

# Shifting Horizons: Avant-garde Perspectives in Adult Education

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# Try an Idea Lab

Strengthening Existing Programs and  
Expanding Your Staff Instructor Capacity



MISSOURI BOTANICAL GARDEN

2016  
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# Idea Labs Overview:

**Audience: Education, Communications, Science & Conservation, Horticulture, and Sustainability Divisions**

- An interactive, idea-sharing and idea-generating workshops
- Small groups made up of individuals from multiple departments will generate various questions/ideas
- Opportunity to share back out with the larger group
- Offer refreshments

# Three workshops were held:

## **Friday, June 26 – MBG Story Workshop**

9-11:30am, CBEC

Objective: Identify and further develop/sketch out between 4-5 distinct mission-driven stories that could be produced and shared with our multiple audiences by end of 2015.

## **Friday, July 24 – MBG Adult Education Classes**

9-11:30am, CBEC

Objective: Focus on the portfolio of MBG adult education classes; identify opportunities to strengthen existing offerings with mission-related tie-ins AND consider additional topics, levels, etc. that reflect mission-related directions and priorities.

## **Friday, August 28 – Brookings/PlantLab**

9-11:30am, CBEC

Objective: Identify ways that mission-expertise and work could come to life in the renovated Brookings space, now including a new PlantLab classroom enabling a diversity of audiences hands-on experiences with plants, plant material, plant science, etc.



# How..

## The Challenge #1:

**Review Existing Portfolio of Classes  
and Offer Ideas to Expand and  
Strengthen our Current Classes under  
Their Categories**





How..

## The Challenge #1:

### Small Group Worksheet

Name of Group *(Be creative! Have fun with it!)*: \_\_\_\_\_

*(List names and departments for each member of your group)*

#### Challenge #1

- ❖ Day Trips
- ❖ DIY Crafts
- ❖ Fine Arts
- ❖ Food & Cooking
- ❖ Gardening & Landscaping
- ❖ Green Living
- ❖ Guided Walks & Tours
- ❖ Health & Wellness
- ❖ Nature Study
- ❖ Outdoor Adventures
- ❖ Photography



# How..

## The Challenge #2:

### **Brainstorm Ideas for New Classes**

- Offer unique experiences that are exclusive to our sites and reach out to new audiences
- Include topic name, potential instructors, best season to be held, and list the category






# How..

## Worksheet Starting Point:

### Challenge #2

Class Idea/Category   Potential Instructor\*\*   Month/Season to be held   Audience / Site

*\*\*Please note name of person and contact number who recommended instructor so we can follow up.*





# Idea Lab

## Friday, July 24 – MBG Adult Education Classes

### Stats

- 8 departments represented
- 23 attendees
- 18 ways to strength and expand programs
- 59 new class ideas generated

# Results

## Challenge #1 Strengthen existing classes:

### **In-acted:**

- Added Class suggestion survey question to evaluations
- Capacity building trajectory– from beginning gardeners to Master Gardener highlighted in our brochure and member newsletter
- Discussion of series classes vs. non series classes -what does better?
- CEU's – piloted with teachers in Summer of 2015

# Results

## Challenge #1 Strengthen existing classes:

### Still To do:

- Add more classes to appeal to men
- Create more opportunities for cultural diversity
- Produce videos as a teaser for DIY classes
- Create more co-teaching opportunities and develop teaching apprentice program

# Idea Lab Results

## Challenge #2 Class Ideas:

### New Class ideas added:

- Invasive plant removal for home owners
- History of the Herbarium
- Big Build for Biodiversity- Meet me (Outdoors) in St. Louis event
- Botanical Book Club
- Coloring in the Collection



# Idea Lab Results

Challenge #2 Class Ideas:

## More Ideas to Developed:

- Tour a Cool, Natural Place with a Botanist
- Woodworking (with trees removed from Garden)
- Plant Breeding
- Horticulturist for a Day



# Current Trends:

Other Class Topics that are Working



# Bringing Back Multi-Session Classes

## Boot camp for gardeners and photographers

- Went from cancelling 6 week basic gardening class to 4 week Gardening boot camp (now filled with 16)
- Gardening- Incorporated more hands-on and guided walks of the garden
- Photography- 4 weeks both daytime and evening– now the daytime is stronger than evening



