



Cooking up Culture in our Local EMG programs

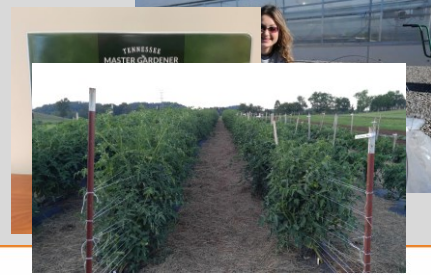
Natalie Bumgarner and Melody Rose, UT Extension- Feb. 12, 2021

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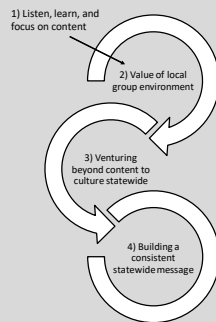
Balancing Content and Culture in our EMG Program

- Our Training
- Our To-do list
- Our Time



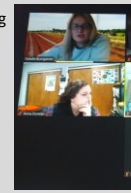
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Our Visit Today

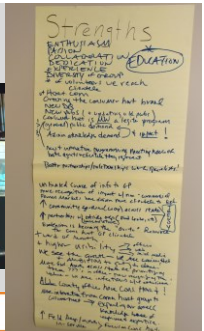


Listen and Learn, Build the Team

- Build culture within state leadership team before attempting exportation!
- Master Gardener workgroup
- Yearly MG coordinator in-services (planning meetings)
- Building joint vision but also learning from local successes



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1) A bit of background on EMG in Tennessee

- Program began in urban areas in 1985/86
- State coordinator during the 90s (off campus)
- True statewide programmatic efforts began around 2004

= Strong county-focus and personality

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2) Creating a Culture at the Local Level IT'S ALL ABOUT THE PEOPLE!!!

BUILDING TRUST



ENGAGING OUR YOUTH



GROWING LOCAL LEADERSHIP



BEING SILLY



WORKING TOGETHER



PROVIDING QUALITY EVENTS



GROWING TOGETHER



A Typical Year: The Four Seasons

Winter
Doldrums

Dirt-
Diggin'

Sweat
Season

Fall
Bounty

HAVING FUN TOGETHER



A Typical Year: The Four Seasons

Intern
Training

Project
Planning &
Planting

Project
Maintenance

Bringing the
Year to a
Close

CREATING THE CULTURE by ADDING LOCAL FLAIR

INTERNAL

- Monday Musings
- Brunch Bunch
- Winesdays
- Thursday Throwdowns
- Learning Journeys
- Member Spotlights
- Garden Gatherings
- Celebration (+ dress-up)
- Share Day for new interns
- Plant Swap
- Book Club
- Secret Gardener

FUNDRAISING
Plant Sales
Biscuits & Bourbon
Follow Your Farmer
Down the Wine trail
Empty Bowl
Facemasks
T-Shirts/Mugs

EXTERNAL

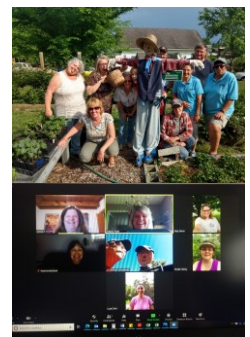
- Farmer's Market Info Booth
- Kid's Day on the Farm
- County Fair
- Presentations to General Public
- Website
- Social Media
- Heirlooms and Natives
- ASK US!
- Collaborative Resources merging MG's with GP
- BSMGA PROJECTS (New Hope Cemetery, Soup Kitchen Garden, Research Plots, Boys & Girls Club)

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PLAN
&
PLANT



LEARNING

SHARING

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GROWING

PLAYING



SUMMER

UPKEEP

3) Venturing Beyond Content to Culture Statewide

- 2018- Fall of listening sessions
- 2020 Survey
- Leading up to 2020 leadership series
- (All this is combined with horticulture and organizational content)

