
University of Minnesota Department of Forest Resources



Minnesota Tree Care Advocate

People Helping Trees Help Communities

2018 Tree Care Advisor State Fair Summary

Compiled by Ashley Reichard, November 2018

2018 Tree Care Advisor State Fair Summary

The Tree Care Advisor station at the 2018 Minnesota State Fair's **Eco Experience** building thanks all of the volunteers involved. **Tree Care Advisors, University of Minnesota staff, DNR staff, and other volunteers** helped hundreds of people better understand how trees and shrubs impact the quality of their lives and how they can best be cared for. The booth included a Q&A area and a Bingo station for the building-wide Climate Change Bingo activity. In 2018, we counted the number of youth that volunteers engaged with.

This opportunity is an outreach and technical assistance program that directly contributed to **288 volunteer hours** to this effort. When port-to-port travel times are included, that total rises to (conservatively) **576 hours**. Converted to the dollar value of volunteer time in Minnesota (\$27.58, published values for 2017), you were part of **more than \$15,000 contribution** to the health of people, trees and communities.

TCA Booth Staffing:

- **26** Tree Care Advisors
- **3** University staff
- **2** DNR staff

In 2018, individuals that staffed the TCA booth completed an average of 9 volunteer hours.

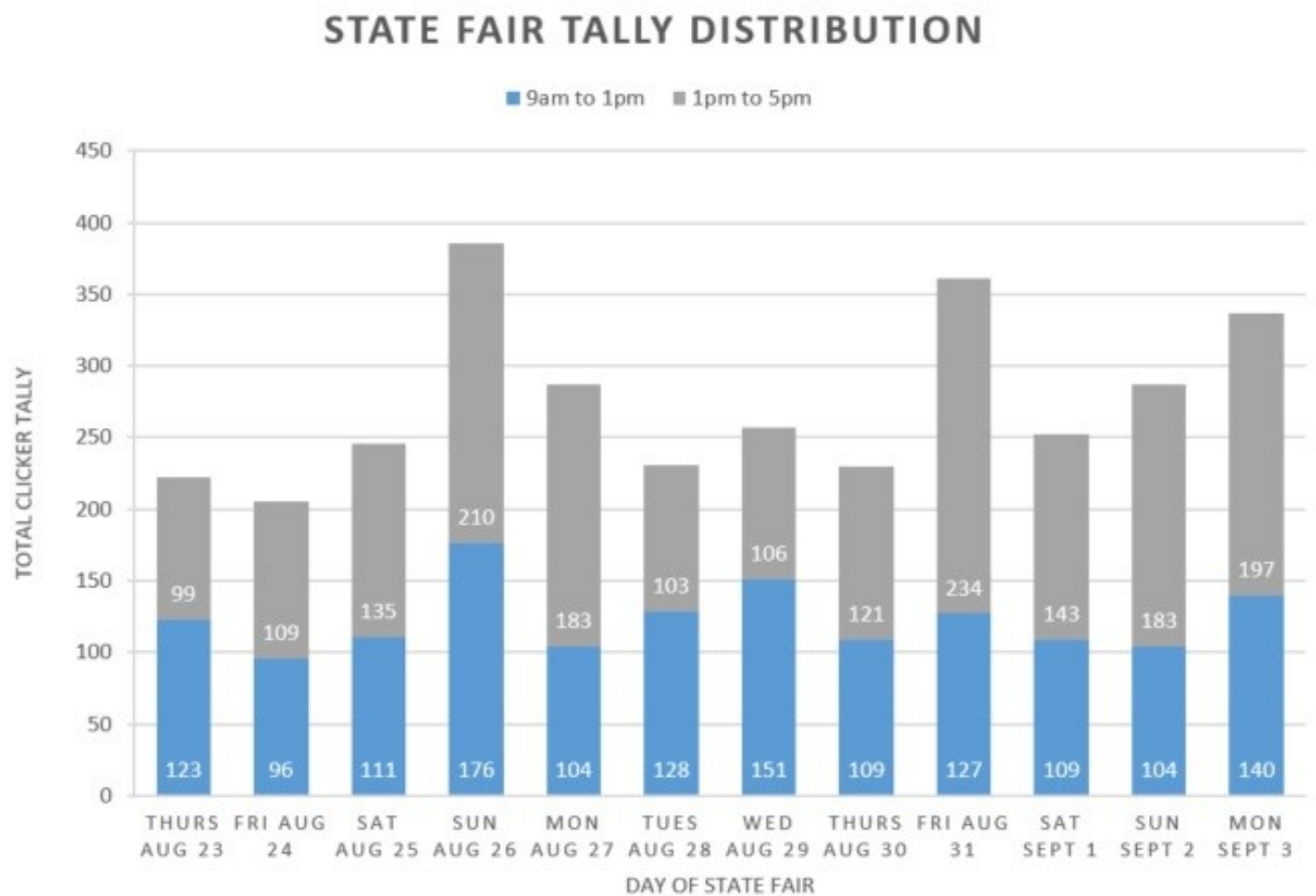
2017 to 2018 State Fair Comparison At a Glance