# Capitalizing on Unique Experiences

## Photographer night:

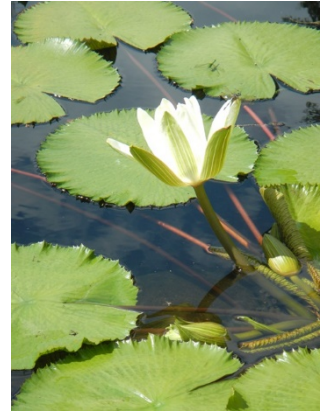
- Self guided Tour of Lantern Festival
- Tripods and Monopods could be used
- 7:30 to 10 pm
- Price: \$45 member/ \$55 non-members
- Registrations: 262
- Revenue:\$12,275





## Other Popular Topics

- *Garden Ghost Tours*- offered in fall, three classes with wait lists, highlights history parts of Garden by storyteller as well ghost happenings
- *Behind the Scenes: Bellefontaine Cemetery*- offered both spring and fall, both horticultural information- plants growing and those appearing on tombstones as well as history of St. Louis Area
- *Waterlilies*- both growing and photographing- both classes filled and second ones were added



Make new classes but keep the old ones  
(with a new name.)

Thanks!

Tammy Palmier

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# Shifting Thoughts

A new approach to Adult Education



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# Snapshot View of Chicago Botanic Garden Adult Education

## **500+ classes offered each year in the following subjects**

- Professional Programs
- Special programs and lectures
- Bonsai Workshops
- Fitness/Wellness
- Horticulture
- Certificate Programs
- Garden Design
- Nature and Birding
- Botanical Arts
- U of I Master Gardener
- Photography

# Adults + Education $\neq$ Adult Education

- No “handles”
- Difficult to describe
- More than just classes



# Did you know?

## Adults who regularly participate in Adult Education

- Generally demonstrate higher civic engagement
- Can experience increased neuroplasticity, memory and cognitive function
- Are generally more adaptable to change
- More benefits

