

CCE Community Horticulture PWT meeting

MINUTES

APRIL 26TH & APRIL 27TH NOON TO NOON

PLANT SCIENCE RM 22 CORNELL CAMPUS

TYPE OF MEETING	Program Work Team Meeting for networking and organizing statewide efforts
FACILITATORS NOTE TAKERS	David Chinery (Rensselaer – PWT co-Chair) Lori Bushway (Horticulture – PWT co-Chair)
ADDITIONAL ATTENDEES	Patti Paine Battley (Seneca), Gail Culver (Genesee), Lutie Batt (Wyoming), Pat Curran (Tompkins), Renee Schloupt (Broome), Dianne Olsen (Putnam), Cheryl Hearty (Dutchess), Carolyn Klass (Entomology), Charlie Mazza (Horticulture), Marcia Eames-Sheavly (Horticulture), Sandra Jensen-Tracey (Pathology), Marty Sailus (NRAES)

Agenda topics

DISCUSSION	Vegetable Varieties for Gardeners promotional Material	
	<ul style="list-style-type: none"> Would counties be interested in a 2'x 3' laminated color poster about the Vegetable Varieties for Gardeners project? Would they also like it personalized with their county contact information? A sample of the poster was provided. 	
CONCLUSIONS		
	<ul style="list-style-type: none"> A poster will be printed, laminated and mailed to each county office. If counties would like additional copies of the poster they will be available at cost from Lori. The poster, bookmarks and other Vegetable Varieties for Gardeners promotional material will be available soon at http://vegvariety.cce.cornell.edu/ 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Print and mail a poster for each county, add material to website	Lori & Craig	Mid June
DISCUSSION	Bulletin 74 & Ant Survey	
	<ul style="list-style-type: none"> Carolyn Klass reports that the first draft of the Northeast regional version of Cornell's bulletin 74 is nearly completed by writers. Carolyn needs our assistance in reviewing chapters in the coming weeks. If you can help contact her ASAP. Jennifer Grant and Carolyn are now pursuing potential publishers as they received additional grant funding recently for publication costs. The exact time frame for the publication is not yet known. We hope prior to the 2008 season. There will likely be fewer pesticide products listed in this regional publication than in our Bulletin 74 as guidelines and restrictions vary from state to state and this publications is meant to serve many states. Likely CCE educators and volunteers assisting clients will need to continue to rely on online fact sheets at: http://plantclinic.cornell.edu/ and http://www.entomology.cornell.edu/Extension/DiagnosticLab/IDLFS/index.html As well as additional material that might be published by Carolyn or others at Cornell. Bulletin 74: Pest Management Around the Home Pesticide Guidelines is still available on-line at: http://ipmguidelines.org/ The cultural practices (part 1) is not on line yet but Carolyn is looking in to this. Carolyn continues to look for assistance in the pest ants in the home landscape survey. This survey will continue through August and she is looking for a number of species of ants from many locations around the state. The European Fire Ant (which stings) is of particular interest. The ants submit will be ID for free but not in a timely manner. Collection kits are available from Carolyn Klass (ck20@cornell.edu). 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Keep us posted on the progress of the new publication. Send those who volunteered chapters to read. Help counties participate in ant survey collection.	Carolyn	On-going May
Read and review a chapter for new pest management book.	Cherly, David, Renee, Dianne, Gail, Lori	end of June

DISCUSSION	Exhibit at 2007 Program Council Conference May 9th
<ul style="list-style-type: none"> • What are the Program Councils? Where does Community Horticulture fit under? • Are there ways we can connect with other people like Jo Swanson who is in Human Development and leads the Quality of Life program council? Connect with other PWT teams? • How do we want to present this PWT at the Program Council Conference? What specifically will we display? As a starting point Lori shared some “why garden?” and “benefits of gardening” pieces she has found and two power points she has created related to these area. 	

