



<p>Project Prioritization Rubric Background:</p> <ul style="list-style-type: none"> • 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.” 	<p>Project Prioritization Rubric Opportunities:</p> <ul style="list-style-type: none"> • 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. • Consider pausing projects requiring significant improvement for the 2020-2021 and/or 2021-2022 program years.
<p>How to use this Prioritization Rubric:</p> <ol style="list-style-type: none"> 1. Use the criteria above to score each of your current and/or proposed county projects. NOTE: If a project does not raise funds, exclude the ROI criteria. The total score will be out of 30 points, rather than 35. Adjusted ranges are listed below 2. Identify projects that are: <ul style="list-style-type: none"> • Excellent (Total score 31-35 or 26-30 if no ROI) • Good (Total score = 26-30 or 21-25) • Acceptable (Total score = 21-25 or 16-20) • Needs Improvement (Total score = 16-20 or 11-15) • Poor (Total score = 1-15 or 1-10) 3. Of the high scoring projects (and, perhaps, lower scoring projects that can be readily improved), determine how many projects your county will have capacity to take-on for the 2020-2021, 2021-2022 program years. 4. Work with individual volunteers, relevant committees, general membership to identify adaptation strategies (for virtual, online, or social distanced program delivery). 5. Allocate resources (volunteer time, coordinator time, social media marketing, funds, etc.) to these key projects for the 2020-2021 program year. 	<p>Other considerations:</p> <ul style="list-style-type: none"> • Use of the Project Prioritization Rubric is NOT mandatory. This tool was designed to help willing UCANR personnel to establish a manageable project load for the 2020-2021 and/or the 2021-2022 program year. • Some UCANR personnel may wish to incorporate volunteers in the process of evaluating projects. While this approach has many advantages as it may build volunteer buy-in, UCANR personnel are the stewards of the UC Master Gardener Program in their counties. Any program-critical decisions should be made by UCANR personnel. • 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 alignment with core values (including the use of volunteers to extend horticulture information) should include consideration of a projects inclusiveness to new volunteers. High scoring projects should engage a variety of volunteers including first-years. • Assessment of Return on Investment (ROI) should include consideration of both direct financial outlay (supplies, rental fees, refreshments) and volunteer hour investment.