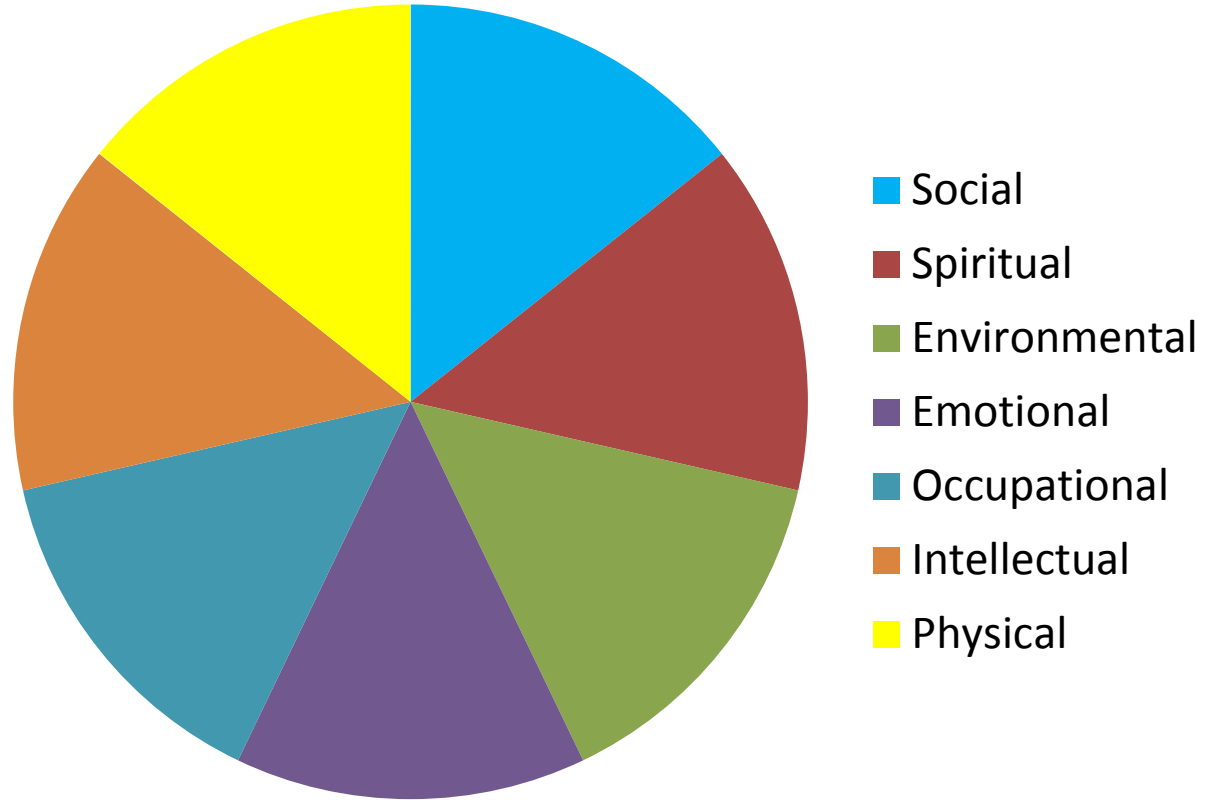


# Wellness Classes Traditional View

- Yoga
- Tai Chi
- Walks
- Etc.



# Wellness Wheel





# Adult Education = Wellness

**500+ classes = 500+ wellness opportunities**

## **Example:** Raised Bed Gardening

- Social Wellness through interaction with peers
- Physical Wellness through introducing a new method for gardening that may appeal to different abilities
- Intellectual Wellness through learning new skills
- Environmental Wellness through growing vegetables at home/eating locally



# Adult Education = Wellness

**500+ classes = 500+ wellness opportunities**

## **Example:** Photography Certificate

- Social Wellness through interaction with peers
- Occupational Wellness for emerging photography professionals
- Spiritual Wellness needing the right balance of art and science to get the perfect shot



# Adult Education = Wellness Rebranding Progress

- Will begin to show up in communication pieces
- Parallels a similar movement being developed by a major sponsor
- Provides a communication bridge to the public, donors, boards, the press, etc.



# Current Trends--General

- Photography
- Travelling Speakers
- Botanical Arts
- Horticulture



# Current Trends--Specific

## **History of Tea**

2 hour class on political, economic, religious, horticultural history of tea. Includes a tea sampling.

- 2 instructors
- \$45/\$36 fee
- Registration: 20 students



# Current Trends

## **The Emotional Landscape with Douglas Beasley**

2.5 day photography  
workshop on creating photos  
with emotion.

- 1 instructor
- \$399/\$320 fee
- Registration: 24 students



# Thank you!

Beth Pinargote



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# Program revisions at The Morton Arboretum



The Morton  
Arboretum



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Affinity area	Explanation	Programs
<b>Gardening enthusiasts*</b>	Participates in home gardening for personal interest, relaxation, recreation, or to otherwise improve quality of life.	Gardening and Horticulture
Food	Home gardening for food, slow food movement, seasonal ingredients and farmers markets, kitchen gardening or urban farming	Gardening and Horticulture Green Living
Eco-Lifestyle	Motivated by a desire to live with little waste and pollution.	Gardening and Horticulture Green Living Wellness
<b>Wellness-oriented*</b>	Seeks nature as a venue for taking part in activities for relaxation or recreation, or to improve personal health and wellness.	Wellness
Aesthetics and culture	Interested in beauty, art, aesthetics, photography, diverse cultural connections to plants, trees and nature	Nature Art and Photography
Nature Seekers	Bird watching, Naturalist activities	Birds Trees and Ecology
<b>Environmental or Nature Activism*</b>	Motivated by conservation of natural or wild spaces or protection of natural resources. Gardens or volunteers in order to provide or protect natural habitats.	Conservation and Restoration Trees and Ecology Woodland Stewardship Program