CONCLUSIONS	<ul style="list-style-type: none"> • Not every one is familiar with the Program Council and PWT structure. These CCE pages could help clarify: http://www.cuaes.cornell.edu/CUAESWeb/home.htm specifically Program work team link: http://hosts.cce.cornell.edu/admin/pwt/ where Community Horticulture is officially linked with Quality of Life. • We should invite identify Human Development people such as Jo Swanson who we can invite to participate in some of our PWT gatherings. • It seems a number of county folks are partnering with youth development and nutrition staff. The most effect means of connecting more with others focus on quality of life issues might be to have counties share more about these partnerships or brings some partners along. A stronger relationship at the campus level might be best achieved through a bubbling up from strong county partnerships. • Lori will create a poster consisting of a few words stressing the benefits of gardening and good images. Patti Battley will join Lori at the Program Council Conference display. <p>Epilogue: Patti and Lori went to the conference and it was good. Our poster was well received. We handed out a few color copies to people who wanted to use our poster as a model for a local one. We also handed out the two page summary of the MGV 2006 report (thank you all for submitting your reports). We had a laptop with Internet access. We roped stakeholders, Executive Directors and even Director Mike Hoffman into taking our lawn care survey on line. Our distribution of free vegetable seeds was also a hit.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Prepare poster and stuff for display & go to conference	Lori & Patti	May 9th
Add the poster we created to PWT section of Community Hort BLOG	Lori	May 21
Work to share and build bridges between Community Horticulture and Human development at both the county and state level	All	On-going

DISCUSSION	“Telling our CCE Gardening Stories” September in-service
<ul style="list-style-type: none"> • Save the dates September 20th to 21st from noon to noon. • The in-service will focus sharing a framework and tools for successfully telling your story through presentation, and small group discussions. We’ll target CCE staff working with the public in garden-related activities. This includes community horticulture, youth development and nutrition educators. • We are looking to bring an outside facilitator who has experience providing similar programs with state across the Northeast. We are also keeping CCE’s Mike Duttweiler in the loop about our progressing plans. • Does this in-service might seem in competition with the October System Wide Conference focused on the public value of extension? • How do we get people to come? How do we help minimize costs? 	

CONCLUSIONS	<ul style="list-style-type: none"> • This will be a good in service to help us share CCE’s best keep secret (that would be all of us). There might be some overlap in people who would attend our in-service and the System Wide Conference but not enough for us to change our direction. We will try to minimize cost as a barrier to attending and help those interested find carpool option and room share options.
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Epilogue:

Marcia and Lori had a good conference call with Nancy Franz (previously with Cornell CCE then Director of CE in NH and now in CE in Virginia). Nancy has been working to help many in this area and is eager to facilitate this in-service at Cornell. Here is the save the date note she and Marcia have created:

Mark your calendars! On September 20 and 21, community horticulture and garden-based learning will offer an in-service that focuses on the following (below). We are collaborating with a skilled facilitator who has worked with a number of states to lead this type of event. Space will be limited and this will fill quickly. Preference will be given to teams of community horticulture and youth educators currently partnering or looking to build partnerships in regions and counties. This can build on, and prepare for, the October system-wide conference. Stay tuned for registration details.

Why Don't They Get It: Telling the Extension Garden Story

Are you feeling the pressure to tell Extension stakeholders the story of the benefits of your work in gardening with children, youth and/or adults? Do you wonder why it isn't clear to people why Extension work matters, when garden-based learning makes such a difference? This workshop provides a four step framework and useful tools to successfully tell your Extension story. Learn how to map your Extension gardening effort, determine what story to tell and ways to gather data for that story, how to interpret and organize story data, and work with a proven formula for developing a story that gets the attention of stakeholders. Come prepared with a garden program or program story to work on during this workshop. Also be prepared to engage in group discussion, program critique, and to be a friendly advisor to your peers as they develop their stories. Although this workshop will apply to your other programs, we are focusing on garden-based learning and community horticulture, as well as the interaction between our youth and adult programs.

Tools shared as they relate to your gardening programs:

- Program logic model
- Matrix of approaches to Extension work
- Overview of five program evaluation methods
- Quick tip sheets on program evaluation
- Impact reporting background, formula, and examples

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Send save the date out to CCE educators	Marcia and Lori	ASAP
Work with Nancy Franz to finalize agenda and get registration out.	Marcia and Lori	End of June

