local priorities including county initiatives, partner organization missions, grantee/funder requirements	Clear connection to local priorities including county initiatives, partner organization missions, grantee/funder requirements	Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners	Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners; Volunteers articulate these collaborations
Unique Areas of Volunteer / Coordinator Brilliance (UAB)	Does not specifically showcase Volunteer / Coordinator UAB	Volunteer / Coordinator UAB best put to work in other projects	Volunteer / Coordinator UAB observable	Volunteer / Coordinator UAB observable; Innovation impacts, informs local UC Master Gardener Program	Volunteer / Coordinator UAB observable; Innovation impacts, informs statewide UC Master Gardener Program, National Extension Master Gardener Network
Communities Underinvested by UC System (Black, Indigenous, Latinx/Hispanic, POC, LGBTQIA+)	Does not focus on priorities of and/or requests made by communities under-invested by the UC-system	Focuses somewhat on communities under-invested by the UC-system but communities are not involved in decision-making, agenda-setting; DEI continuing education is not a priority for current UC Master Gardener Program volunteers	Focuses on communities under-invested by the UC-system but communities are minimally involved in decision-making, agenda-setting; DEI continuing education is a priority for current UC Master Gardener Program volunteers	Communities under-invested by UC are actively involved in decision-making, agenda-setting; DEI continuing education is a core priority for current UC Master Gardener Program volunteers	Communities underinvested are involved in decision-making, agenda-setting, and evaluation; DEI continuing education is a core priority and competency for current UC Master Gardener Program volunteers; Project results in identification and selection of new volunteers / partners from communities underinvested by UC system
For Fundraising Events: Return on Investment **	Volunteer time investment, financial outlay far exceed funds raised	Volunteer time investment, financial outlay just offset by funds raised	Funds raised just exceed volunteer time investment, financial outlay	Funds raised far exceed volunteer time investment, financial outlay; Funds are applied to strengthen the volunteer community, mission delivery	Funds raised far exceed volunteer time investment, financial outlay; Funds are applied in a way that strengthen the volunteer community, mission delivery, and enhances program sustainability

* Projects scoring a 2 or lower on the UC Master Gardener Program Mission, Core Values and Strategic Initiatives criteria should not be considered priority projects UNLESS significant improvement is made to bring the project in line with these fundamental criteria.

** Assessment of Return on Investment (ROI) should include consideration of both direct financial outlay (supplies, rental fees, refreshments) and [volunteer hour](#) investment



Mission Statement

“To extend research based knowledge and information on home horticulture, pest management, and sustainable landscape practices to the residents of California and be guided by our core values and strategic initiatives.”



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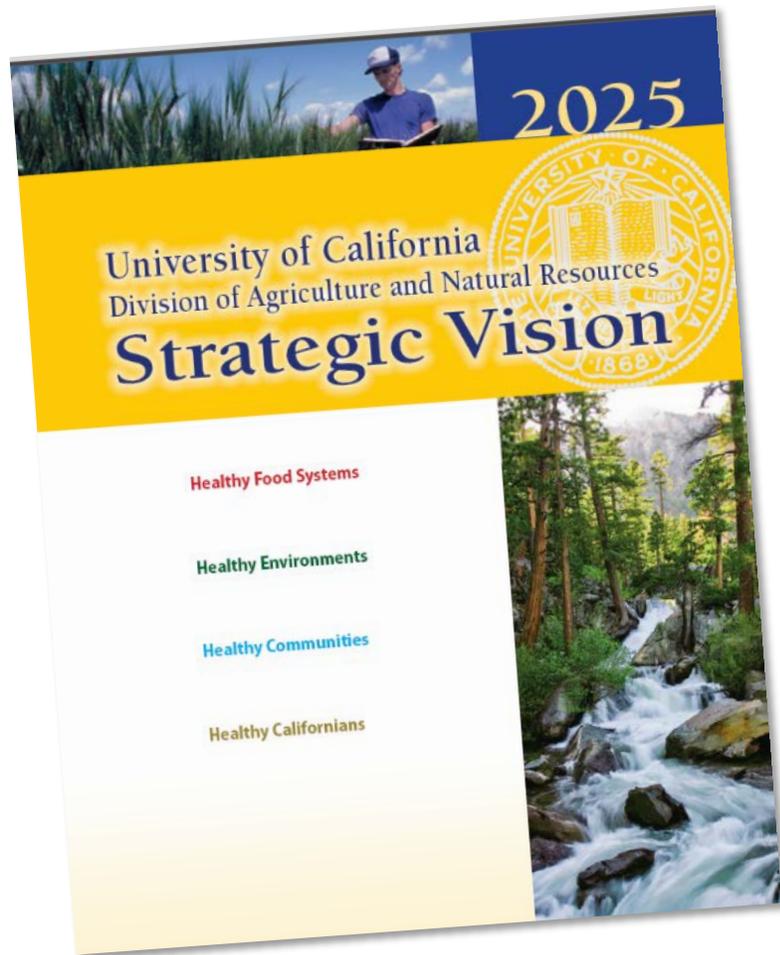


