

# All Reasonable Effort (A.R.E)

Thursday, July 11, 2024

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*Jocelyn Mobley, Impact and Evaluation Coordinator*



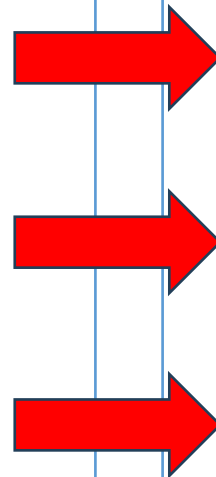
UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

UC Master Gardener Program

# Agenda & Desired Outcomes

## Agenda

- ARE & Compliance definitions and background
- MG ARE Evaluation
- Survey Demonstration



## Desired Outcomes

- Understand ARE & Compliance
- The strategies used in the MG program
- How to report



# Essential Terms

- **Compliance:** A program is in compliance when parity of participation is achieved or when outreach efforts demonstrate that an all reasonable effort (ARE) has been exerted to equitably offer the opportunity to participate to all potential clientele (i.e. when the All Reasonable Effort standard has been met).



# Essential Terms

- **Parity:** When the percentages of protected races and ethnicity in the actual clientele contacts/program participants mirror (within at least 20 percent) their percentages in the potential clientele/participants (i.e. the baseline), then parity of participation (or parity) has been achieved.
- **All Reasonable Effort:** All Reasonable Effort is defined as the utilization of at least three of the four federally approved outreach methods to ensure that eligible individuals from protected/underrepresented groups are aware of, invited to participate and benefit from appropriate UCCE programs.



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# Civil Rights Compliance



**Define**

Define clientele. Develop baseline, if applicable. Develop affirmative action goals.

**A.R.E.**

Invite potential new audiences that reflect the diversity of the area/state.

**Deliver**

Implement Extension projects/programs that are adaptive, accessible, and culturally responsive and relevant. Collect participant REG data for contacts (two-way interactions).

**Document**

Report ARE. Report participant reach and REG data. Save records of ARE, contacts, and partner NGO non-discrimination statements for 3 years.

**Evaluate**

Are contacts in parity with baseline? Were goals met? What are barriers? What ARE, project/program adaptations, and collaborations might help?

Always use ADA and non-discrimination statements in materials and "Justice for All" poster in office and meeting locations.



# Your Responsibilities for ARE

- Conduct all reasonable efforts (ARE) to **invite** to your programs/projects individuals who are representative of the cultures and ethnicities, genders and ages of your county/area
- Keep documentation of ARE for 3 years
- Report annually in UC Master Gardener Program Coordinator ARE survey.
- Utilize at least three of four specific methods



# ARE Activity Types

Inviting potential clientele to participate in the program

## 1) Mass Media Effort

- Social Media
- Radio (podcasts) & TV appearances
- Public service announcements



# Mass Media Effort

 **UC Master Gardener Program**  
Published by Barbra Braaten  
- July 1 at 2:59 PM -

A scorching summer heat wave is bringing triple-digit temperatures and excessive heat alerts to much of California. The National Weather Service is predicting temperatures upwards of 105 and 115 degrees for several days in a row across most of the state. Many gardeners are wondering how they can help their plants, trees, or shrubs survive the intense summer heat.

- Take care of yourself first!
- Water trees deeply
- Shade your plants
- Group containers together
- Mulch, mulch, and more mulch
- Don't fertilize plants or trees.

Learn more on our blog: <https://mg.ucanr.edu/Social/?blogpost=60130&blogasset=64191>  
Stay safe and cool everyone! 🍃💧



The collage features five panels with gardening tips: 1. 'How to Protect Your Plants During a Heat Wave' with a sun and thermometer icon. 2. 'Take care of yourself first' with a sun icon and a photo of a person working in a garden. 3. 'Water trees deeply & less frequently' with a sun and thermometer icon and a photo of a tree. 4. 'Shade Your Plants' with a sun icon and a photo of a patio with plants. 5. 'Group Container plants together +3' with a sun icon and a photo of potted plants.



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## 2) Individual Effort

- Face-to-face
- Zoom meetings
- Phone calls
- Text messages



# Individual Effort



Taken by Anne Schellman, Stanislaus County



Photo Credit: Canva



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- Phone calls
- Text messages

## 3) Promotional Material Effort

- Newsletters
- Flyers
- Posters



# Promotional Material Effort



July **Dig It!** University of California  
Agriculture and Natural Resources  
UCCE Master Gardener Program

News from UCCE Master Gardeners of San Diego County

**"Advice to Grow by... Ask us!"**  
Hotline: (858) 822-6910  
[help@MasterGardenerSD.org](mailto:help@MasterGardenerSD.org)  
[Subscribe to our E-Mail List](#)

**July in the Garden**

Summer is here! Monitor irrigation and protect yourself from the sun:



