

# FSHS Long Range Planning Survey

This survey is a follow-up to the Long Range Planning (LRP) retreat that was held in September 2010. The questions are organized to seek member opinion about proposed changes corresponding to several goals that were identified in the LRP process. There are also several questions related to member satisfaction/dissatisfaction with the current direction of FSHS. Written surveys (72) were collected at the 2011 annual meeting and online surveys (64) were accessed from the website between the 2011 and 2012 annual meetings. Of the online surveys, 15 were not current members.

**Instructions: Circle your answers.**

## Goal 1: Define the identity and mission of FSHS.

	Agree	Disagree	Neutral
Provide forums for horticulturists to interact with each other to discuss timely topics outside of the Annual Meeting	113	3	23
Explore interactions with other societies, including joint meetings	96	6	36
Increase the role of FSHS in educating government and regulatory agencies on policy decisions	89	16	34
Provide opportunities for certification and recertification, such as for pesticide applicators, Certified Crop Advisors, etc.	95	14	29

## Do you have any comments or suggestions related to the identity and mission of FSHS?

- \*(3) Maybe band together with other agencies/associations that already do this;
- Providing CEU opportunities may increase grower participation and membership;
- Would like an organized effort to attract more industry participants in oral sessions. Adding certification opportunities may increase attendance from that sector;
- I think encouraging student presentations, attendance, and participation is critical to our profession and our society. How can we get more faculty members to get more students to come to meetings?
- Do not want to dilute the core missions of papers, but add other activities/opportunities;
- I do not want this to become a political group;
- \*(3) Role of Extension;
- \*(3) ASHS certified horticulturists. FSHS does not need to take on this task;
- Congrats on this effort. We should do so every year in order to rediscover and get good new ideas. Of course, we've been doing this for years and forces in society rather than forces within FSHS have shaped and determined our future. Historically, we were a grower/lobbyist organization. We have grown/shifted to portray an academic organization. Why? Growers have their own organizations with technical and political power. We don't have that power! I disagree with several Goal questions because we don't have the necessary power to achieve these stated objectives. What we can do and do well is bring knowledge to the light of day. The knowledge stored, but unused in our proceedings is

\*() Refers to survey statement under Goal heading.

staggering! Here's one idea: How do we better take all the individual presentations/publications and give them new life, i.e., interpretations and application?

- Presentation of original horticultural research and research relating to Florida horticulture. It should not be an Extension society;
- \*(2) Must be very selective in the group we work with;
- \*(4) CEUs;
- More contributors know growers and exchange productions advice
- Too many missions means no identity at all;
- Science-based information source, not just another extension meeting;
- In my opinion, by far most important role of FSHS is providing venue for exchange of info by Florida professional horticulturists (the annual meeting). I recommend considering adding more symposium on timely priority FL issues;

## Goal 1: Define the FSHS target audience.

	Agree	Disagree	Neutral
Schedule fewer scientific talks and more workshops geared toward growers and processors at the Annual Meeting	43	48	45
Initiate outreach to growers, processors and suppliers for important Florida crops	117	5	15
Target organic and small farm growers and organize organic and small farm grower sessions at the Annual Meeting	78	29	31

## Do you have any comments or suggestions related to actions that could attract new members?

- \*(2) Encourage them to present;
- The small farms conference is 6 weeks away from FSHS. This clientele group typically has limited resources and it would be difficult for folks to attend both. If the society supports this idea, I hope that FSHS will work closely with VF/FAMU small farms team to create a great program;
- Instead of scheduling fewer talks, choose talks that present info that growers can use;
- We don't need to add small farms and organic sessions. They have their own annual meeting in Kissimmee;
- Is there a way to have workshops without reducing the scientific talks? With the expertise of those already attending, there should be people who could conduct the workshops. Scheduling time for the workshops might be more difficult;
- Growers/processors value advocacy/support for their industry(s); not sure FSHS should/could replace FFVA, FNGLA, citrus mutual, etc.
- Applied workshops/training between industry and academia;
- The landscape design/installation audience could be another audience to tap into;
- Enhance the point of contact in some of the major agricultural universities in Florida, so that student participation can be improved;
- Workshops could be added to attract growers but scientific papers should not be reduced to accommodate;
- We have made two excellent advances: the website is fantastic, thus, illustrations of how to efficiently use the website would be good. The newsletter is terrific, perhaps it could be a bit more

edgy with stories and commentary on typical issues, i.e., a bit more controversial to attract readers;