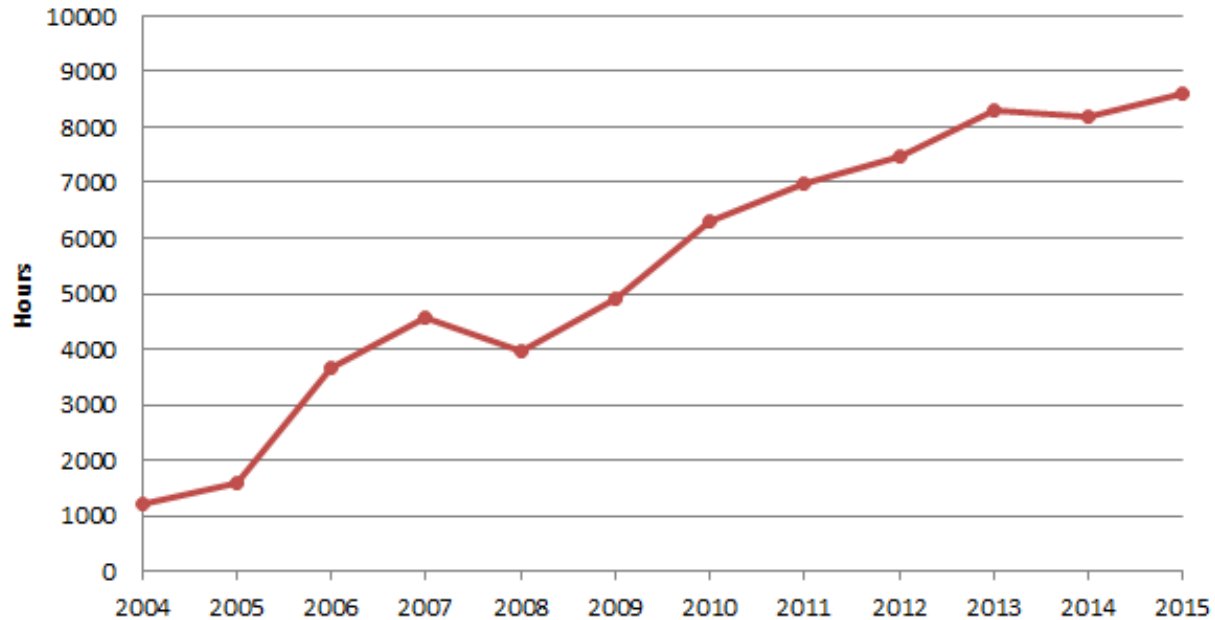
# Preparing volunteer leaders in ecological restoration

- Principles of ecology, restoration, conservation
- Techniques to identify and manage invasive species
- Plant identification
- Restoration methods
- Equip volunteers with the knowledge and skills for restoration leadership