Core Values

- Utilize trained and certified volunteers at the county level
- Conduct research-based educational programs that meet horticulture and pest management needs of non-commercial clientele
- Focus on educational programs that address the Strategic Vision of UC ANR



Strategic Initiatives



1. Endemic and invasive pests and diseases
2. Healthy families and communities
3. Sustainable food systems
4. Sustainable natural ecosystems
5. Water quality, quantity and security

Local Priorities

- Local UCCE
- County leadership
 - Advisor research projects
- Partner organizations, community-based organizations
 - School districts
 - Resource conservation districts
 - Crisis centers
- Program funders, sponsors, grant makers
 - Municipal districts



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Agriculture and Natural Resources UC Master Gardener Program

Alternatives to Citrus Workshop

The UC Master Gardener Program is offering FREE ONLINE workshops to teach L.A. County residents about a debilitating citrus tree disease that directly impacts our communities

Saturday June 13 @ 10 am
<https://ucanr.zoom.us/j/94145120206>
Meeting ID: 941 4512 0206 Password: oranges

L.A. County is currently under quarantine for an insect that carries a disease that kills all species of citrus trees – including oranges, lemons, grapefruit, tangerines, kumquats, etc.

Learn how you can help slow the spread of this disease to ensure the future of local citrus.

Workshop topics will include:

- Identifying and controlling the Asian Citrus Psyllid
- Recognizing and reporting Huanglongbing (aka Citrus Greening Disease)
- Selecting non-citrus fruit trees for Southern California
- Eating more fruit for a healthy lifestyle



Unique Areas of Brilliance



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UC Master Gardener Program

Communities Underinvested by Extension



  **LIVE**

**Search For Excellence
Winner:
Reminiscence Gardening**

WEDNESDAY, SEPT 30 @ 12PM

Facebook & YouTube Live Event
with the
UC Master Gardener Program
of San Diego County

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  **LIVE**

**Search For Excellence
Second Place:
Gardening with
Underserved Communities**

WEDNESDAY, SEPT 30 @ 3PM

Facebook & YouTube Live Event
with the
UC Master Gardener Program
of Contra Costa County

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Agriculture and Natural Resources

