



Kentucky Extension
Master Gardener



College of Agriculture,
Food and Environment

Community and Leadership Development

Ripple Effect Mapping & Other **Story-Based Methodologies** to Energize Volunteer Groups & Jump Start Participatory Planning

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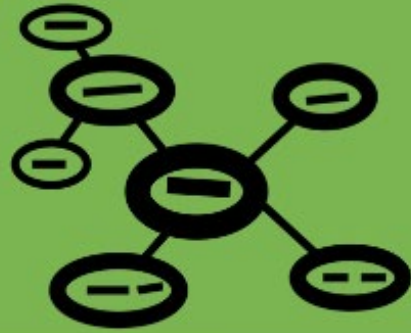
Digital Storytelling

- Annette & Vicki's 9 minute interview:
- <https://www.youtube.com/watch?v=M8uxTPNcCnM&feature=youtu.be>

Three Distinct Needs

- The need to engage in a strategic planning process with maximum buy-in.
- The need to evaluate & learn about the current impacts of the Master Gardener program.
- The need to develop a process that would help retain volunteers and encourage a broader number of people to step up to the plate and lead.





PROGRAM EVALUATION SERIES



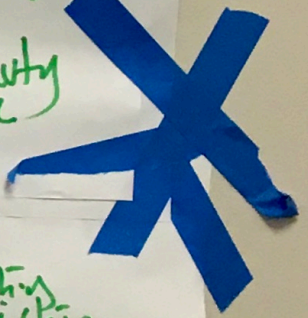
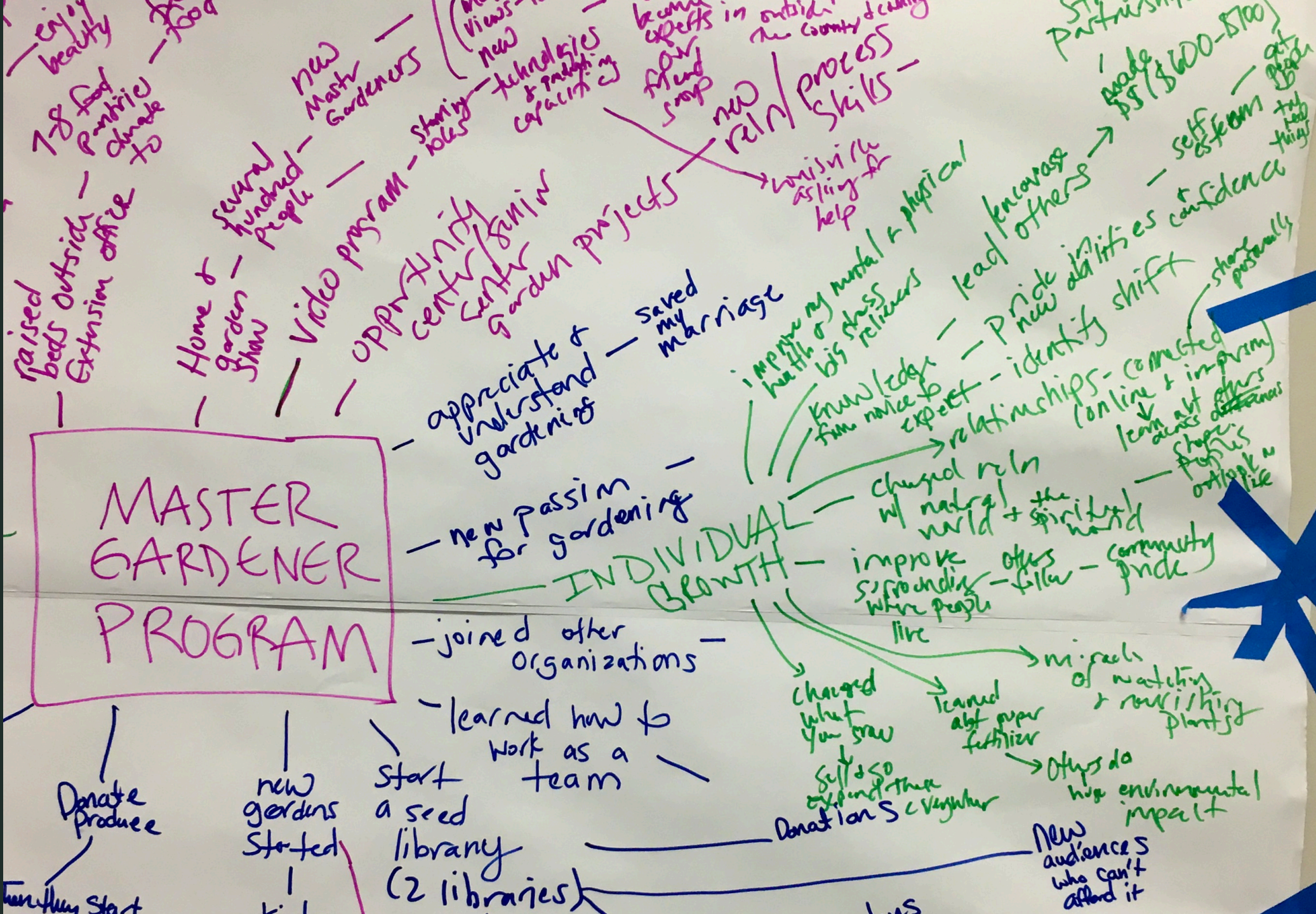
A Field Guide to Ripple Effects Mapping