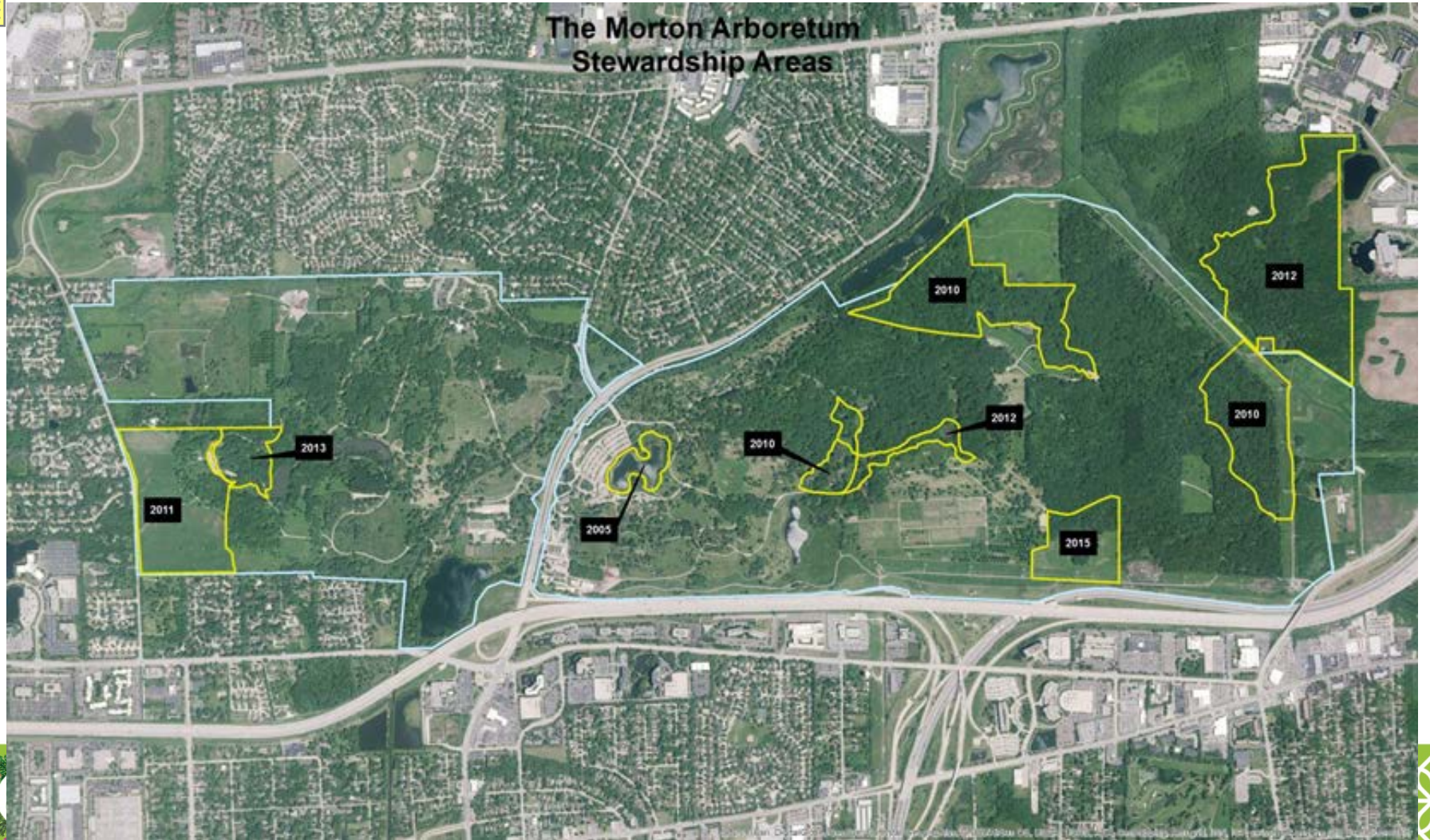


# Results in increased volunteer action

## Annual Stewardship Time at The Morton Arboretum



# The Morton Arboretum Stewardship Areas

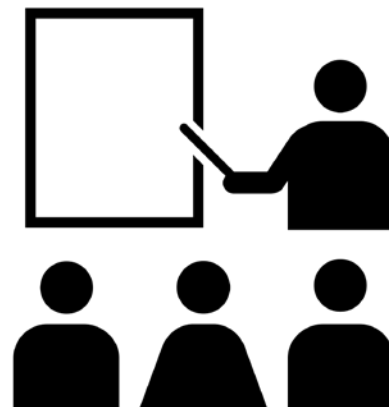
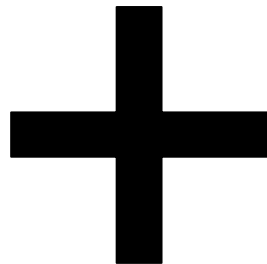