- Attend tradeshows and conferences;
- Add session(s) specifically for ASHS certified horticulturists as that program grows. This is a logical audience for FSHS to target;
- Form an advisory board representing industry groups—fruits, vegetables, or ornamentals—for input into planning. This would attract more industry folks;
- Showcase new ornamental, vegetable, etc., varieties. Don't try to diversify too much, lose focus of Hort Society;
- \*(3) Small Farm Conference is in a few weeks, maybe someone to work with;
- Outreach to business/financial officers (personnel) of commercial horticultural companies;
- Maybe add a track for small farm growers;
- Maintain the scientific program but expand the meeting to include workshops/symposium to reach out to growers, etc., addressing the most pressing issues, problems, etc.;
- The Potato Assn. of America (PAA) has an email list serve used in the following manner: A question about a potato problem can be posed to the membership and responses and solutions can be returned individually or to membership;
- \*(1) We already do it;
- Need page charges from proceedings;
- Recent history suggests different needs for university/government horticulturists and most industry horticulturists. I suggest we accept this and focus on needs of the current core members;

**Goal 3: Propositions to improve communication with membership**

	Agree	Disagree	Neutral
In order for members to more effectively network and communicate, the membership page of the proceedings should include the following new items for each member:			
Email Addresses	124	5	4
Telephone Numbers	86	24	23
Preferred FSHS Section	103	3	27
Job/Business Affiliation	127	0	8
Job Title/Expertise	109	0	27

**Do you have any comments or suggestions related to improving networking and communication among members?**

- In this day and age, electronic communication is the main avenue for information in the young population. It's the best way to get interest of younger generation;
- As an agent all info above would be helpful in making contacts in my field;
- Either publish a membership book or put online. Facebook page would be nice;
- Crop and area of interest in whatever the member is willing to supply, i.e., links to publications, etc.
- Membership information should be password protected;
- Create an online listing for all members to update their information (with pictures);
- Create FSHS Facebook site;
- Membership list should be kept for members only;
- Membership list should not be distributed or sold to other organizations;
- List serves for handy email blasts. Let user sign up.

**Goal 4: How can we develop a marketing plan for FSHS; vision for Proceedings enhancement?**

	Agree	Disagree	Neutral
Establish a marketing committee (with people with marketing experience) responsible for planning and coordinating FSHS promotions such as booths at other meetings, FSHS logo giveaway products, a new membership brochure, and marketing materials.	109	5	23
Enhance the Proceedings by establishing new sections, e.g., for grower abstracts and/or papers, abstracts, extension publications, and focused symposia/workshop proceedings	88	17	33
Hire a part-time or full-time person to revamp the website, coordinate the newsletter	67	12	57
Create a forum on the website for the public to ask questions (to be answered by members)	73	35	30

**Do you have any comments or suggestions related to marketing FSHS or improving the Proceedings?**

- Membership forum instead of public (Extension job is the public);
- The newsletter and website are already well maintained;
- Website improvements are fantastic and much appreciated! I think it is important to maintain momentum in IT/Net improvements and continue to develop our communications/marketing;
- \*(4) This is currently done by extension. I don't think it is the best use of FSHS resources to duplicate effort;
- I think it should be preserved as a professional society, not an avenue for answering the public's questions;
- \*(1) Work with ASHS on this;
- \*(3) A part-time newsletter, website person should only be hired if the society can afford this on a long-term basis;
- \*(4) This will be too difficult to handle;
- The question has always been in a voluntary organization, how much will volunteers do? How much effort will be made? This is a key factor. For example, we have surveyed industry people as to why they don't belong or attend. What do they say? Answer: Time and Relevance. Can that be changed? Will our volunteers take the time and make the effort to corral individuals and get them to participate?
- Quality of proceedings is directly related to the quality of paper presented. Must reach University administrator and faculty to relate the importance of FSHS at the local level, state, and national levels;
- \*(2) If simplified process;
- \*(4) or forward to agents;
- \*(4) or closely coordinated with UF Extension;
- Newsletter is already perfect and website very good;
- I like the design of the website but for a person dedicated to excessively utilizing the website, this can be updated more frequently;
- Forum can be supported by Google's ad sense (revenue source);
- \*(3) March overworked;
- These items could be accessed via the website (referring to