UCCE Master Gardener  
Program of San Diego County



## Become a Master Gardener! Class of 2025



Applications Open  
August 1 - September 30, 2024

**FOR MORE INFORMATION**  
[mastergardenersd.org/2025-class/](http://mastergardenersd.org/2025-class/)



Public Interest Forum August 27 • 1 - 3 pm  
Room 101, Casa Del Prado, Balboa Park



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## 2) Individual Effort

- Face-to-face
- Zoom meetings
- Phone calls
- Text messages

## 4) Personal Letter Effort

- Electronic or written
- Dates/times or event



# Personal Letter Effort

## Invitation to Apply for our 2025 UC Master Gardener Training Class



Melissa G Womack  
To Jocelyn M Mobley



Wed 7/10/2024 1:55 PM

Dear Jocelyn,

We hope this letter finds you well. We are delighted to invite you to apply for the 2025 UC Master Gardener training class!

The UC Master Gardener Program is an impactful program that provides the public with research-based gardening knowledge and skills. Our volunteers play a crucial role in promoting sustainable gardening practices, enhancing community green spaces, and supporting educational outreach.

By joining our training class, you will have the opportunity to:

- Receive comprehensive training from University of California experts on a wide range of horticultural topics, including plant science, soil management, pest control, and landscape design.
- Participate in hands-on workshops and field trips that will equip you with practical gardening techniques and best practices.
- Contribute to community projects, assist with public workshops, and support local gardens and school programs.
- Become part of a passionate and knowledgeable community of UC Master Gardeners who share your enthusiasm for gardening and community service.

The training class will start in January and run through June 2025, with sessions held once a week. Classes will be a mix of in-person and virtual formats to accommodate varying schedules and learning preferences.

We encourage you to apply and become a part of our team of volunteers. To apply, please visit our website at [mg.ucanr.edu](https://mg.ucanr.edu) and complete the application form by September 30, 2024. If you have any questions or need further information, feel free to contact us at [mgwomack@ucanr.edu](mailto:mgwomack@ucanr.edu) or (530) 750-1388.

Thank you for considering this opportunity to make a meaningful impact in our community through the UC Master Gardener Program. We look forward to receiving your application and welcoming you to our next cohort of UC Master Gardeners.

Warm regards,  
Melissa

Melissa Womack  
Assistant Director, Impact & Communications



UNIVERSITY OF CALIFORNIA  
Agriculture and Natural Resources

UC Master Gardener Program

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[www.linkedin.com/in/melissa-grace-womack-2038947/](https://www.linkedin.com/in/melissa-grace-womack-2038947/)

Follow us on [Facebook](#) and [Twitter](#)!

# Personal Letter Effort



**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources | UC Master Gardener Program

July 11, 2024

Dear Jocelyn Mobley,

We hope this letter finds you well. We are delighted to invite you to apply for the 2025 UC Master Gardener training class. Your passion for gardening and dedication to community service make you an ideal candidate for our program.

The UC Master Gardener Program is an impactful program that provides the public with research-based gardening knowledge and skills. Our volunteers play a crucial role in promoting sustainable gardening practices, enhancing community green spaces, and supporting educational outreach.

By joining our training class, you will have the opportunity to:

- Receive comprehensive training from University of California experts on a wide range of horticultural topics, including plant science, soil management, pest control, and landscape design.
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We encourage you to apply and become a part of our team of volunteers. To apply, please visit our website at [website URL] and complete the application form by September 30, 2024. If you have any questions or need further information, feel free to contact us at [mjwomack@ucanr.edu](mailto:mjwomack@ucanr.edu) or (530) 750-1388.

Thank you for considering this opportunity to make a meaningful impact in our community through the UC Master Gardener Program. We look forward to receiving your application and welcoming you to our next cohort of UC Master Gardeners.

Warm regards,

Melissa Womack  
Assistant Director, Impact and Communication  
UC Master Gardener Program



2801 Second Street | Davis | California 95618 | [mg.ucanr.edu](http://mg.ucanr.edu)



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Inviting potential clientele to participate in the program

## 1) Mass Media Effort

- Social Media
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## 3) Promotional Material Effort

- Newsletters
- Flyers
- Posters

Large, general,  
somewhat  
unknown audiences

## 2) Individual Effort

- Face-to-face
- Zoom meetings
- Phone calls
- Text messages

Individual,  
specified audience

## 4) Personal Letter Effort

- Electronic or written
- Dates/times or event



# Survey Matrix

	Trainee Recruitment			Public Recruitment		
	Yes	No	I'm not sure	Yes	No	I'm not sure
Mass Media Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individual Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional Material Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Letter Effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Survey Demo




**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources


■ UC Master Gardener Program

# Survey Logistics

 Survey will be sent to Coordinators and Advisors

 Mandatory for every county

- Must submit a least 1 survey per county
- If you have a combined program, submit 2 surveys (1 for each)

 3 minutes

 Survey opens today July 11<sup>th</sup> and closes August 2<sup>nd</sup>



# Survey Time, Questions?



Email [jmmoble@ucanr.edu](mailto:jmmoble@ucanr.edu)

