

UNH Cooperative Extension

THE

MASTER
GARDENER
SPEAKERS

BUREAU



Volunteer Training Manual
2015

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Purpose of Speakers Bureau Training

The UNHCE State-wide Master Gardeners Speakers Bureau Training is intended to introduce and orient volunteer speakers to the Bureau and to UNH Cooperative Extension and our vision, mission, and energy with which we engage in our work. Also, the training allows the SB coordinator's to get a good sense of each speaker. Finally, and perhaps most importantly, the training is meant to help each speaker gain a sense of confidence and speaking capabilities, and to give all the speakers a good sense of what it is like to be a part of our speaker's bureau.

Agenda

Description of Training Activities

Day 1

- Personal intros
- Ice breaker (marsh mellow/pasta)
- Purpose of the SB Training
- Review Homework- Risk Management Module, Civil Rights, Personal Bios
- Discussion: Public Speaking concerns, strengths, perspective
- Lunch Break
- Guest Speaker
- Close

Day 2

- Review branded presentations
- Giving an Effective Presentation
- Lunch / Discussion
- Ice breaker
- SB Panel of current SB members
- Practice presentation with critique from SB members
- Practice presentation with critique from SB members: focus on public speaking skills
- Close

The Goals of the Speakers Bureau

- To educate
- To provide basic, researched based facts

The primary activity of the Master Gardener Speakers Bureau is to provide a series of speakers willing to share and be trained to share horticultural presentations.

About the Manual

This manual is designed for Speakers Bureau members to familiarize themselves with the format for presentations, learn more about Cooperative Extension, and become more adept at public speaking. If you already are well-skilled as a public speaker and/or are very knowledgeable about gardening/horticulture, we ask that you stay open to reviewing the basics, but also invite you to share your experiences to benefit other members.

In this manual, you will find information about the mechanics of the Speakers Bureau, your role and responsibilities as a speaker, suggestions for preparing your talk, tips for speaking effectively, facilitation techniques, and guidelines for answering questions.

The manual also includes educational material that can enhance your and your audience's understanding of Cooperative Extension.

Responsibilities of Speakers Bureau Members:

1. Participate in the Speakers Bureau training and read this manual.
2. Respond to the Speakers Bureau Coordinator in a timely manner about your availability for speaking.
3. Follow the Speakers Bureau format.
4. Represent the goals of the Speakers Bureau in your presentation.
5. Cover the topics that will be asked on the audience evaluation:
 1. extension website
 2. the resources, programs, and services we offer
6. Stay 15 minutes after the presentation to answer further questions from audience members.
7. If you cannot attend a Speakers Bureau session that you had agreed to do, inform the Speakers Bureau Coordinator as soon as possible.
8. Encourage your friends and interested audience members to join the Speakers Bureau. We always need more people.
9. Make suggestions that may enhance the success of the Speakers Bureau.
- 10. Have fun!**

Giving an Effective Presentation

Before the Presentation

- After county confirmation, Speaker SENDs a CONFIRMATION EMAIL TO GROUP and copies the county contact with which they have SCHEDULED A SPEAKERS BUREAU PRESENTATION CONFIRMING the time, date, topic, location, duration of the event, and so on. (this tool will be available to speakers on website, along with evals, checklists online calendar)
 - Speakers bureau confirmation email example
 - Dear xxxx,
I'm writing to you today to confirm that I will be speaking on behalf of the UNH Cooperative Extension Master Gardener's Speakers Bureau on Seed Starting at your date meeting at the blank location. I will be arriving in time to start at blank time and they are prepared to stay until blank time, as you requested. If I've made an error about any of the details of this engagement, please let me know as soon as possible. Thank you for this opportunity to talk to your group about blank
Sincerely,
Volunteer Name
UNHCE Master Gardener Volunteer
- Speaker picks up equipment and handouts at nearest county office

Preparing for your Presentation

- Before your first presentation, think about the important experiences you have had and you want to share with an audience.
- A helpful way to plan your presentation is to practice with a friend who can give you feedback on your comments. Be sure to time your comments so that you get a sense of how it feels to speak for five minutes. Gear your story to the audience. The Speakers Bureau Coordinator will let you know the nature of the audience to which you will be speaking.