Scott Chazdon, Mary Emery, Debra Hansen, Lorie Higgins, and
Rebecca Sero

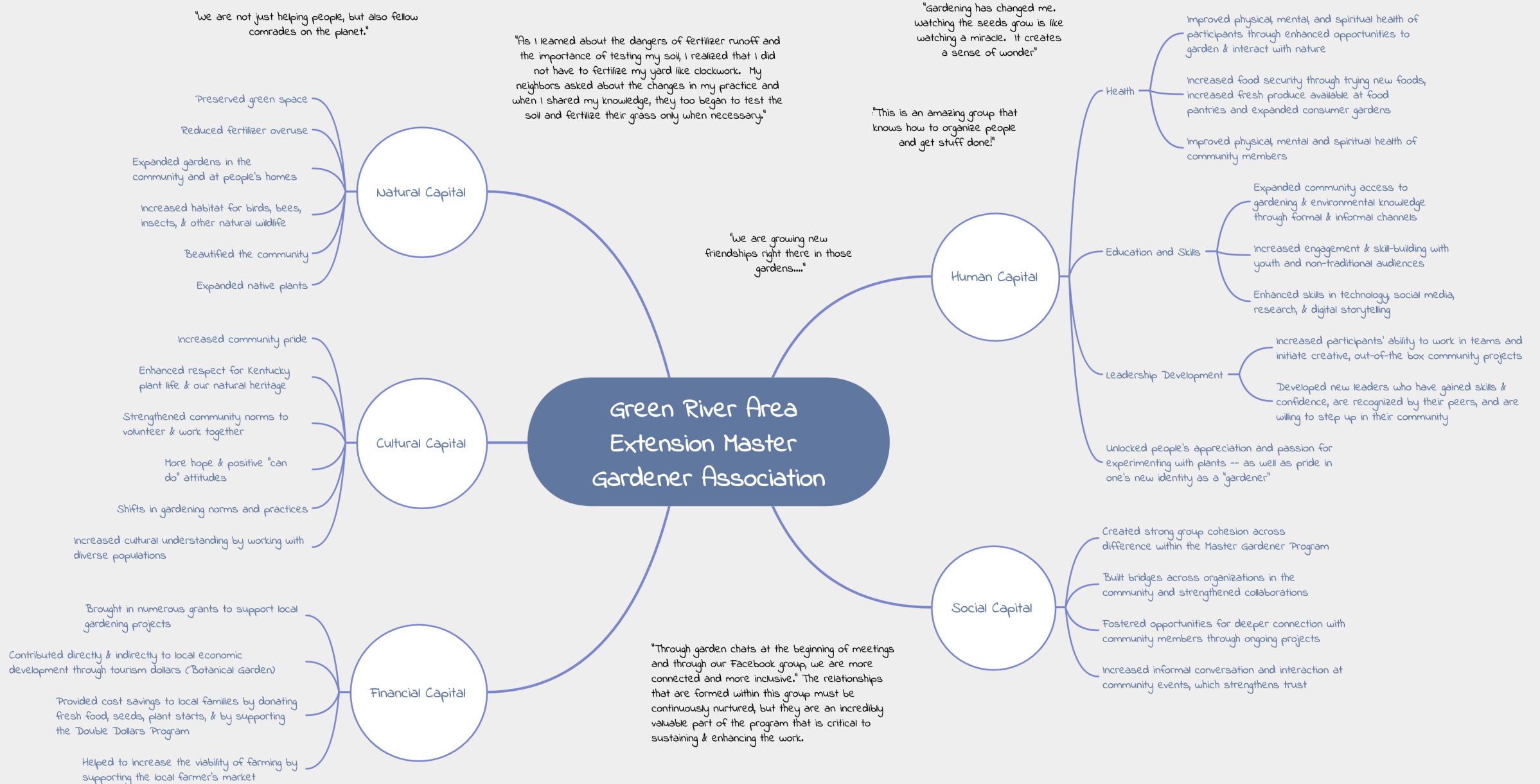
Ripple Effect Mapping

- REM has typically been used for program evaluation.
- Highly participatory process that maps the direct & indirect impacts of a complex program.
- Begins with storytelling prompts for work in pairs (guided by appreciative inquiry).
- Impacts reported out to the entire group & facilitator follows up with prompts: “Then what happened?” “What did that lead to?”
- “Ripple” effects of each outcome are mapped on butcher paper.
- Analytic framework is chosen & work continues.

MASTER GARDENER PROGRAM



Community Capitals outcomes from Ripple Effect Mapping



"Let's shout our impact from the rooftop!"

"We must continue to push ourselves."

Where do we go from here?

"Maybe we need to do a strengths finder to figure out how we can all best contribute."

"We need to reach out to new groups and to younger people to get them involved in Master Gardeners."

"We need to think about things that haven't worked for us as well."





Small Group Discussions

- Reviewed REM Community Outcomes map.
- What is missing?
- Biggest strengths to build upon?
- Challenges that should be addressed?

Strengths Finder & Key Partner Interviews



Key Partner Interviews

May 2020

Introductions & Description (see attached script)

Questions:

1. Can you tell me the story about how you (or your organization) first got started working with the Master Gardeners? How did the collaboration begin and what were you all hoping to accomplish?

