Education Committee Minutes for Wednesday April 5, 2017

Meeting at 3039 W Fullerton, 2nd floor. In attendance: Breanne, Lorraine, Julie, Migdalia, Angela

Call for Motion to accept Minutes for 2.17.2017

Report on Conference – The Education Committee reviewed our process from RFP to conference day. The process was fair and can be repeated with a few changes to how we communicate and improve logistics. We recommend:

Process

• The theme was important to promoting the conference, but did not coalesce the workshops well enough. Evaluations nonetheless reflected positive feedback

• CCGA needs to draw from among its gardeners for workshops as well as from academics and organizations. Both Migdalia and Angela made this clear; therefore, we will offer a pre-conference workshop for community gardeners: explain the RFP and how to present a workshop.

• The panel is a valuable part of the conference but can be done in a different way in the future. Set up panel before vendors set up. We determined those who were engaged were very engaged but frustrated, so a theme “Gardener to Gardener” for a breakfast panel or a panel as workshop with registration and same theme drawing on experiences of seasoned and new gardeners.

Logistics

• Make clear that no more than 1 presenter will be comped. Additional presenters or assistants must register for the conference

• Presenters MUST provide their own computers and cables.

• Workshop registration numbers must be available at the conference and people directed ONLY to workshops not already full

• Options for language translation must be considered. Facebook Live for everyone on their cell phones with ear buds. Note language preference at registration to determine number of foreign language participants. Offer at least one workshop presented entirely in the dominant language preference.

• Use the screen before slide show as brochure. PSA announcements can be on the large screen at breakfast and lunch before the slide show. At times show direction: For example, “Please fill out your evaluations for collection now.”

• Use a smaller brochure. Shorter bios. Rely on website and FB for promotion.

Conclusion: The conference workshops departed from previous ones in a very positive way in having greater diversity and more cultural relevance. Workshops that did not draw a lot of participants served a vital role in educating new gardeners and reinforcing good practice. We determined that there should always be at least one workshop session on compost to introduce any new and critical information.

We want to have workshops

Herbs – culinary, medical, drying - June or July

Water

Fermentation