During the presentation

- While Speaking make eye contact and use friendly body language. Even if people do not remember the specifics of what you said, they will remember the tone you set.
- Speak slowly and clearly. One way to monitor your pace is by remembering to breathe.
- Give autobiographical information about yourself. Sharing personal details, such as where you grew up, your gardening background, etc. will help your audience relate to you.
- Go over the ground rules.

- There are no stupid questions
- Explain what motivates you to speak. Tell the audience why you choose to participate in the Speakers Bureau, what the work means to you, and what you hope to accomplish by speaking.
- Keep your story focused.
- Additional Tips for Speaking Effectively
 - More tips

After the presentation

- After Speaking Listen to others. After you have finished your presentation, listen for questions
- Prompting questions. Once done open the floor to questions. There is often an awkward silence before anyone asks a question. It is natural for people to be hesitant, so do not panic if this situation arises. If you let the silence continue for several seconds longer than you are used to, someone will usually take the initiative to ask the first question. However, if the silence continues or if there is a lag at some other point during the discussion, you can use the following methods to prompt discussion.
 - Encourage the audience, telling them that you are there because you want to answer their questions. Say something like, “as we stated in the ground rules, we believe that there are no stupid questions, so please feel free to ask whatever is on your mind.” Raise a question that you think might be on the minds of audience members
 - Ask the audience a question, such as “How many people in the room know blank.
 - Have audience members write down questions anonymously. Collect the questions and read them aloud to begin discussion.
 - Prevent a few people from dominating the discussion. If a few people ask all of the questions, say something like “We’ve heard a lot from a couple people, and we appreciate their questions, but is there anyone else who would like to ask a question who hasn’t had a chance yet?” Solicit a broad range of questions.
 - If someone continues to bring up the same subject, let the person know that you would be happy to discuss the issue after the presentation. Validate questions. Supportive phrases such as, “That’s a great question” or “I’m glad you asked that,” can encourage the audience to talk about issues relevant to them and enable people to feel more relaxed when asking questions
 - Suggestions on Answering Questions. The question and answer period of a Speakers Bureau is in many ways the heart of the session. It is the time when you get to interact with the audience, find out what they are interested in.

- Again, it is important to set a tone that is open, friendly, and relaxed. Listen carefully to the questions being asked. Do not assume that you always know what an audience member is asking.
- If an audience member's comments are unclear, have the person clarify, or repeat what you think the person is trying to say, asking "What I hear you saying is _____. Is that correct?" Be aware of air time. Do not relate long anecdotes or dominate the discussion. What do you think?" Do not argue in front of the audience.
- Disseminate and collect audience evaluations.
- Complete a presenter evaluation.
- Submits speaker and audience evaluations to County along with returned equipment and fees in a timely manner.

Tool Box



MG Speaker Agreement Form

Speaker: _____

Cell Phone: _____

Title of Speakers' Bureau Presentation: _____

Date of Presentation: _____

Time: _____

Location: _____

Contact Person _____

Telephone: _____

Please check to indicate completion:

I have received and reviewed the *presentation*

I have received and reviewed handouts, evaluations and all other collateral material

I have received the technical equipment, lap top, ldc projector, memory stick power cord

I understand my role as Subject Matter Expert.

