

West Virginia Master Gardener Membership Retention Survey

Please fill out all questions to the best of your ability, using organizational records to get accurate numbers and using other members' input to help you reconstruct some information.

1. Which county (or counties) is covered by your Master Gardener group? _____
2. In what year was your county Master Gardener group formed? _____
3. How many times has your county Master Gardener group held the training classes required for becoming a master gardener in your county since your group was formed? _____
4. How many individuals have attended master gardener training in your county (include *all* individuals who completed the classes even if they never became certified) since your group was formed? _____
5. Of all the individuals who attended the master gardener training classes in your county, how many eventually became certified master gardeners and joined *your* county Master Gardener group? _____
6. Of the individuals who attended your master gardener training classes how many were trained for the benefit of another county Master Gardener group? _____
7. Of the individuals who attended your master gardener training classes but did not become certified master gardeners, what was the primary reason they never got certified? (Give only *one* reason for each person who failed to become certified. If there was more than one reason, give the reason you believe was the main one. If you are not certain of the reason they did not become certified, please make your *best guess* as to why they did not follow through.) We are looking for a head count of the number of people to which each of these reasons applies.

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

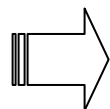
_____ Took the training because their profession or job required/requested them to take it

_____ Moved out of the state or county before becoming certified

_____ Decided they did not have enough time because of a change in their work status

_____ Work hours conflicted with volunteer time

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



- _____ Had serious family problems such as a divorce, death or serious illness to cope with
 - _____ Lost interest in becoming a master gardener
 - _____ Health problems or physical limitations prevented active participation in the program
 - _____ Had a personality conflict with another member of the group
 - _____ Died before completing certification
 - _____ Other (please list any other reason which cannot be covered by one of the above choices)
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8. Of all the individuals who attended master gardener training in your county, how many of those who eventually became certified master gardener are still *currently certified*? _____

9. How many master gardeners are listed on your county's membership list? _____

10. Is your membership list broken down into active and inactive members?

_____ Yes _____ No

If the answer is YES, how many are listed on the active list? _____

If the answer is YES, how many are listed on the inactive list? _____

11. How many business meetings does your master gardener group hold annually? _____

12. If your group keeps attendance records of the meetings, please add up all the attendance numbers for every business meeting from **October 2007 through September 2008** and divide that attendance number by the number of business meetings held during the same period to come up with the average attendance for your business meetings. Enter the average attendance number here: _____

If you do not keep attendance records, please make your best guess as to the average attendance at your business meetings and enter the number here: _____

If your organization held a business meeting each month from October 2007 through September 2008, please skip to question 15.

13. If you did not hold a business meeting each month during the period of October 2007 through September 2008, please write down the months you did not meet during the period here:

14. Please mark the reason your group did not meet during those months. Check all the reasons which apply.

- _____ Meetings are only held quarterly
- _____ Meetings are only held every other month
- _____ Road/travel conditions
- _____ Holidays/vacations
- _____ Scheduling conflicts
- _____ Usual meeting location not available
- _____ Other (please write in other reason(s) here) _____

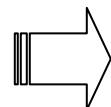
15. Does your business meeting typically include another function or functions, or does another master gardener function usually follow the meeting?

- _____ Yes _____ No

**If the answer to question 15 is YES, please continue on to question 16.
If the answer to question 15 is NO, please skip to question 17.**

16. Please select the additional function(s) either held in conjunction with your business meeting or which follow your business meeting. Select all which apply.

- _____ Social event (for example, a group picnic, potluck dinner, or holiday party)
- _____ Educational training/lecture/discussion
- _____ Work on a master gardener project
- _____ Other (please describe) _____



17. Does your master gardener group have people who are not listed on the county master gardener membership list (as either active *or* inactive) who participate in some of your events or projects?

_____ Yes _____ No

If the answer to question 17 is YES, please continue on to question 18.
If the answer to question 17 is NO, please skip to question 19.

18. Referring back to the people in question 17, please check all the following which describe those people.

- _____ Formerly active certified master gardener
- _____ Individual attended master gardener training classes but never became certified
- _____ Family member of a master gardener
- _____ Interested member of the local community
- _____ Professional with a stake in the outcome of your event or project
- _____ Other (please categorize any other participants) _____

19. Looking back through your county master gardener records, for *each person* who was once a certified master gardener in your county who is no longer a certified master gardener, which of the following reasons is the *primary* reason they are no longer participating as a certified master gardener?

- _____ Moved out of the area
- _____ Do the volunteer hours but don't turn in paperwork documenting participation
- _____ Decided they did not have enough time because of a change in their work status
- _____ Work hours conflicted with volunteer time
- _____ Decided they did not have enough time because of a change in their family situation
- _____ Lost interest in the program
- _____ Felt the program activities were too physically strenuous
- _____ Felt the program was not doing enough interesting, worthwhile projects and programs

- _____ Health problems or physical limitations prevented further participation in the program
- _____ Had a personality conflict with another member of the group
- _____ Had serious family problems such as divorce, illness or death in the family to cope with
- _____ Decided to participate in a different volunteer program or social organization
- _____ Died
- _____ Other (please list) _____

20. Does your county master gardener group do anything to encourage volunteer retention?

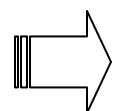
- _____ Yes _____ No

If the answer to question 20 is YES, please continue on to question 21.
 If the answer to question 20 is NO, please skip to question 22.

21. What does your county do to encourage volunteer retention? Please check all which apply.

- _____ Have an annual volunteer recognition event
- _____ Has a mentor program to help new uncertified master gardeners
- _____ Makes it easy for master gardeners to meet their educational requirements without incurring a lot of travel or out-of-pocket expense.
- _____ Varies the times when project work is scheduled to accommodate the volunteers
- _____ Varies the meeting dates and times to make it possible for people to attend
- _____ Other (please list) _____

22. Please share your ideas on how to retain volunteer master gardeners. What do you think might be effective in helping to keep certified master gardeners actively involved?



23. Please give any suggestions you have on how we can improve this survey. Were there any questions not asked which you feel need to be asked? Are there questions you feel should be omitted or reworked?