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EXPLORING

HIKING

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WINE-TASTING

EATING

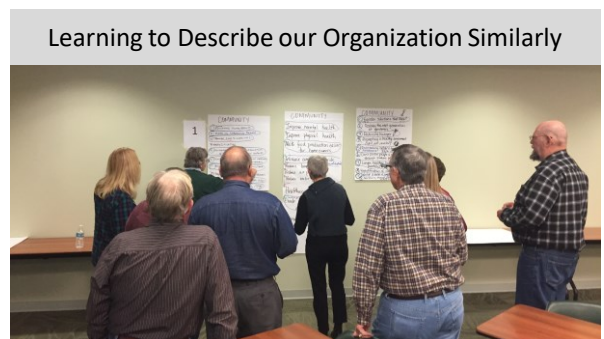
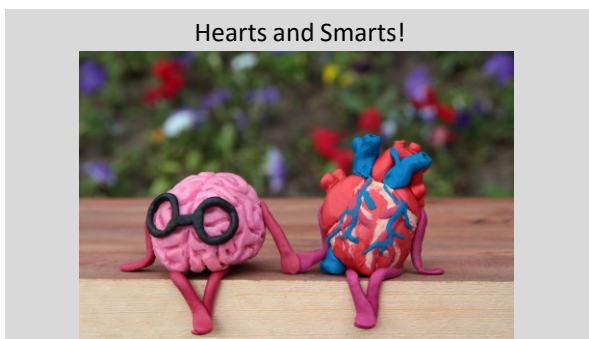
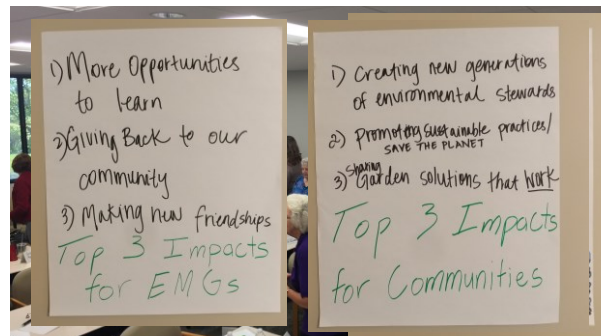
Making the Leap

Focused on a two main ideas

- Where we want to go - Starting to speak in a shared voice about our program, our people, and our impact (listening sessions)
- What are the roadblocks to getting there? (statewide data)

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In the words of EMGs

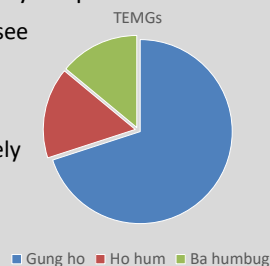
"Becoming a Master Gardener volunteer provides access to UT research and resources and provides opportunities to share MY personal passion with OUR community to improve lives now and for generations to come"

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A TEMG Survey Snapshot

- Segmentation on data to see how our volunteers were groups
- Our three cohorts...
- Moderate group more likely to be less than 65
- Neutral/neg group more likely to be men

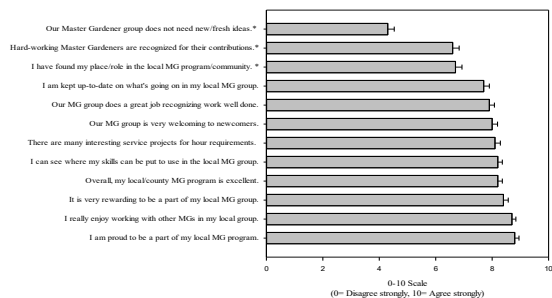


A TEMG Survey Snapshot

- January-March 2020
- 759 responses
- Programmatic, motivation, engagement
- More focus on connection and local groups



Statement	Highly Positive Group (n = 476)	Positive Group (n = 128)	Neutral to Negative Group (n=98)
Overall, my local/county MG program is excellent.*	9.0**	8.2	4.8**
I can see where my skills can be put to use in the local MG group.*	9.0**	7.7	4.8**
Our MG group is very welcoming to newcomers.*	8.9**	8.3	3.3**
Our MG group does a great job recognizing work well done.*	8.7**	8.0	3.7**
I feel very connected to the University of Tennessee Extension system through the Master Gardener program.	7.7**	6.2	4.9**
Our MG group does not need new/fresh ideas. *	5.6**	1.9	2.0
Technology is used appropriately to support horticulture education.	7.4**	6.5	5.0**



Summarizing our Activities/Data

- Attitudes are similar for local and state (crossover effect)
- Speaking, understanding, acting on the mission at all levels
- Technology and new ideas could be supported at all levels
- Putting talents to use, welcome, recognizing, reaching wide swaths of the community--- ALL Local

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QUESTIONS FOR EACH SMALL GROUP DISCUSSION...
 Please take notes during your discussion sessions as an opportunity to learn something at the end of the day to discuss these topics and to all leaders back together.

CHALLENGE Module 5
 Actions speak louder than words! Creating an action plan is a key to success. Truly knowing our team members' success because everyone brings specific skill sets and capabilities to the team. How well do you know your group? Do you know their strengths, weaknesses, capabilities? How about yourself? Dig deep and decide for yourself...

MAINTAIN Module 6
 Are you a leader? Do you possess a skill set to lead by example and influence others? Knowing the right difference among, listen, manage, and leaders (or in this case, coordinators, project leaders and committee chairs, and executive leadership teams) affords the opportunity to inspire members to grow both yourself and the overall membership body by having empowerment throughout the organization.

WEAVING & PRUNING Module 7
 Conflicts arise in every great organization. Dealing with these issues in virtual. Effectively meeting out the table brings over the spirit/morale of the group is a great first step. Finding out negative and conflict leaders is also necessary for long term sustainability (for your self and membership).

HARVEST Module 8
 Change is inevitable. How leadership manages change, determines how individuals and members within the organization manage change. Creating and/or enhancing the leadership pipeline is a great place to start. Do you resist change? How do you temptation and keep the harvest?