Goal 4 questionnaire);

- Access to the proceedings is great, would be better with direct download to Endrote, Procite, etc.
- \*(4) Send to IFAS Extension;
- \*(1) Need to know your target audience;
- \*(4) Should be done by Extension agents;
- Contact Gardening clubs;
- Separate extension presentations from new science presentations;
- Have awards for extension publications;

**Goal 5: Develop a vision for Annual Meeting enhancement (Craig Campbell)**

	Agree	Disagree	Neutral
Offer tours in association with the Annual Meeting	94	13	31
Schedule "hot topic" workshops/symposia with renowned invited speakers	124	3	9
Meet in association with trade group conventions or meetings	64	26	47

**Do you have any comments about the Annual Meeting or suggestions for enhancing the Annual Meeting?**

- \*(3) When possible;
- The meeting may be too large if we join with trade groups, etc.;
- I think this was one of the best meetings yet;
- Could grower sessions be targeted (and advertised to) the growers in the particular area where the meeting is held? Then they could com in for just an afternoon (or morning) to hear talks from people they might not normally have in their areas;
- Great hotel selections in the past. I appreciate the time given to presentations;
- Make an effort to extend invitation to other counties to participate at FSHS meeting and expand the level of experience;
- Are there other very successful annual meetings of other societies? What is working out there?
- Fill the program with 25 quality papers in each section;
- \*(3) This must be explored with caution when we meet with ASHS in Orlando. Many of us who are ASHS members attend those sessions rather than FSHS session. It can work with the right group, but trade group conventions are not a good venue for these people don't go to sessions;
- Open forum between groups of like topic presentations to discuss new information can be used in everyday life;
- \*(3) 3rd choice not clear;
- \*(1) Sunday (if possible) or Tuesday afternoon. Not Monday/Tuesday morning;
- \*(2) Not necessarily renowned speakers;
- "Renowned" does not necessarily mean outside Florida or even the SE;
- Sometimes meeting in conjunction with other meetings, people can get burned out, but can also incorporate attendance;
- \*(3) When possible;
- If members want to meet at another time of year, explore meeting prior to or after an industry meeting;

**Goal 6: Restructuring FSHS**

	Agree	Disagree	Neutral
Shift society focus from presenting and archiving research reports to outreach programs targeting non-academics, using other, innovative means of transmitting information	36	48	50
Reach out to horticultural hobbyists and enthusiasts and include activities, presentations and displays targeting such people	72	39	26
Explore renaming FSHS	20	87	28

**Do you have any comments or suggestions related to restructuring FSHS?**

- Maintain current focus but expand to the other outreach programs;
- FSHS presentations and proceeding are a great resource. A decline in research paper archives would be detrimental;
- Hobbyists/enthusiasts fall in the same category as small farms. They are a completely different audience and have the small farms conf.
- We shared stick with all current names;
- Increase membership # and diversity;
- Culture those relationships;
- Change accordingly;
- \*(1) Do not "shift focus" but test the potential success of such an approach;
- Outreach is good! How much can a volunteer organization do of that? I think we can do more and effectively but with vision and excitement;
- If more training to public is an agreed effort for the society, it should be done at a time separate from the annual meeting;
- \*(2) Tried in past and failed;
- \*(2) This was the focus to the garden and landscape section;
- \*(3) Do not fix something that's not broken;
- \*(1) Explore possible workshops that non-academics could benefit;
- \*(3) No! No! No! Don't even think about it! 125 years with horticulture or a focus;
- Should include both scientific (academic/research institutes etc.) and non-scientific presentations to be able to transfer information to all groups. Industry presentations will give an idea on how "real life" issues are important and how science can be applied to solve "real life" issues;
- Maintain the scientific integrity of the society;
- There are many meetings/conferences geared toward growers, e.g. Ag Expo in Balm and small farm conferences and numerous field days;
- Current diversity of basic research not attractive to growers. Less and less attractive to County agents;
- \*(1) No Extension does this;
- \*(3) Harder to gain momentum to market a new name than to re-brand FSHS marketing;
- \*(2) In conjunction with other societies;
- \*(3) No!;

