

## *Instructions for completing the West Virginia Master Gardener Membership Retention Survey*

### Questions

**1 - 3** Self-explanatory.

**4 - 7** You will need to access the records for your local master gardener training classes going back to the first year your group had training classes and continuing up through the 2008.

***Example** for question seven: Your master gardener group has been in existence since 1995. You have held master gardener training classes eight times since 1995 and trained a total of 109 people in those classes. Of those 109 individuals, 62 became certified master gardeners. Therefore 47 of the people who completed the master gardener training classes never completed the requirements to become certified. Question seven is designed to get some idea of why those people never completed the requirements to become certified. The question also seeks to find out the frequency of each reason a master gardener trainee fails to become certified.*

Given the example above (that 47 people who completed the classes failed to become certified) the answer to question seven might look like this:

25 Never intended to become certified—they took the training for their personal benefit

6 Took the training because their profession or job required it

4 Moved out of the state or county before becoming certified

1 Decided they did not have enough time because of change in work status

2 Work hours conflicted with volunteer time

       Decided they did not have enough time because of a change in their family situation

2 Had serious family problems—divorce, illness or death in the family—to cope with

3 Lost interest in becoming a master gardener

2 Health problems or physical limitations prevented active participation in the program

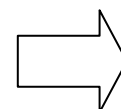
1 Had a personality conflict with another member of the group

1 Died before completing certification

       Other (please list any other reason which cannot be covered by one of the above choices)

There will be individuals for whom you are not certain why they failed to complete the certification requirements. You could make a list of those names, bring it to a master gardener group meeting and ask the attendees for their input—some of the members may know the individuals in question and be aware of the reason that person did not become certified. Another option would be to call the people and ask them for the reason they did not become certified master gardeners. Using a combination of both options might give you the best answers.

**8 – 10** will require looking at your current membership records.



**11 – 16** refer to your group meetings; you will need meeting records for the period of October 2007 to September 2008.

**17 – 18** You will need the input of your local master gardener group to answer adequately.

**19** This is one of the most important questions in the survey and needs to be answered as correctly and completely as possible. It is similar to question seven, in that we are looking for the number of people to which each of the options listed applies.

To answer question 19, you must first refer back to the answer to question five. Question five asks how many individuals who attended master gardener training classes in your county became certified master gardeners and joined your county master gardener group. Let's say that number is 88 since your group was formed in 1995. Next you must look at question eight, which asks how many of those certified master gardeners are currently certified. Say 64 of them are currently certified. You then will take the answer to question eight (64 in our example), subtract that number from the answer to question five (88 in our example), and proceed from there. Therefore 24 individuals have neglected to re-certify as master gardeners. Question 19 is designed to break that number down so we can get at the reason why they did not re-certify. Using the example of 24 individuals, this is how it might break out:

- 6   Moved out of the area
- 2   Do the volunteer hours but don't turn in paperwork documenting participation
- 3   Decided they did not have enough time because of a change in their work status
- 2   Work hours conflicted with volunteer time
- 1   Decided they did not have enough time because of a change in their family situation
- 3   Lost interest in the program
- Felt the program activities were too physically strenuous
- 2   Felt the program was not doing enough interesting, worthwhile projects and programs
- 3   Health problems or physical limitations prevented further participation in the program
- Had a personality conflict with another member of the group
- 1   Had serious family problems such as a divorce or death in the family to cope with
- Decided to participate in a different volunteer program or social organization
- 1   Died
- Other (please list) \_\_\_\_\_

**20 – 23** Should be fairly self-explanatory.

Please complete the survey as soon as possible and return it no later than March 21, 2009, in the self addressed stamped envelope enclosed with the survey. Thank you for all your help.