



Designing engaging, mission-aligned programs: Creating Programs with EMGs in Mind

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Hanover Unit**



Creating Programs with EMGS in mind

- County/City Comprehensive Plan 2022-2026
- VCE Unit Situational analysis – every 5 years, (Hanover) County needs assessment Agent input to narrow focus 2023
- If Agent has not provided direction – MG Coordinator should pick goals for MGs
- One Statewide EMG goal is chosen by Ed Olsen /Grace Stern/Devon Johnson– i.e. Food Safety 2025
- Share your vision widely!





Hanover County Comp Plan 2023





Ashland VA CITY plan 2024

A black and white photograph of a young plant seedling with two leaves emerging from dark, textured soil. The seedling is positioned on the left side of the frame. The background is dark and out of focus.

Unit Situational Analysis



Hanover VCE **situational** **Analysis 2023**



General Public: part of the survey pool

Extension Leadership Council: part of the survey pool

Master Gardeners: part of the survey pool



VCE serves community need – not necessarily what Master Gardeners want to teach – rather what people want to learn

- As the Volunteer Manager I choose 4 goals from the analysis (that was overzealous of me!)
- Posted on Better Impact on home page – in theory it is seen every time MGs log into BI
- Discussed in January (by ZOOM) - goals will be the theme all year
- Reminded in June
- Linked on all activity proposals forms

Reminders



Activity Proposals – reviewed each annually (January)
approved by Agent/Master Gardener Coordinator or
designee or combo of both

Show samples

Only activities with approval are eligible to log
volunteer hours and more importantly carry VCE
Liability.

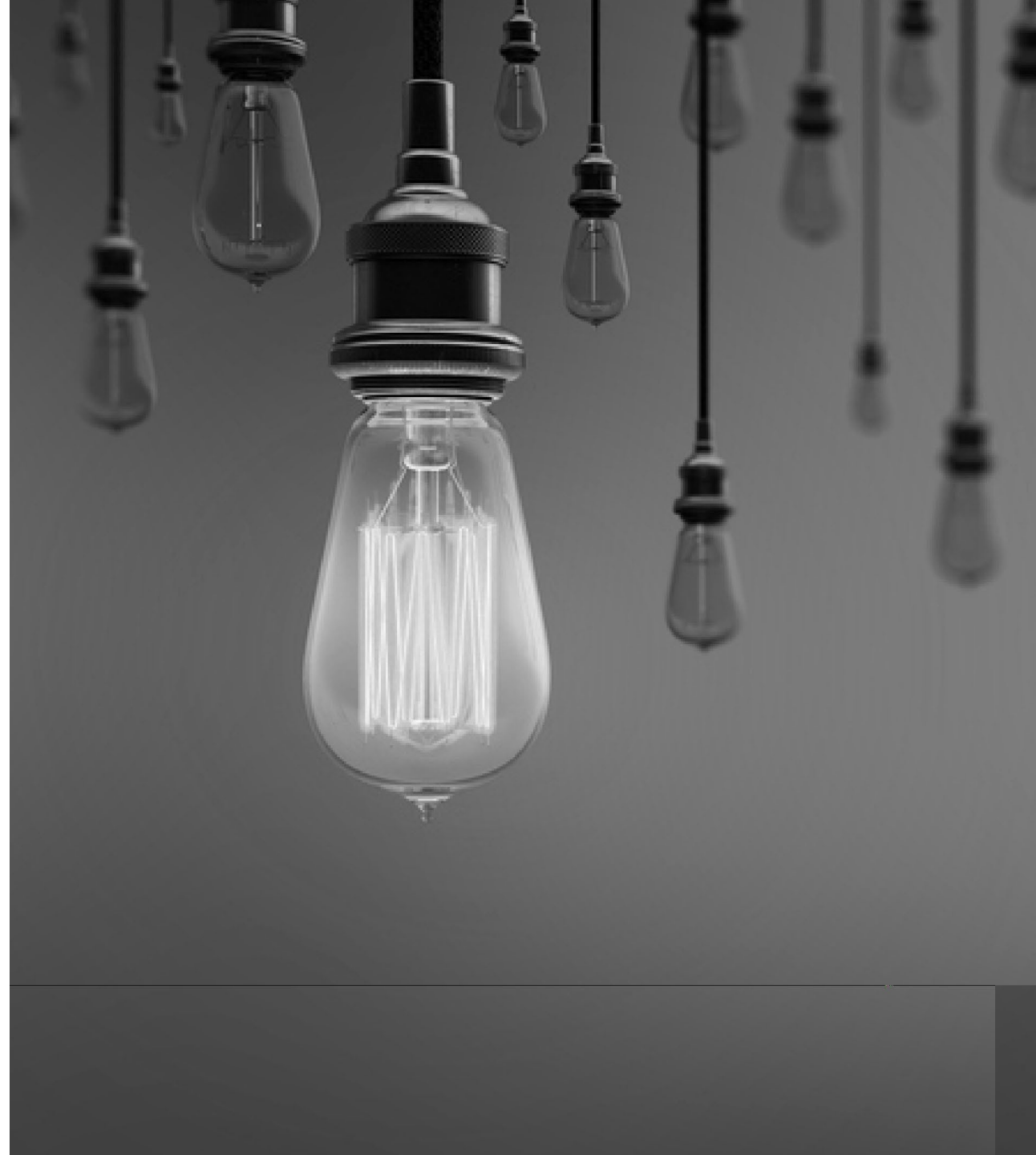
Proposals must align with Unit goals

Let's talk activity proposals

“Extension Master Gardener Project Guidelines and Proposals”

[new publication from Ed Olsen](#)

Hanover uses the term Activity Proposals to align with term used in Better Impact





Hanover BI

[Hanover Tomato Festival Activity 2025.pdf](#)

[Activity Proposal Form 2025.docx](#)

Final tips & takeaways

Share your own story – inform Master Gardeners of the goals they will help define what activities will support goals - must be reflected on proposals

Give your agent/county statistics each quarter – can be obtained from Better Impact better yet show them how to pull reports. Stress to MG the importance of keeping hours up to date. Have info available when county requests it!

Remind county of Volunteer return on investment – ROI - my position is 100 % county funded!

- One hour of volunteer time equivalent to \$33.38



Evaluate your goals end of year (fiscal or calendar) but that is another session !

Impact	Measurement	Target	Achieved
Audience interaction	Percentage (%)		
Knowledge retention	Percentage (%)		
Post-presentation surveys	Average rating	Show QR - from PEARS	
Referral rate	Percentage (%)		
Collaboration opportunities	# of opportunities		



<https://servevirginia.org/why-serve/>



https://www.pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/spes/spes-700/SPES-700.pdf
<https://www.ashlandva.gov/DocumentCenter/View/6489/Ashland-Comprehensive-Plan-Revised-2024?bidId=>

https://www.pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/spes/spes-700/SPES-700.pdf

<https://www.hanovercounty.gov/DocumentCenter/View/9892/Adopted-Text>

[.vt.edu/content/dam/pubs_ext_vt_edu/VCE/VCE-596/VCE-596-46/VCE-1175-46.pdf](https://www.pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/VCE/VCE-596/VCE-596-46/VCE-1175-46.pdf)

VCE Hanover County Documents in Better Impact – available upon request

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