107 Mehrhof Hall
PO Box 110675
Gainesville, FL 32611-0675
Phone: (352) 273-4521
Fax: (352) 392-1413
http://mastergardener.ifas.ufl.edu
wilbewl@ufl.edu

Florida Master Gardener Volunteer Awards of Excellence
Communications

This award category consists of the development of educational materials that are part of a horticultural program for the general public or other Florida Master Gardener Volunteers. This includes written, verbal, or social media. Examples include feature articles, news columns (2), radio show, video production, or social media platform.

See the Award of Excellence Instructions for submission rules. Submit an electronic copy or link of the written, verbal, or social media. 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 Gardener Volunteers who participated in this project and their roles.
- Scope of Project (20 points)
  - Explain the purpose of the project. Who were the target audiences who might benefit from this project? List community partners if applicable. Provide the budget for the project.
- Accuracy and Clarity (20 points)
  - Project is clear and accurate and citations provided. Copyright provided for pictures in the project.
- Educational Value (20 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)?
- Format, Logos, and Branding (20 points)
  - Is the graphic design well thought out and have an original design and theme? Identify standards for UF/IFAS, Florida Master Gardener Volunteer Program, and county extension programs are followed appropriately.
- Outcome (10 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?
- Learnings (5 points)
  - Describe any challenges you encountered or things you might change if you were to do the project again.

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Florida Master Gardener Volunteer Awards of Excellence
Communications Judging Sheet

This award category consists of the development of educational materials that are part of a horticultural program for the general public or other Florida Master Gardener Volunteers. This includes written, verbal, or social media. Examples include feature articles, news columns (2), radio show, video production, or social media platform.

County:	Project Name:		
Category	Possible Points	Points Awarded	Notes from Judge
Summary Descriptive summary of project. List provided of all Master Gardener Volunteers who participated in this project and their roles.	5		
Scope of Project Explained the purpose of the project. Who were the target audiences who might benefit from this project? Community projects listed. Budget provided.	20		
Accuracy and Clarity Project is clear and accurate and citations provided. Copyright provided for pictures in the project.	20		
Educational Value How was the educational message used in the horticulture program? How many times was the educational message used (examples: copies distributed, website page views)?	20		
Format, Logos, and Branding Is the graphic design well thought out and have an original design and theme? Identity standards for UF/IFAS, Florida Master Gardener Volunteer Program, and county extension programs are followed appropriately.	20		
Outcome How many people participated in the project and what were their duties? Provide a written account with pictures (optional). Publicity described. How was the project distributed? What was the potential impact on the community or audience? How did you evaluate this program?	10		
Learnings Describe any challenges you encountered or things you might change if you were to do the project again.	5		
Total Points	100		