



Florida Master Gardener Awards of Excellence Diversity and Inclusion

This award category recognizes projects that target a special public with respect to age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practice, and other human differences. The major difference between this category and the others is the emphasis on targeting the public's demographics (e.g., age, sex, racial group membership), psychographics (e.g., likes and dislikes, values, beliefs), and preferred means of receiving information (e.g., radio, community newspaper, in a language other than English).

See the Award of Excellence Instructions for submission rules. For this award application, cover the following in your 3-page narrative.

- Summary (5 points)
 - A descriptive summary of your project. Your application will NOT be judged without this summary included.
 - Provide a list of all Master Gardeners who participated in this project and their roles.
- Scope of Project (20 points)
 - Who were the target audiences who might benefit from this project? List community partners if applicable. Provide the budget for the project. Describe the problem or opportunity you faced (e.g., non-English speaking people displaced by natural disaster) and the strategies you used (e.g., targeted media, positive message, spokespersons, collaboration) to address those problems or opportunities.
- Accuracy and Clarity (20 points)
 - Project is clear and accurate and citations provided.
- Educational Value (25 points)
 - How was the educational message used in the horticulture program? How many times was the educational message used (examples: copies distributed, website page views)?
- Outcome (20 points)
 - How many people participated in the project and what were their duties? Provide a written account with pictures (optional). Describe the publicity received. How was the project distributed? What was the potential impact on the community or audience? How did you evaluate this program? Did the audience participate in any other extension programs?
- Learnings (10 points)
 - Describe any challenges you encountered or things you might change if you were to do the project again.