Signature: _____

Date: _____



Master Gardener's Speakers' Bureau Review Rubric

REVIEWER CONTACT INFORMATION	ACTION
Date:	<input type="checkbox"/> New Speakers' Bureau Presentation
Name:	
Program:	<input type="checkbox"/> Revision/Updated SB Presentation
Contact #::	
Email:	

GENERAL INFORMATION & INSTRUCTIONS	
Who is the Subject Matter Expert lead?	Name: Program C o n t a c t # : Email:
Target Audience:	
What is the purpose of the presentation?	
What objectives will be met with this presentation?	
<p>Sections A-E:</p> <p>1. Read each question carefully. Designate a category “Meets Standards” or “Does Not Meet Standards” by entering a number “1” in the appropriate field.</p> <p>✓ <i>A PASSING SCORE IS 80%.</i></p> <p>DOCUMENT REVISION</p> <p>The document must be revised if any table score (Sections A-E) is <u>below</u> 80%.</p>	

A. AUDIENCE

Standard	Meets Standard <i>(Column 1)</i>	Does Not Meet Standard	Comments
1. Identifies action steps or desired behaviors for the audience			
2. Organizes information chronologically <i>or</i> in order of use/importance			
3. Uses conversational vs. formal tone			
4. Explains what should be done rather than what shouldn't be done			
5. Limits as much jargon and technical language as possible			
6. Explains technical or scientific language clearly			
7. Uses language that is culturally appropriate for target audience			
8. Uses same terms consistently for specific thoughts or objects			
9. Places the most important information at the beginning of the presentation and repeats it at the end			
10. Includes at least one phone number or website people can refer to for more information			
Column 1 Total	0.00		
Column 1 Total ÷ 10	0.00		
TABLE SCORE (%)	0%		

B. ORGANIZATION

Standard	Meets Standard (<i>Column 1</i>)	Does Not Meet Standard	Comments
1. Follows the UNHCE PowerPoint presentation template & guidelines			
2. Includes a “presentation agenda/overview”			
3. Matches “presentation agenda” items to slide headings			
4. Uses less than 8 <u>words</u> per line			
5. Uses no more than 6-8 <u>lines</u> per slide			
6. Uses one key point per slide			
7. Uses capital letters after every bullet			
8. Aligns all type on the left, with right margin ragged			
9. Avoids using periods, question marks, or exclamation points			
10. Uses the same font throughout the presentation			
11. Uses 24 point font as the minimum			
12. Uses 36 point font for Slide <u>Headings</u>			
13. Uses 32 point font for Slide <u>Subheadings</u>			
14. Uses subheadings that are indented			
15. Uses slide headings that are short, unique and descriptive			

Standard	Meets Standard (<i>Column 1</i>)	Does Not Meet Standard	Comments
16. Avoids using all capital letters			
17. Uses 20-30 slides total			
18. Uses 10% of the slides as an Introduction to the presentation (i.e. 3 slides for a 30 slide presentation)			
19. Uses 70% of the slides as the Body of the presentation (i.e. 21 slides for a 30 slide presentation)			
20. Uses 20% of the slides as the Conclusion of the presentation (i.e. 6 slides for a 30 slide presentation)			
21. Uses a landscape set-up			
22. Includes a footer on each slide that contains presentation title and slide number			
23. Uses Bold and Underline functions to emphasize text.			
24. Includes a summary slide			
25. Uses parallel structure (consistent verb tense)			
26. Uses tables or graphs to simplify complex information			
27. Uses ample white space and margins between sections and around headings			
28. Uses light letters on dark background (or dark letters on light background)			
29. Limits the number of graphs and tables			

Standard included in the presentation	Meets Standard <i>(Column 1)</i>	Does Not Meet Standard	Comments
30. Uses visuals to emphasize or explain text			
31. Includes titles or captions for visuals			
32. Avoids using scanned documents as images			
33. Uses photo-ready visuals (i.e. not distorted, stretched, or pixilated)			
34. Avoids using sound effects			
35. Uses one transition effect for all slides			
Column 1 Total	0.00		
Column 1 Total ÷ 35	0.00		
TABLE SCORE (%)	0%		

C. Writing Principles

Standard	Meets Standard <i>(Column 1)</i>	Does Not Meet Standard	Comments
1. Uses points that can stand alone			
2. Uses action words			
3. Uses correct spelling and grammar			
4. Eliminates overly repeated words			