DISCUSSION	Print publications with NRAES (Natural Resources, Agricultural, Engineering Services)	
<ul style="list-style-type: none"> • Charlie shared about the processed he has gone through with NRAES to publish "Site Assessment for Gardeners: a step-by-step workbook for better home gardens and landscapes." He feels it has gone well and this publication will be published by NRAES. He is now awaiting the return of reviews from peers around the Northeast. NRAES is increasingly interested in gardening publications from University faculty and staff but Charlie warns that they will not likely pick up all our orphaned publications. They are keen to explore publishing a version of Cornell's Guide to Growing Fruit at Home. • Some books they have in the works that might be of to our audiences are Landscape IPM and Landscape rejuvenation. Check out their current publication at: http://www.nraes.org/ • Marty Salius from NRAES gave us an overview of what NRAES is about. For details see: http://www.nraes.org/ And he shared some of their current goals to broaden their reach to new audience such as gardeners in the mid-Atlantic, Northeast and Canada. They work on a project basis. Projects are generally proposed by authors who will get 8% of the adjusted sales profits if costs are recovered within 8 yrs. They are a business that is trying to be less dependent on member state university contributions so they set the cover price of a book to cover production expenses. So in working with them for future gardening publication we are likely to find our typical publications running closer to \$20 than our past \$10. Cornell University is a member of the NRAES group so all of us get 40% discounts on cover prices. So if a new Fruit Guide was produced for a cover price of \$18 it would cost us \$10.80. Marty also noted that they are always looking for help in marketing their books. If you are having an event and you'd like to have publications available to sell to participants contact Marty and get you set up with the books or order forms you need. 		

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Follow-up on publishing the Guide to Growing Fruit at Home. Communicate w/ other member states about developing a gardening book based on our MGV training manuals.	Lori	End of summer

DISCUSSION	Moving to electronic newsletter formats	
<ul style="list-style-type: none"> David and the group that publish GrowNews are moving to some electronic version and he wondered what others were doing in this area? The online blog format that is used from the Community Horticulture news Lori sends out is done in word press and set up by Paul Treadwell of CCE's Information Technology group. Lori shared how that system works and how easy it is for Paul Treadwell to set it up. A newsletter template from CCE could be helpful. Others have used the software In-design and made their newsletter a PDF and post that at a specific site. <p>Follow-up: David reports they did launch our electronic newsletter, called "Root Concerns: Notes from the underground" and have sent out two issues. Anyone who would like to get it should contact me at dhc3@cornell.edu</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Contact Paul Treadwell about newsletter blogs.	Lori & others interested.	
Please share your approaches to electronic newsletter.	everyone	On-going
DISCUSSION	Open discussion	
<ul style="list-style-type: none"> Sandra Jensen-Tracey from the Plant and Disease Diagnostic lab was able to join us (Pathology) so we talked about samples coming into her lab. At this point mostly conifer issues many of which are biotic issues and not diseases. Educators shared strategies for motivating volunteers and promoting their programs. For example to get MGV to show up on time for meetings and wear their nametags, everyone who does this gets their name in a raffle for a small garden related prizes to be awarded at the end of the meeting. Programs are also being promoting by having MGV staff booths at Farmer's Markets. 		
DISCUSSION	Interpreting soil tests	
<ul style="list-style-type: none"> Joann Gruttadaurio and Marty Petrovic from Hort Dept join us and Tom Kowalsick from Suffolk county by phone. Changes are going to happen in the soil lab as they are hiring a computer programmer to modify their current system. It is an opportunity for community horticulture folks to suggest changes in forms home, school and community gardeners submit as well as what recommendation are return to them. This change will likely not take place until at least next season. What do we need to consider do we need to consider in planning for this change? 		
CONCLUSIONS		
<ul style="list-style-type: none"> A first step could be to double check with campus experts or other sources to determine if our current recommendations are valid. The lawns recommendation no doubt need changing but Marty is still working on finishing up a long term study that would firm up what we might currently recommend. We should include what normal values are for specific macro nutrients and dispense with the low med high graph and likely details on micro nutrients. Getting down to specific types of fertilizer would be valued by the clients but we struggled with agreeing if we should recommend fertilizers that are not readily available. It was also difficult to agree on what we should specifically ask on the submission form. With lawns Marty views questions related to the lawns location and the lawn owners' expectation critical to providing the best recommendation. Much more discussion is needed. If people are able to consider this season as soil test pass through their office what could work better for them please share with Lori (ljb7). We need to let CCE administration and CALS know that the soil lab is valuable to homeowner clients. Renuka Rao the soil lab director said it has been a struggle to get additional resources to make the necessary changes. Renuka is also keen on boosting the number of soil samples submitted by home owners so we are in a good position to have our needs met. She understands that county educators and volunteers are not going 		

recommend soil test if they are not comfortable with the submission forms and interpreting the report form.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Contact experts to for current recommendations.	Lori	summer
Write a letter to express our need for quality soil test lab.	David	summer

