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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



Figure 1. Purdue Master Gardeners in Hendricks County prepare for their annual garden education event, "Gardening For All Ages".

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



Figure 2. Greene County Master Gardener, Lila Massa, poses by the Greene County "Share the Bounty" Demonstration Vegetable Garden.

Medium-Term Indicators:

	No.
NIFA GF 1.4.a - # of participants adopt recommended practices for horticulture and the environment	755
# of participants who volunteer	2,722
# of participants who grow leadership ability	611

Long-Term Indicators:

	No.
NIFA GF 1.4 - # of participants adopting best practices and technologies resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources	701

Table 1. Numbers of Purdue Extension statewide outcomes reported for 2017.



Presenter for Today

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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.