- Keep presenting and archiving but increase outreach too;
- This was my first meeting, so I don't know all the background info but changes sound like they will be good for the future of FSHS;
- \*(1) Reword to: broaden society focus to include outreach;
- I don't think we should shift away from presenting and achieving but I think we need to reach out to less formal audiences;
- Keep the science/research in FSHS, but expand outreach and activities for enthusiast (e.g., Master gardeners)

**Current direction of FSHS—What is your level of satisfaction with the direction FSHS is going in with regards to:**

*(Circle your answer)*

	Satisfied	Dissatisfied	Neutral
Annual Meeting Dates (time of year)	94	16	23
Annual Meeting Locations	110	5	19
Annual Meeting Program	93	7	32
The Newsletter	89	5	39
The Proceedings	101	4	27
The Website	87	15	29

**If you are dissatisfied with any of the above, or have additional concerns, please describe below how we can improve!**

- No mention on how changes and some are “big” changes will be funded/supported or by what means. Also, small changes would be more beneficial and allows for re-tuning rather than large changes or too fast/quick;
- I would like the opportunity to buy high quality books at the meeting;
- Need to be able to pay annual dues at registration on website at time of registration for the meeting;
- Encourage publication of the abstracts at the time of the meeting; so that attendees can make informed decisions on the presentations they want to attend at the meetings;
- Congrats to the Board for having a long-range planning session. Should there be another one, announce it so more members could participate;
- \*(1) Fall was also agreeable;
- \*(2) If meetings move too far north, the tropical fruit group is unlikely to attend. The location must be ADA accessible (unlike Crystal River);
- \*(3) The meeting needs to do a better job of attracting new members by having special well advertised sessions that appeal to different groups each year;
- I understand that there are those who prefer these meeting dates, but I much preferred the old November dates—far easier to get college/university students (future members) to attend and participate;

- Schedule meeting slightly later, after schools close for the summer;
- See previous comments;
- \*(1) If the objective was to meet after school is out, the meeting now occurs during the last week of school for most districts. Please review;
- Website needs to be redesigned, can use a variety of new platforms to update the look, such as Drupal or Wordpress;
- \*(6) Needs some work; it's hard to navigate and has antiquated format designs;
- It's more beneficial if the nametags said where attendee is from and not the hotel name and location, helps as icebreaker and more;
- Need to better coordinate membership and registration dates. When FSHS met in November, it was easier to pay membership for the upcoming year at the meeting;
- The proceedings are and always have been an excellent record of FL Hort. Keep them scholarly;
- I really haven't browsed the website;
- Fill all the sections with science-based new information. Only one section had filled all its spots;
- Website difficult to navigate—too much on page;
- Meeting locations at nice resorts is good. Sometimes have not been as top-notch as this time;
- Modernize the website and use better colors;
- \*(1) Should be after public schools' break for summer vacation;
- The dates of the meeting should not overlap the dates of other meeting much as IFT;
- Website should be updated more often;
- The program handout hasn't changed in years, reformat to keep new and fresh. Difficult to follow;
- I believe that amount of information can be better organized on FSHS website;
- It is not very new user-friendly and can affect the continuous use of this website;
- Out of all the meetings I attend, FSHS is my favorite; I always enjoy the meetings and believe all aspects are well organized;
- It's all great! Concern for me is June is very difficult with research harvest and grant proposals due;
- The discussion during the Fruit and Vegetable Focus Team meeting was enlightening. The agents commented that they appreciate extension oriented publications. While I strongly believe we should maintain the research paper, I do think there should also be room for papers on extension when they are science-based (social science, econ) as well as reviews that hold particular value to the FL Hort industry. My feeling is these papers have been discouraged in the past but I think inclusion might attract a broader audience.