**Purdue Master Gardener Annual Impact Survey**

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**Issues**
- County Master Gardener (MG) Coordinators were reporting impacts of the Purdue MG program inconsistently in the online reporting system.
- Medium and long-term outcome indicators were not being measured or reported for the Purdue MG Program.

**Goals**
- Identify priorities for reporting about MG outcomes from a statewide perspective
- Communicate a common set of outcomes to report for MG programs in each county
- Train County MG Coordinators to report consistent data fields in the online reporting system
- Identify, measure, and report on medium and long-term outcomes for the Purdue MG Program

**Actions**
- Used a screen shot of the online reporting system adding instructions on for County MG Coordinators on how to report
- Surveyed all active Purdue MG volunteers (over 2,500 volunteers) on adoption of gardening practices and development of leadership skills

**Survey Results**
808 active Purdue Master Gardeners responded to the survey.

Purdue Master Gardeners reported changes in gardening practice as a result of the program – 755 (94%). Changes in gardening practices were (740 respondents, more than 1 choice allowed):
- Increased use of pollinator plants or use of practices to protect pollinators – 568 (77%)
- Chose the right plant for the right place – 557 (75%)
- Reduced yard waste headed to landfills by composting and/or leaving grass clippings on the lawn – 481 (65%)
- Removed/replaced invasive plant species - 477 (64%)
- Using environmentally sound pesticide practices - 469 (63%)
- Using environmentally sound fertilizer practices - 424 (57%)
- Improved habitat for wildlife – 383 (52%)
- Reduced stormwater runoff and pollution through the use of rainscaping practices – 176 (24%)

Purdue Master Gardeners reported leadership skills developed from their participation (745 respondents, more than 1 choice allowed):
- Ability to work effectively with others – 410 (55%)
- Confidence to commit to a leadership position within the local association or program – 298 (40%)
- Communication skills - 276 (37%)
- Understanding their personality type and those of others - 266 (36%)
- Ability to run effective meetings - 126 (17%)
- Managing conflict situations – 115 (16%)

As a result of applying their skills, Purdue Master Gardeners reported (765 respondents, more than 1 choice allowed):
- Increased efficiency of gardening practices – 561 (73%)
- Saving money by choosing right plant for right place - 375 (49%)
- Saving money through more effective use and/or purchase of pesticides and fertilizers – 299 (39%)
- Increased fruit and/or vegetable yields – 241 (32%)

**Summary**
- Consistent data entry made it possible for Purdue MG Program to move from a county focus on reporting to a common set of indicators for a statewide perspective.
- Ability to report medium and long-term outcomes helped Purdue MG Program communicate helpful and necessary information to funding agencies.