Feedback-informed Updates

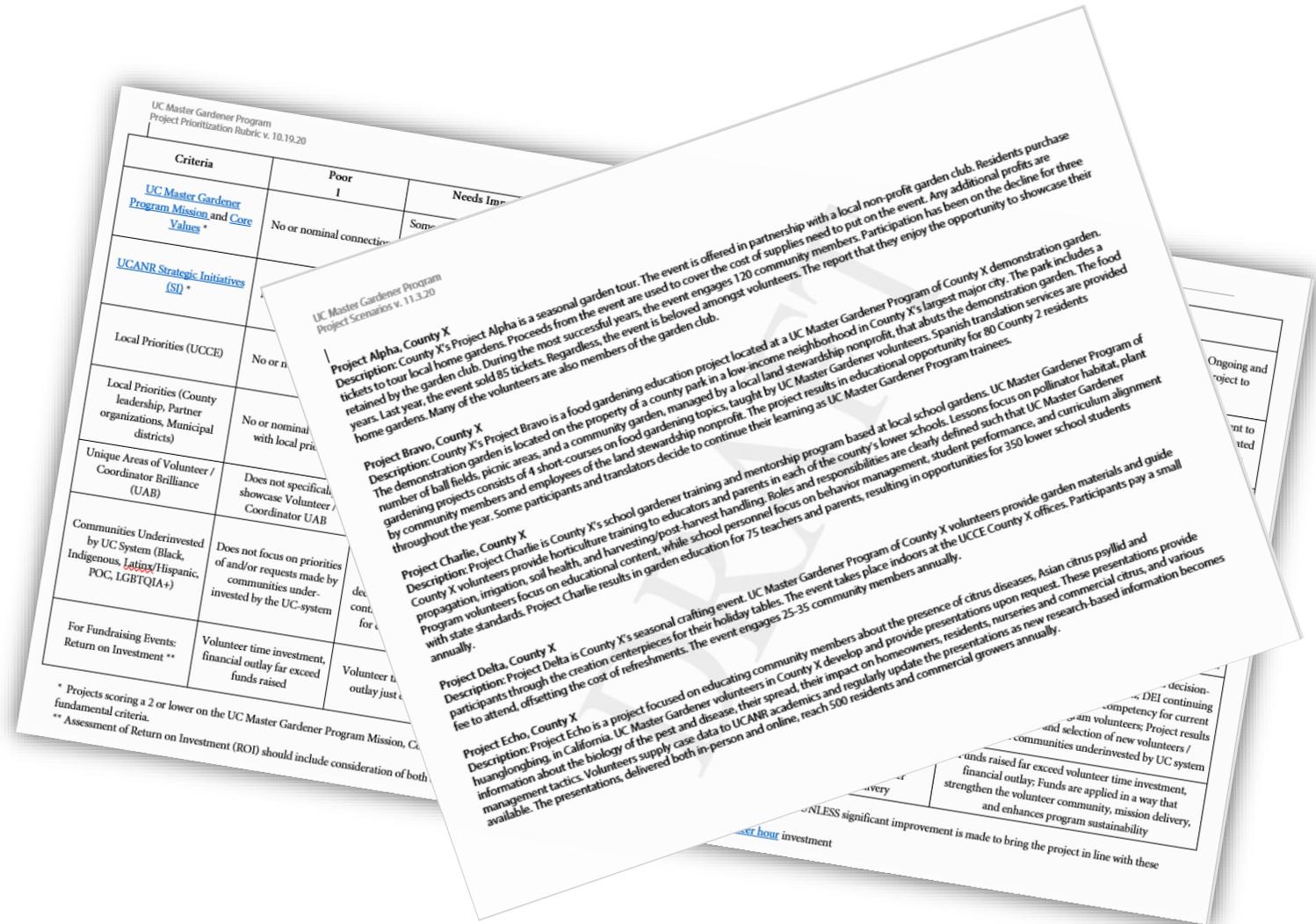
- Solicited RUBRIC feedback at our September 2020 Brown Bag on statewide results
- Added criteria for fundraising events (based on feedback from coordinators)
- Met with Dustin Blakey (Inyo-Mono), Danica Taber (Santa Barbara)
- Developed an INSTRUCTIONS sheet to accompany the RUBRIC
- Developed SCENARIOS for use in this meeting

Breakout Room Sessions

Marisa Coyne, *Volunteer Engagement Coordinator – UC
Master Gardener Program*

Instructions

- Check the chat box for PDF copies of:
 - DRAFT Rubric (PDF)
 - SAMPLE Projects (PDF)
 - Pull up the Digital Rubric (link)
- If you have trouble accessing these docs message the presenters in the chat with your e-mail address