Standard	Meets Standard (Column 1)	Does Not Meet Standard	Comments
5. Uses concrete nouns			
6. Uses short/common words			
7. Avoids using definitions unless absolutely necessary (opt for simpler words instead of extensive explanations)			
8. Uses simplest form of verbs			
9. Uses an active voice			
10. Uses present tense			
11. Avoids turning verbs into nouns			
12. Avoids noun strings			
13. Uses pronouns to speak directly to audience (i.e. 'you', 'we')			
Column 1 Total	0.00		
Column 1 Total ÷ 13	0.00		
TABLE SCORE (%)	0%		

D. LEARNING STRATEGIES

Standard	Meets Standard (Column 1)	Does Not Meet Standard	Comments
1. Includes <i>at least</i> ONE learning activity/strategy			
2. Is easy to execute			

Standard	Meets Standard <i>(Column 1)</i>	Does Not Meet Standard	Comments
3. Is relevant to the topic			
4. Is community appropriate			
5. Enhances the information being presented			
Column 1 Total	0		
Column 1 Total ÷ 5	0.00		
TABLE SCORE (%)	0%		

E. EXECUTION

Standard	Meets Standard <i>(Column 1)</i>	Does Not Meet Standard	Comments
1. Limits the discussion for each slide to 1-1 ½ minutes			
2. Follows the “Say”, “Cover”, “Optional” format in the speaker’s notes			
3. Contains sufficient detail in the speaker’s notes			
4. Contains a saved “Notes” version of the presentation for the speaker			
5. Is saved as a PowerPoint show			
Column 1 Total	0.00		
Column 1 Total ÷ 5	0.00		
TABLE SCORE (%)	0%		



**Master Gardener's Speakers' Bureau Final
Presentation Approval Form Executive Team**

Name: _____

Title/Position: _____

Title of Speakers' Bureau Presentation: _____

I have reviewed and approve of the final draft of this Master Gardener's Speakers' Bureau presentation. This material is now ready for dissemination.

Signature: _____

Date: _____

Comments:

Please email or mail to:

answers@unh.edu
UNH Cooperative Extension
Attn: Speakers' Bureau
329 Mast Road Suite 115
Goffstown, NH 03045

B. For Requestors

Please use the following Community Request Form when requesting a Speakers' Bureau presentation.

Community Request Form: This form should be used by *any* individual or organization
<http://extension.unh.edu/Presentation-Request-Form>

C. For Speakers' Bureau Members

Please help us keep the Speakers' Bureau database current and up-to-date by filling out the following update form if there have been any changes to your information.

After conducting presentations, it is extremely important that Speakers' Bureau members fill out the 'Presenter's Event Evaluation'. The information from this form goes into the Speakers' Bureau database and provides useful information regarding presentation tools and materials. It is also important for SB members to bring 'Audience Evaluations' with them to every presentation they conduct. The 'Audience Evaluations' are to be passed out to participants and collected after the presentation.

It is the responsibility of each SB member to return the Equipment, Presenter's Event Evaluation and the Audience Evaluations along with fees collected to your County office no more than three days after the conclusion of the event.

SB Member Update Form: Please use this form to update Speakers' Bureau member location and contact information. This form can also be used to add a new Speakers' Bureau member to the list or delete an existing member.

SB Member Presentation Checklist: Please be sure to refer to this checklist *prior* to making an SB presentation. This checklist contains helpful reminders for the proper execution of a Speakers' Bureau presentation.

Audience Evaluation: SB members/presenters are responsible for picking up copies of the audience evaluation for their presentation. Audience evaluations should be given to *all* audience members/participants to fill out at the end of the event. The SB member is responsible for collecting each audience evaluation and returning them to their County

Office. UNHCE understands the limitations of conducting evaluations for large audience or school children, please use your discretion regarding the feasibility of conducting audience evaluations. However, keep in mind that this tool provides essential data for reviewing existing material and creating new presentations.



