

FLORIDA MASTER GARDENER AWARDS OF EXCELLENCE: EDUCATIONAL DISPLAY OR EXHIBIT

A descriptive summary of your project. (5 points)

(Please look at photos before continuing reading.) This display/exhibit was designed and created for the purpose of educating the public - to make them aware of:

- the Master Gardener Program,
- IFAS information available on line and at the booth,
- the Co-Operative Extension Service Programs
- sound horticultural practices and principles,

all originating from the University of Florida.

A list of Master Gardeners who participated in this project and their roles:

Don Campbell built the green exhibit frame and volunteered at the exhibit. Over the past 20 years, Alice Finst was responsible for keeping the display current and manned the booth every week with a series of other Master Gardeners wearing their Master Gardener Shirts. Her most recent helpers were Master Gardeners Dula Fuller and Ann Eberhardt.

Scope of Project (20 points) Explain the purpose of the display.

The purpose of the display is to give the educational message that the Master Gardeners are here, trained through the University of Florida to assist the public with gardening information. The exhibit is located at the Delray Green Market. The target audience was anyone who was shopping on Saturdays at the Delray Green Market and any others passing by who were interested in gardening information.

There was no budget for the project. The tent was donated by Master Gardener Dula Fuller. The project was put together from left over supplies from the Co-operative Extension office in West Palm Beach, approximately 20 miles from Delray Beach.

Accuracy and Clarity (10 points)

Taken by Alice Finst, the photographs show that the project is clear and accurate. Only materials provided through the Mounts Botanical Garden, University of Florida or available at the Co-Operative Extension service are displayed.

Educational Value (25 points)

How was the educational display used in the horticulture program?

Display was used weekly at the Delray Green Market. Materials, especially related to up-coming events at the Mounds and meetings of different garden related groups were posted and/or handed out along with any materials related to current gardening problems.

How many times was the display used? Was the display used in conjunction with other educational materials like brochures or websites?

The display was used to display any appropriate information from the University of Florida on gardening almost every Saturday morning during the growing season October to May beginning in 1993. Multiplying 21 years times approximately 40 sessions per year comes out to at least 840 sessions. This year, the Green Market will be going year round. So, add another 50 sessions to the 840 from years past.

Format, Logos, and Branding (20 points)

Is the graphic design well thought out and have an original design and theme?

The University of Florida banners are on both sides of the display table. Only materials from the Mounds Botanical Garden are used.

Were identity standards for UF/IFAS, Florida Master Gardener Program, and county extension programs are followed appropriately?

I looked up the topic above and scanned many websites, including this one:

http://gardeningsolutions.ifas.ufl.edu/mastergardener/pdfs/resources/volunteer_agreement.pdf

And reading the standards, I believe that I am following the standards.

Outcome (10 points)

How many people participated in the project and what were their duties?

At least one person was present at each session to give out information. Number of visitors for the week started at about 20. Details have been filed monthly on the Master Gardener website.

Provide a written account with pictures –see attached.

Describe the publicity received. See newspaper article attached.

How was the project distributed? It was displayed at the Delray Green Market.

What was the potential impact on the community or audience? People knew that Master Gardener booth was there with information, and knew to look for the blue tent.

How did you evaluate this program? I kept track of the number of people who visited the Master Gardener booth. People seemed happy and left with brochures in their hands.

Please note that each week 20-35+ people stopped at the Green Market Master Gardener Booth and left with materials—always with a brochure with directions to the Mounds Botanical Garden and usually with a flyer on plant societies and native plants.

Learnings (10 points)

Describe any challenges you encountered or things you might change if you were to do the project again.

Challenges? Getting the Master Gardeners to volunteer to help at the Booth. In Palm Beach County new Master Gardeners are required to put in a certain amount of time in the phone room at the Mounds answering phones. It would be useful if they could be required to put in time at the Delray or other Palm Beach Green Markets or given an opportunity to split their required time. As I said earlier, it is a 20 mile trip to the Mounds and then another 20 miles back Boca people can add another 5 miles each way. It would be easier to get people to volunteer if they got into the habit of only having to drive across the border to the Delray Green Market.

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