October Leadership Day

TIME	SESSION	TOPIC
10:00-10:30	Session 1 presentation	Chloe and Anna
10:30-10:45	Session 2 group discussion	Group discussion leaders will have starter questions
10:45-11:00	Session 3 presentation	Michelle
11:00-11:15	Session 4 group discussion	Michelle and Lane
11:15-11:30	Session 5 presentation	Michelle
11:30-11:45	Session 6 group discussion	Michelle
11:45-12:00	Session 7 presentation	Natalie and George
12:00-12:15	Session 8 group discussion	Michelle
12:15-12:30	Session 9 presentation	Michelle
12:30-12:45	Session 10 group discussion	Michelle
12:45-1:00	Session 11 presentation	Michelle
1:00-1:15	Session 12 group discussion	Michelle
1:15-1:30	Session 13 presentation	Michelle
1:30-1:45	Session 14 group discussion	Michelle
1:45-2:00	Session 15 presentation	Michelle
2:00-2:15	Session 16 group discussion	Michelle
2:15-2:30	Session 17 presentation	Michelle
2:30-2:45	Session 18 group discussion	Michelle
2:45-3:00	Session 19 presentation	Michelle
3:00-3:15	Session 20 group discussion	Michelle

1 set of grapes or 2 for morning and afternoon
 each discussion leaders can also develop a few questions to kick off the groups

PLANT THE SEED

People + Purpose = Organization

As a leader, FOCUS 80% on the people and purpose...
 Don't get lost in the weeds!

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

WHAT DOES A VOLUNTEER LEADER LOOK LIKE?

gROWing Great Leadership

PLANT THE SEED

People + Purpose = Organization

High-quality people are attracted to high-quality things: ACE it!

“If your actions inspire others to dream more, you have a lot to offer.”
YOU ARE A LEADER.

A Achieve through actions!

C Communicate clearly and at every chance!

E Expect nothing less than everyone's best, including yours!

SOWING THE SEEDS OF SUCCESS...

- Creating a vision and translating that vision into action.
- Attracting people and making things happen.
- Communicating effectively.
- Collaborating and encouraging the pursuit of mutually beneficial purposes.
- Influencing individual and group behavior.
- Motivating others to achieve goals.
- Solving problems.
- Managing change.

Moving through the Seasons...

Melody Rose University of Tennessee Extension, Greene County 2020

PLANT THE SEED

People + Purpose = Organization

Hitch your workhorses!

GREAT LEADERS
 DON'T TELL YOU WHAT TO DO.
 THEY SHOW YOU HOW IT'S DONE.

~80% of the work is done by ~20% of the group

PLANT THE SEED

People + Purpose = Organization

Do not go where the path may LEAD
instead go where there is no path
and leave a TRAIL.
Ralph Waldo Emerson

Be socially excellent!
Communication, Relationships, and Networking
are important, BUT...

standing
connected
with others
lead to

Innovative collaborations

Rich relationships

Committed citizens

5) Quick Recap

These concepts have impacted how we talk

We have seen positive dividends in the pandemic season

We are very much in work in progress!

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GROW YOUR ORGANIZATIONS!

VOLUNTEERS

Volunteers Rock

Created by: Melody Rose-University of Tennessee Extension, Greene County 2020

Our TEMG Values

1. A balance of the *institution* with the *individual* that benefits both
2. A respect for the talents of each *volunteer* and the value of every *person and community* we serve
3. A tone that shows we are *confident* the future is bright

Sow the Seeds of Success...

- 1) Create a vision and translate that vision into action
- 2) Attract people and make things happen
- 3) Communicate effectively
- 4) Collaborate and encourage the pursuit of mutually beneficial purposes
- 5) Influence individual and group behavior
- 6) Motivate others to achieve goals
- 7) Solve problems
- 8) Manage change
- 9) HAVE FUN!

Tennessee Extension Master Gardener Workshop Team

Community education, problem solving, community and resource connections, answers to all your gardening questions.

Workshop Team Members:

- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener
- Master Gardener

Sowing the Seeds of Success

Enhancing Leadership at the Local Level

Master Gardener Modules:

- Module 1: Plant the seeds
- Module 2: Water
- Module 3: Fertilize
- Module 4: Harvest

MASTER GARDENER
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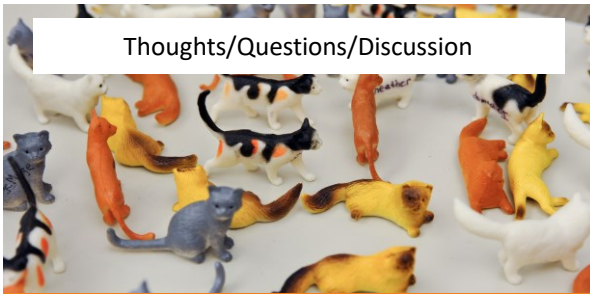
We join for the plants, we stay for the people!!

Seeing the Positive in Pandemic Programming

- Collaborative
- Cohesive
- Connected
- Still COUNTY Focused



Thoughts/Questions/Discussion



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