Instructions

- Join your Breakout Room
- Note the scenarios your room has been assigned
 - EXAMPLE: Room 10 will do scenarios X and Y
- Complete the digital rubric for your scenarios
 - Be sure to add include the project name!
- Note which aspects of the rubric your group spends the most time on

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Agriculture and Natural Resources | UC Master Gardener Program

This UC Master Gardener Program Project Prioritization Rubric was developed in Fall of 2020 after a statewide survey of volunteers (n=3500) indicated that volunteer commitment will likely be depressed for the 2020-2021 and 2021-2022 program years (as a result of COVID-19). Decreases in volunteer commitment may necessitate a reduction in the project portfolio. This rubric is a tool that county-based personnel can use to assess current and proposed projects against a variety of core criteria. Strong projects (or projects that can be readily improved) will lead to strong outcomes and impacts, even as the number of projects must be reduced. PDF and Word copies of the rubric, rubric instructions, and sample projects can be found on the UC Master Gardener Program website's Brown Bag Webinar page.

Projects scoring a 2 or lower on the UC Master Gardener Program Mission, Core Values and Strategic Initiatives criteria should not be considered priority projects UNLESS significant improvement is made to bring the project in line with these fundamental criteria.

Unique Areas of Distinction are similar to Broadbent's four stages of competence's state of "unconscious competence" in which a person possesses talents and skills (either innate or practiced) that result in extremely high competence or fluency with a specific task.

Assessment of Return on Investment (ROI) should include consideration of both direct financial utility (supplies, travel fees, refreshments) and volunteer hour investment.

Project Name * Required

Project Lead(s)

UC Master Gardener Program Coordinator or County Contact Name

UC Master Gardener Program Coordinator or County Contact E-mail

UC Master Gardener Program Mission and Core Values

UCANR Strategic Initiatives (SI)

Local Priorities (UCCE)

Local Priorities (County leadership, Partner organizations, Municipal districts)

○ 1 - Poor - No or nominal connection
○ 2 - Needs Improvement - Some elements are present, but project has minimal impact and/or focuses narrowly on the needs of historic UC Master Gardener Program clientele
○ 3 - Acceptable - Evident connection to mission and values; Inclusive of many volunteers; Early efforts to explore project changes to ensure educational opportunities for all CA gardeners
○ 4 - Good - Evident connection to mission and values; Inclusive of many volunteers, including trainees; Clear attempts to adapt project to address diverse audiences
○ 5 - Exemplary - Evident connection to mission and values; Inclusive of many volunteers, including trainees; Regular changes in project leadership roles; Ongoing and institutionalized efforts to adapt, revise project to address diverse audiences

○ 1 - Poor - Minimal or no connection
○ 2 - Needs Improvement - Some elements are present, but project has minimal impact and/or focuses narrowly on the needs of historic UC Master Gardener Program clientele
○ 3 - Acceptable - Clear connection to one or more SI; Evident to UCANR staff
○ 4 - Good - Clear, strong alignment with one or more SI is evident to staff and volunteers
○ 5 - Exemplary - Clear, strong alignment with one or more SI is evident to staff, volunteers, AND public; Project is easily evaluated using the UC Master Gardener Program Evaluation processes

○ 1 - Poor - No or nominal alignment
○ 2 - Needs Improvement - Some connection to local County Director, Advisor, CES skills, abilities, priorities
○ 3 - Acceptable - Clear connection to local County Director, Advisor, CES skills, abilities, priorities
○ 4 - Good - Strong connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection
○ 5 - Exemplary - Robust connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection, and results dissemination

○ 1 - Poor - No or nominal alignment with local priorities
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○ 3 - Acceptable - Clear connection to local priorities including county initiatives, partner organization missions, grantee/funder requirements
○ 4 - Good - Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners
○ 5 - Exemplary - Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners; Volunteers articulate these relationships

Discussion + Questions

Marisa Coyne, *Volunteer Engagement Coordinator – UC
Master Gardener Program*

Project Alpha, County X

County X's Project Alpha is a seasonal garden tour. The event is offered in partnership with a local non-profit garden club. Residents purchase tickets to tour local home gardens. Proceeds from the event are used to cover the cost of supplies need to put on the event. Any additional profits are retained by the garden club. During the most successful years, the event engages 120 community members. Participation has been on the decline for three years. Last year, the event sold 85 tickets. Regardless, the event is beloved amongst volunteers. The report that they enjoy the opportunity to showcase their home gardens. Many of the volunteers are also members of the garden club.

