

MG STRATEGIC PLAN
Goals and Objectives As of 3/29/05

MG Vision: A healthier world through environmental stewardship

The MG mission: to educate Maryland residents about safe, effective and sustainable horticultural practices that build healthy gardens, landscapes, and communities.

INTERNAL GOALS

Training

- **Goal:** Require minimum standardized MG core competency state wide

Objective: By 2006 -We would create specific learning objectives in core areas. 50% of basic curriculum (goals/objectives/tests) would be uniform statewide

Funding

- **Goal:** To ensure that budgetary requirements are met

Objective: By Jan 2006, each county will do a cost benefit analysis that will be updated annually and that can be used for budgeting and advocacy work.

Objective: By June 2006 all MG programs will develop an annual budget based upon anticipated costs and projected fundraising activities

Objective: By June 2005, use existing MCE accounting policies to make all financial transactions and accounts transparent and accountable.

- **Goal: Develop additional funding sources**

Objective: Provide access to regional training opportunities on fundraising strategies twice a year by December 2005.

Recognition/Recruitment/Retention

- **Goal:** to increase recruitment and retention of committed MGs statewide

Objective- develop comprehensive recruitment/ retention survey of all MGs (past and current) by December 2005

Objective: Conduct, analyze and report on survey by end of 2006

EXTERNAL GOALS

Promo/Marketing

- **Goal:** Increase public awareness of MG program

Objective: Develop a comprehensive and integrated marketing plan by December 2005.

Advocacy/Political Support

- **Goal:** Raise profile and awareness of the MG program among public policy makers and business leaders.

Objective: Develop a comprehensive and integrated marketing plan by December 2005.

MG Programs

- **Goal:** Improve effectiveness of MG programs in at least 5 program areas

Objective: Special interest groups will meet in 2005 and create a viable advisory group to decide further objectives and timelines.

- **Goal:** Measure impacts from our program in at least 5 program areas.

Objective- Develop, administer, and analyze a uniform evaluation tool for program areas by Jan 2006.