# Blended learning

## Traditional program design



Hands-on  
learning



In-class  
lecture

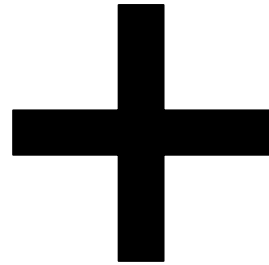


# Blended learning

## Blended learning classes



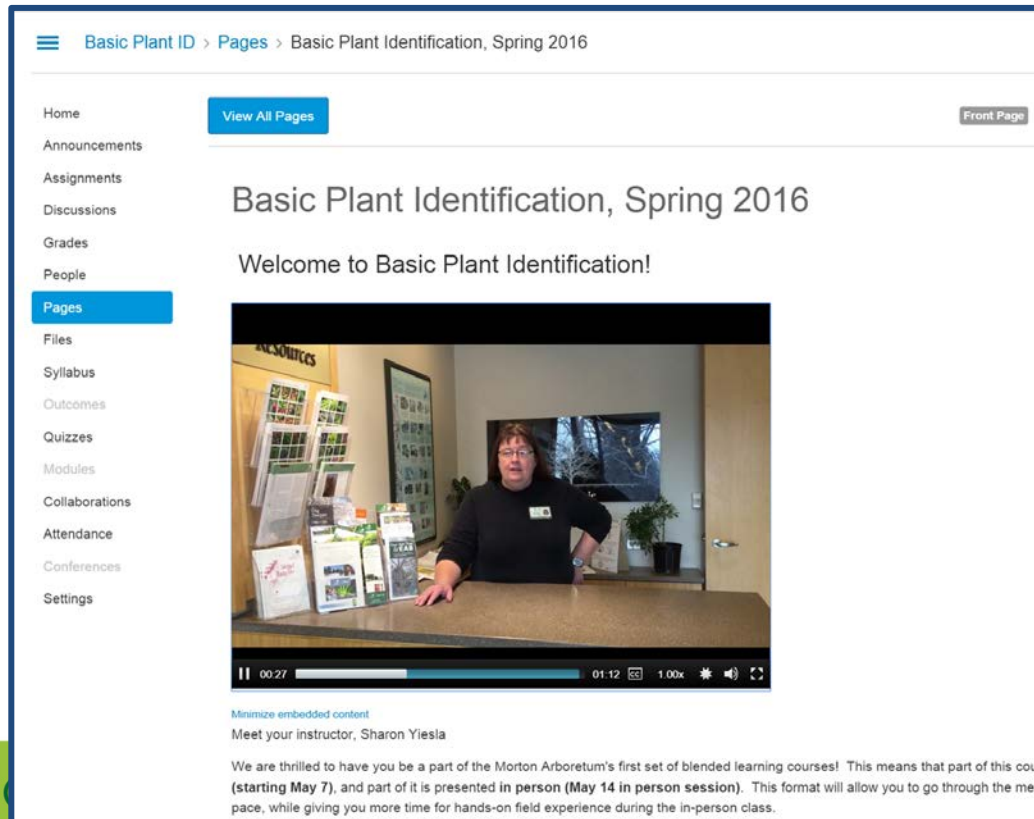
Hands-on  
learning



Online learning



# Flexible, modular structure



The screenshot shows a Moodle course page for 'Basic Plant ID'. The breadcrumb trail is 'Basic Plant ID > Pages > Basic Plant Identification, Spring 2016'. A left-hand navigation menu includes links for Home, Announcements, Assignments, Discussions, Grades, People, Pages (highlighted), Files, Syllabus, Outcomes, Quizzes, Modules, Collaborations, Attendance, Conferences, and Settings. A 'View All Pages' button is located at the top of the menu. The main content area features the title 'Basic Plant Identification, Spring 2016' and a subtitle 'Welcome to Basic Plant Identification!'. Below this is an embedded video player showing a woman, Sharon Yiesla, standing behind a counter with various plant-related materials. The video player includes a progress bar, a play button, and a timestamp of 00:27. Below the video, there is a link to 'Minimize embedded content' and the text 'Meet your instructor, Sharon Yiesla'. At the bottom of the page, there is a paragraph of text: 'We are thrilled to have you be a part of the Morton Arboretum's first set of blended learning courses! This means that part of this course (starting May 7), and part of it is presented in person (May 14 in person session). This format will allow you to go through the material at your own pace, while giving you more time for hands-on field experience during the in-person class.'



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# Program ideas!