Project Bravo, County X

County X's Project Bravo is a food gardening education project located at a UC Master Gardener Program of County X demonstration garden. The demonstration garden is located on the property of a county park in a low-income neighborhood in County X's largest major city. The park includes a number of ball fields, picnic areas, and a community garden, managed by a local land stewardship nonprofit, that abuts the demonstration garden. The food gardening projects consists of 4 short-courses on food gardening topics, taught by UC Master Gardener volunteers. Spanish translation services are provided by community members and employees of the land stewardship nonprofit. The project results in educational opportunity for 80 County 2 residents throughout the year. Some participants and translators decide to continue their learning as UC Master Gardener Program trainees.

Project Charlie, County X

Project Charlie is County X's school gardener training and mentorship program based at local school gardens. UC Master Gardener Program of County X volunteers provide horticulture training to educators and parents in each of the county's lower schools. Lessons focus on pollinator habitat, plant propagation, irrigation, soil health, and harvesting/post-harvest handling. Roles and responsibilities are clearly defined such that UC Master Gardener Program volunteers focus on educational content, while school personnel focus on behavior management, student performance, and curriculum alignment with state standards. Project Charlie results in garden education for 75 teachers and parents, resulting in opportunities for 350 lower school students annually.

Project Delta, County X

Project Delta is County X's seasonal crafting event. UC Master Gardener Program of County X volunteers provide garden materials and guide participants through the creation centerpieces for their holiday tables. The event takes place indoors at the UCCE County X offices. Participants pay a small fee to attend, offsetting the cost of refreshments. The event engages 25-35 community members annually.

Project Echo, County X

Project Echo is a project focused on educating community members about the presence of citrus diseases, Asian citrus psyllid and huanglongbing, in California. UC Master Gardener volunteers in County X develop and provide presentations upon request. These presentations provide information about the biology of the pest and disease, their spread, their impact on homeowners, residents, nurseries and commercial citrus, and various management tactics. Volunteers supply case data to UCANR academics and regularly update the presentations as new research-based information becomes available. The presentations, delivered both in-person and online, reach 500 residents and commercial growers annually.

Next Steps from the Statewide Office

- Portions of this presentation have been recorded. These recordings will be posted to the [UC Master Gardener Coordinator website](#).
 - Feedback from today will be used to create an ‘answer key’ for project scenarios.
 - This key and other materials, once finalized, will be post to the UC Master Gardener Program Coordinator website.
- Mark your calendar for our upcoming Brown Bag Webinars and events:
 - Dec. 1st – 24 hours – GIVING TUESDAY
 - Emily’s newsletter “The Scoop” with a link to the ‘Campaign-in-a-BOX’ materials, went out TODAY. E-mail Emily at eddelk@ucanr.edu if you have questions.
 - Dec. 9th – 12:00 PM – 1:00 PM - Brown Bag Webinar: All Reasonable Effort and Outreach to Diverse Audiences
 - Jan. 13th – 12:00 PM – 1:00 PM - Brown Bag Webinar: Digital Inclusion - Making Our Content More Accessible
 - Feb. 10th – 12:00 PM – 1:00 PM - The UC Master Gardener Program in the National Context - Tools and Resources



Thank you for joining us!

Project Prioritization Rubric Practice

Missy Gable, Director – UC Master Gardener Program

Tamekia Wilkins, Evaluation Coordinator – UC Master Gardener Program

Lauren Snowden, Training Coordinator – UC Master Gardener Program

Marisa Coyne, Volunteer Engagement Coordinator – UC Master Gardener Program

Melissa Womack, Marketing Coordinator – UC Master Gardener Program



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