DISCUSSION	2007 Lawn Mowing Survey
<p>Is it going okay? Educators shard that they are asking people to take them at events, workshop and when they call on the phone. The completed surveys can be entered online at http://ws.cit.cornell.edu/ss/wsb.dll/96/lawn.htm or sent to Max Welcome 134 Plant Science- Horticulture Cornell Ithaca NY 14850.</p> <p>We have already received over 500 responses. It would be terrific if we topped 5,000 by October.</p> <p>As added incentive we will be offering prizes to counties gathering a high percentage of responses based on their county population. Prize will include power tools used for sharpening mower blades as well as some hand tools. Keep those surveys coming either via the web or paper copies.</p>	

DISCUSSION	Lawn care in-service
<ul style="list-style-type: none"> • Save the dates October 23th to 24th from noon to noon for an in-service to build your skill is addressing the lawn care question of homeowners. There will be lots hand-on learning opportunities involving Cornell turf experts and some planning to lead regional lawn-care workshops in three regions around the state for other staff and MGV in the spring of 2008. • As with other in-services we will try to minimize cost as a barrier to attending and help those interested find carpool option and room share options. We will also send invitation to individuals in specific regions that could benefit from more CCE lawn care expertise. 	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Send out save the date note.	Lori	ASAP
Draft and agenda.	Lori , Mary Thurn and Joann G.	June 15

DISCUSSION	MGV conference
<ul style="list-style-type: none"> • Registration at the end of April was at about 60 (on May 14th about 85). People report the registration has gone fine. • If you'd like a tour of the Plantations before or after the conference contact Kevin Moss there. • Workshop and host will be needed and Lori will recruit those from staff who registered for specific sessions. • What t put in registration packet? We reviewed several documents and made some choices. • How do we continue to promote the conference? • The bulk of the discussion was around what do we want to know from participants? What do we want to evaluate? 	

CONCLUSIONS	
<ul style="list-style-type: none"> • Continue promotion by sending additional emails to encourage staff to continue to encourage attendance by volunteers. • We will keep our evaluation to feedback that will be most helpful in planning future events like this and to aspects that we felt we could actually change. We agreed these were the most important ones (we'll work on the exact wording more and potentially multiple choices): <p>Overall:</p> <p>What specific ideas or new knowledge did you gain that you plan to use in the next year?</p> <p>Why did you come? What attracted you to this conference? How was this time of year?</p> <p>What would bring you to another state conference?</p> <p>What would bring you to a regional conference closer to your home?</p> <p>Specific workshop or session:</p> <p>Thoughts around the presenter(s) and content much like we gather at other trainings. People shared a number of samples from their own conferences and workshops. If you have a simple favorite send to Lori (LJB7)</p>	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Email to staff about attending conference.	Lori	ASAP
Get staff on board as room hosts. Create evaluation tools.	Lori	July 1st
Order lanyards and folders from Pride in NY	Lutie	ASAP
Get list of local nurseries from Tompkins County	Lori	June 1

DISCUSSION

Breeze communication

- We just messed around with this internet communication software which can be used to deliver information directly to staff at their personal computers via the internet.
- Paul Treadwell created these two pieces that share a bit more about Breeze.

<http://hosts.cce.cornell.edu/screencasts/IT/connect/usingconnect1/>
<http://hosts.cce.cornell.edu/screencasts/IT/connect/connect-hosting-part1/>

- We hope to give Breeze a try this year as a way to connect county staff with faculty in real time.

DISCUSSION

More open discussion

- We continued our discussion of how educators and volunteers approach providing recommendation to citizens seeking advice for managing their home landscapes. What resources are needed to do this efficiently and well; and whom do we need to communicate the needs and challenges of county staff and volunteers in this area. The current Bulletin 74 publications work out extremely well, if there is a significant change coming what re-training and adjustments will be needed? There is much undecided in this area right now so we will continue our conversation with all involved and keep this concern on the front burner as we review the new publication.