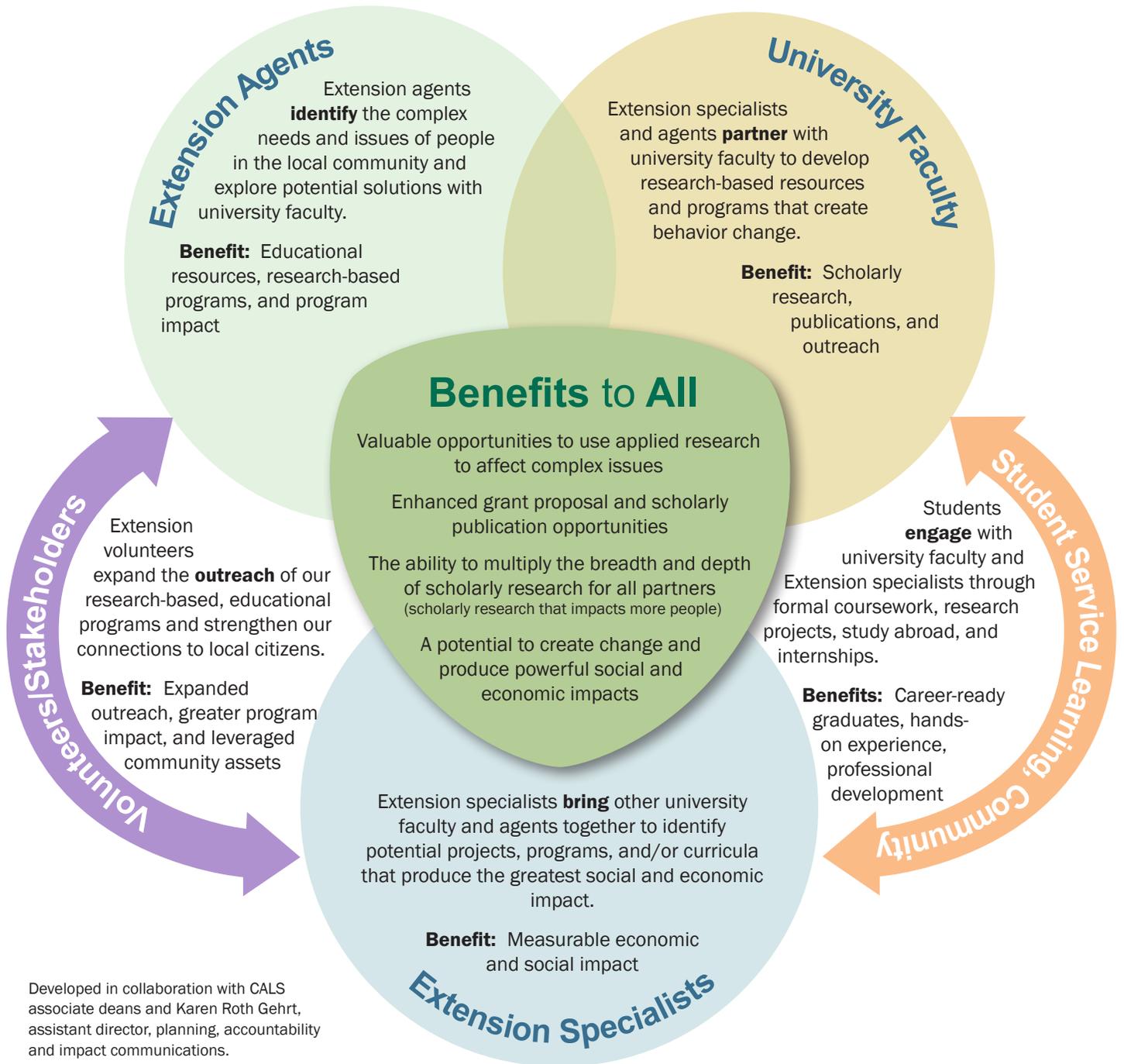


# Common Ground: Why Should University Faculty Partner with Virginia Cooperative Extension?



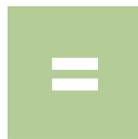
Developed in collaboration with CALS associate deans and Karen Roth Gehrt, assistant director, planning, accountability and impact communications.

Nothing is more impactful than university faculty using the tripartite mission of discovery, learning, and outreach to impact people and their communities. University and Extension faculty, volunteers, associations, and students have wonderful opportunities to partner through applied research projects and educational programs that foster positive changes in the lives of Virginians. Let's work together for the benefit of everyone!

University  
Faculty



Extension  
Specialists  
and Agents



A powerful  
potential to change  
people's lives

through research, behavior change,  
and economic and social impact.

Here's an example of how Horticulture partnerships benefit everyone involved...

## Extension Master Gardener Volunteer Program

Virginia Cooperative Extension Master Gardeners are volunteers dedicated to working with the community to encourage and promote environmentally sound horticulture practices through sustainable landscape management educational programs. Extension Master Gardeners work under the supervision of local Extension agents to deliver research-based information to the community.



Dave Close

### Dave Close

"The Extension Master Gardener education programs focus on concepts related to sustainable landscape management. Sustainable landscape management is the term used to describe the implementation of landscape practices that promote the responsible use of natural resources in a manner that is environmentally, economically, socially and psychologically sustainable. Covering all of these areas takes an integrated team of researchers and educators." – Dave Close, consumer horticulture Extension specialist and state

Master Gardener coordinator, Virginia Tech



Laurie Fox

### Laurie Fox

"A significant part of sustainable landscape management is storm water management in urban areas. We have conducted a significant number of research and demonstration projects using plant materials and landscape design to manage storm water runoff. Extension Master Gardeners are implementing our research-based recommendations in residential areas by educating homeowners and homeowner associations."

– Laurie Fox, horticulture Extension specialist, Virginia Tech Hampton Roads Agriculture Research and Extension Center, Virginia Beach



Susan Day

### Susan Day

"Our research on improving tree establishment and subsequent tree health in urban settings is applicable to all consumers as well as landscape contractors, urban foresters, developers, and many other land management professionals. Working together with Extension specialists and agents ensures that our research results are widely and rapidly distributed to those who can use this information to develop and maintain healthier, more sustainable landscapes. Similarly, feedback from agents and specialists help us to develop research programs that address high priority issues in the local communities and throughout the commonwealth." – Susan Day, assistant professor, urban forestry/horticulture, Virginia Tech



Karen Carter

### Karen Carter

"Our Extension Master Gardener community educational programs are based on research results and recommendations from our Extension specialists and the research faculty at the Agricultural Research and Extension Centers and on campus. The good science behind our programs and the training and resources developed by our faculty give us the credibility and knowledge we need to educate and motivate our Extension Master Gardener volunteers to promote sustainable landscape management through their educational programs and activities in their local communities." – Karen Carter, horticulture agent and unit coordinator,

Henrico County



Frank Reilly

### Frank Reilly

"In today's politically charged world, words like 'sustainable' can be polarizing. Thankfully, the programs that Extension promotes have the credibility of science-based research, so the best yard-care techniques are best for the yard, and sustainable. The public can take any message it wants home from an interaction with a Extension Master Gardener. As it happens the best way to have a great lawn for example also happens to be the best way to have a lawn that is easy to maintain, and is kind to the environment."

– Frank Reilly, Extension Master Gardener volunteer, Prince William County

Developed in collaboration with Joyce Latimer, horticulture Extension specialist, and Karen Roth Gehrt, assistant director, planning, accountability and impact communications