***“Environmental behavior is less the result of learning and knowledge, and more the result of particular environmental experiences.”***





# Would you like a drink with that?

## Adult Coloring Night and Arboretum Uncorked

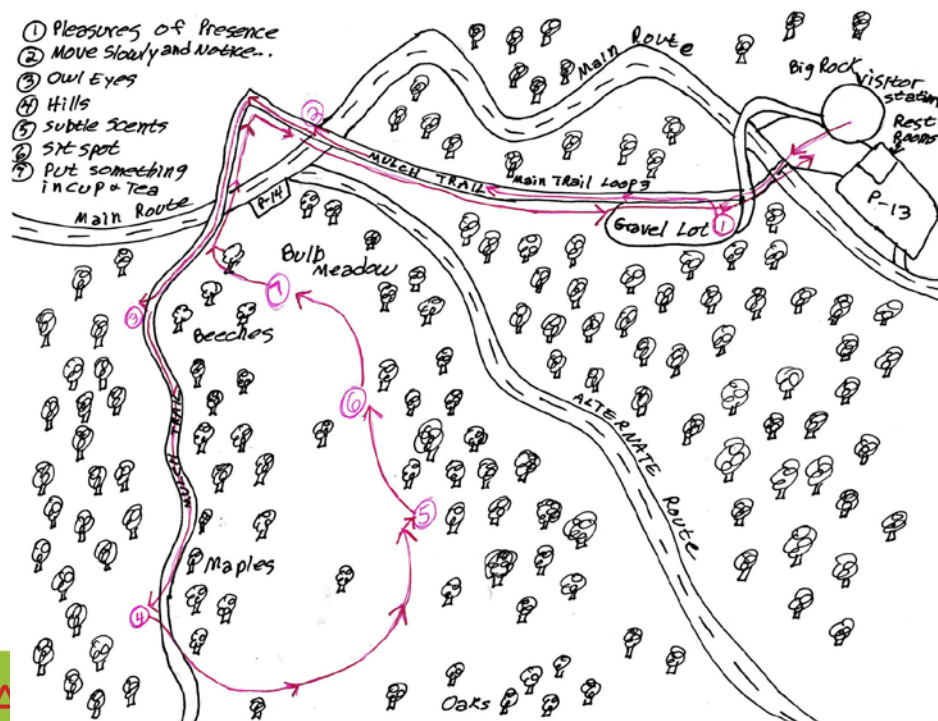
- Drink, make, and take!
- Work with Arboretum instructors to create a step by step painting or horticultural craft
- Or work on coloring pages based in images in the Arboretum print collection



# Accept no walls on your experience

## Full Moon Tram Tours, Nature and Garden walks

- Natural history walk/ride and talk with an Arboretum program guide
- Short workshops and practical tree and garden walks
- Forest Therapy walks