2. Can you tell me about a time when the collaboration felt particularly successful? What happened & why do you think it was such a success?

3. Can you tell me about a time when our partnership felt less successful? What happened? From your perspective, why was this the case?

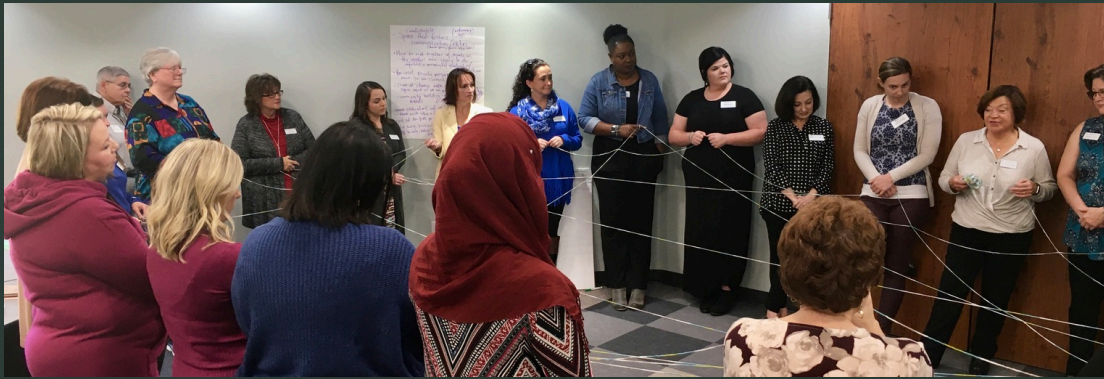
Now we are moving in the final part of the conversation where we would like to learn more about the future of our partnership....

4. Are there any new projects you would like to explore working with us on?

5. What is the most effective way for us to communicate together in the future?

6. We have one last question about next steps. How can we keep you in the loop as we develop our strategic plan? What role would you like to play, if any?

7. Do you have any final comments or questions for us?



Final Questions

- Have you used storytelling to strengthen the power of Extension and to provide space for different voices to be heard?
- What are the challenges?
- Are there certain stories that dominate or sway things too much? Or even ones we don't want to hear?
- What happens after the story is told? Does storytelling always lead to action?
- What are the ethics of asking people to share personal stories that may make them feel vulnerable?

**MY GARDEN BEFORE
SELF QUARANTINE**



**MY GARDEN AFTER
SELF QUARANTINE**



Thank you!

Colleagues – especially Dan Kahl, Ron Hustedde, & Scott Chazdon

GRAMGAE

All of you!