Master Gardener's Speakers' Bureau Member Presentation Checklist

- Latest version of the Speakers' Bureau Presentation has been printed.
- You have reviewed the presentation and speaker's notes
- You have printed a "Notes" version of the presentation.
- You have downloaded and printed all supplemental materials
- You have downloaded and printed enough 'Audience Evaluations' for the number of participants attending the presentation in "black and white" format.
- You have downloaded and printed a 'Presenter's Event Evaluation' to fill out after your presentation.

Master Gardener's Speakers' Bureau Presenter's Event Evaluation

Tell Us About the Event											
1. Date:											
2. Speaker's Name:											
3. Speaker's Program:											
4. Organization/Department Receiving Presentation:											
5. Number of Participants:											
6. Length of Presentation (minutes):											
7. Audience Composition (Check all that apply):	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Business Representatives</td> <td style="width: 50%;">Middle School-Aged Children</td> </tr> <tr> <td>Community Based Organization Representatives</td> <td>High School-Aged Students</td> </tr> <tr> <td>Health Professionals</td> <td>College-Aged Students</td> </tr> <tr> <td>Faith-Based Group</td> <td>Seniors</td> </tr> <tr> <td></td> <td>Other:</td> </tr> </table>	Business Representatives	Middle School-Aged Children	Community Based Organization Representatives	High School-Aged Students	Health Professionals	College-Aged Students	Faith-Based Group	Seniors		Other:
Business Representatives	Middle School-Aged Children										
Community Based Organization Representatives	High School-Aged Students										
Health Professionals	College-Aged Students										
Faith-Based Group	Seniors										
	Other:										
9. Would you fulfill a request for this organization/department in the future?	<table style="width: 100%; border: none;"> <tr> <td style="width: 30%;"><input type="checkbox"/> Yes</td> <td style="width: 70%;">Comments:</td> </tr> <tr> <td><input type="checkbox"/> No</td> <td>Comments:</td> </tr> </table>	<input type="checkbox"/> Yes	Comments:	<input type="checkbox"/> No	Comments:						
<input type="checkbox"/> Yes	Comments:										
<input type="checkbox"/> No	Comments:										

Tell Us About the Speakers' Bureau Tools

	Strongly Agree	Agree	Disagree	Strongly Disagree
10. I felt knowledgeable about the topic of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The speaker's notes helped me effectively deliver the presentation about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I felt confident delivering the presentation on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The words used in this presentation were easy for the audience to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The pictures helped the audience understand the information better.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. The presentation was easy to follow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Overall the presentation was effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. List any interesting or frequently asked questions you received from the audience.				
18. Please list 2 things you found <i>most</i> useful about the Speakers' Bureau tools (i.e. PowerPoint, speaker's notes, handouts).				
19. Please list 2 things you found <i>least</i> useful about the Speakers' Bureau tools (i.e. PowerPoint, speaker's notes, handouts).				

Master Gardener's Speakers' Bureau Audience Evaluation

Topic: _____

Please tell us about the presentation you attended. All comments will be confidential and anonymous. Thank you for your participation.

For each of the statements below, place an X in the box for your response. When you are done with the evaluation, please return it to the presenter.

Speaker(s) Name: _____

Date: _____

Speaker	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The speaker(s) presentation skills were effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The speaker(s) were knowledgeable about the topic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Presentation	Strongly Agree	Agree	Disagree	Strongly Disagree
1. I better understand the topic after attending this presentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I can explain the topic to my friends and family after attending this presentation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I feel confident that I can make the ABCDE'S of this topic a part of my lifestyle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. By practicing the ABCDE'S of this topic it can have a good impact on my future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The words used in this presentation were easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The pictures helped me understand the information better.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The presentation was easy to follow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Overall the presentation was effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you interested in receiving information about other Cooperative Extension events and programs?

Name: _____

Email Address: _____

Mailing Address _____