# Thanks for listening!

*Funding for the Woodland Stewardship Program  
provided by Tellabs Foundation*

Megan Dunning  
mdunning@mortonarb.org



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of TREES

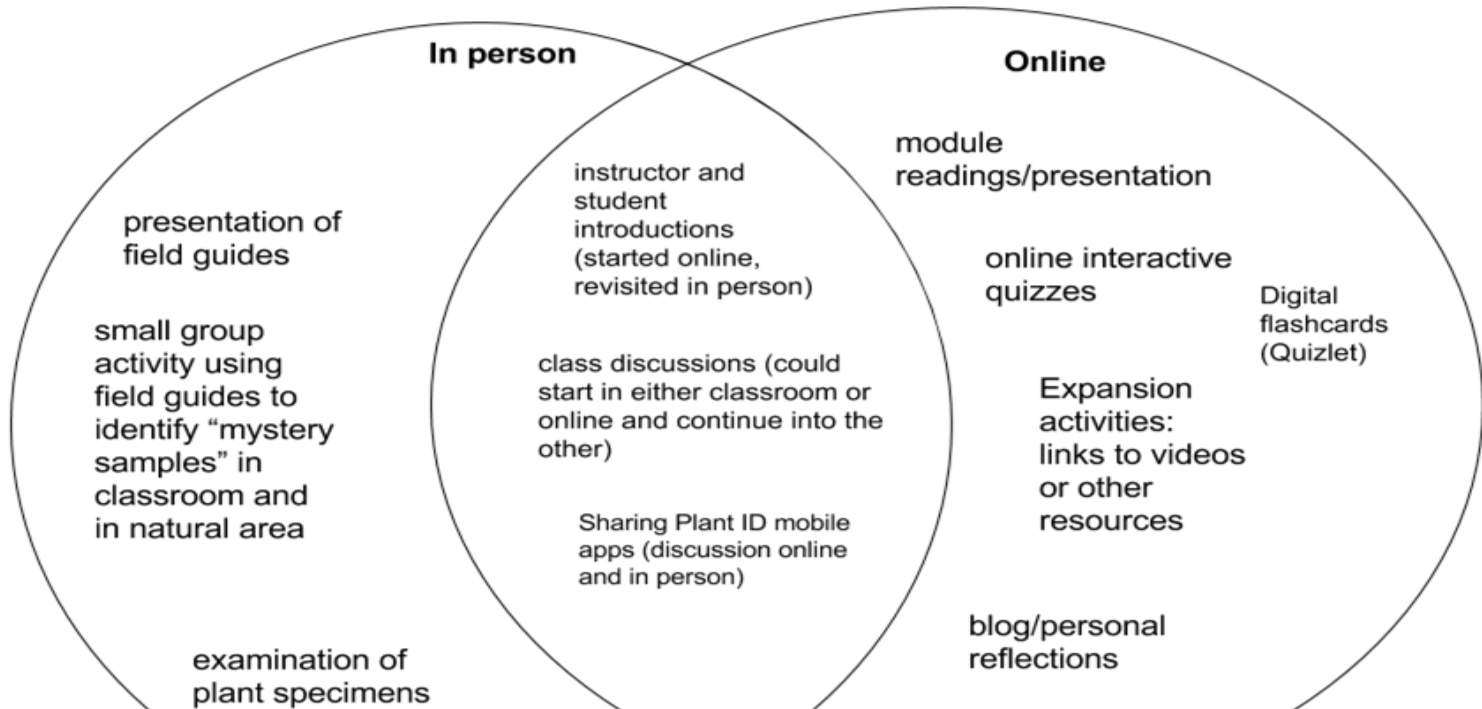


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# Sample Blended Learning Course Map





# Phipps Sustainable Landcare Accreditation



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# A Model to Follow

## NOFA Organic Land Care Program

- Has offered accreditation training for 15 years
- Largest program in US (over 500 accredited professionals)
- Clear, well established standards
- Demonstrated model and brand



*Phipps is utilizing NOFA both as a partner, a guide, and a benchmark*

# Locally Branded Accreditation Program

## Built on Phipps Brand

- Strong local recognition throughout Western PA
- Stands for horticultural excellence and environmental sustainability
- Connect visitors to practitioners who share our environmental vision



# Program Overview

## Course

- 3 full days of training, includes test
- \$500 to attend
- Multiple instructors

## Standards

- Preferred, Allowed, and Prohibited Practices
- Form the basis of the curriculum
- Set clear standards for professional's practice

## Accreditation

- Commitment to standards gives access to Phipps' marketing reach





# Benefits of Accreditation

## Network of like minded Professionals

- Connect with landscapers who have complementary skill sets

## Use of brand in personal promotion

- Accreditation logo can be used on website and print materials
- Window sticker and magnet for your business and work vehicle

## Promotion through Phipps

- Listing on Phipps website
- Business level gets full listing in Phipps print marketing materials





[phipps.conservatory.org/landcare](https://phipps.conservatory.org/landcare)



# Succulent Wreath

## First offered Spring 2016

- Limit 20 students, had 50 on waitlist
- \$20/\$25 class fee plus \$50 material fee
- Advertised on way out of Conservatory
- Materials easy to order; instructor happy for exposure



# Terrarium

## Consistently Sold Out

- Limit 20 students
- \$20/\$30 class fee plus \$25 material free (BYO Container)
- Year-round offering
- Builds on Phipps' brand



# Thanks for your time

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# Guiding Questions:

- What are the program trends at your institution?
- Have you had any epiphany moments that have made a difference in your department?
- What successful programs or practices have you recently implemented?
- Are there any “lessons learned” you want to share?



# Thank you!

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