2017		2018
48	Total Volunteer Shifts	72
192	Total Booth Staffing Hours	288
384	Travel and Booth Volunteer Hours	576
19	Number of Tree Care Advisor Volunteers Participating	26
\$10,137.60	Monetary Contribution to the State of Minnesota	\$15,886.08
3,162	Question Tally	3,301
<ul style="list-style-type: none"> • Maple Problems • Japanese Beetle • Apple/Fruit Trees • Pruning Trees • Emerald Ash Borer 	Top 5 Concerns/Topics Addressed	<ul style="list-style-type: none"> • Tree Selection • Apple/Fruit Trees • Pruning Trees • Japanese Beetle • Maple Problems

2018 was a year of expansion and overall increased engagement from both the public and volunteers.

Question Tally Frequency

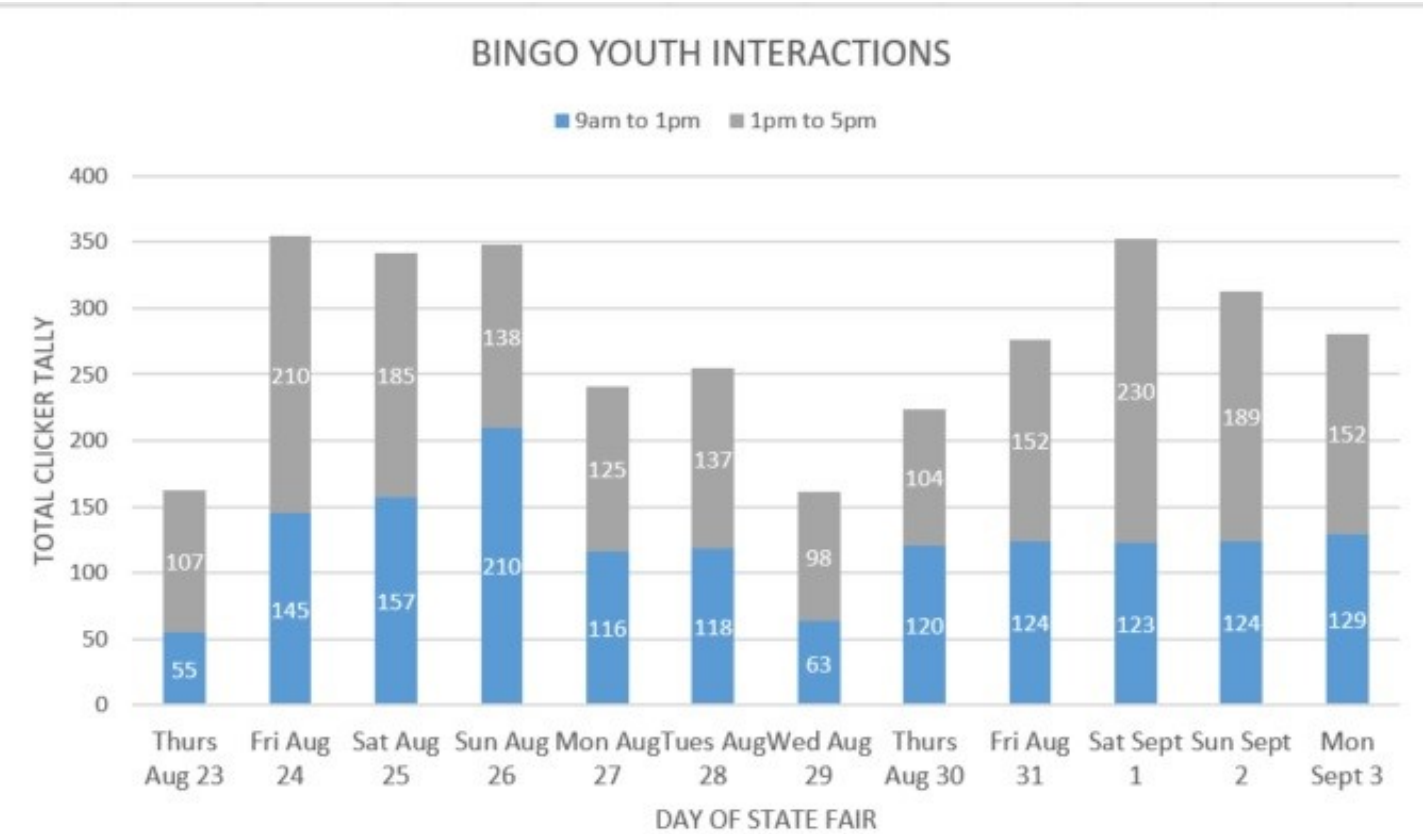
The following graph shows **how many questions** from the public were asked at each shift and each day of the 2018 State Fair Tree Care Advisor booth.



In 2018, a conservative total of 3,301 questions were asked by the public.

Bingo Youth Interactions

The following graph shows **how many youth** interacted with volunteers through the Eco Experience building-wide Climate Change Bingo activity in 2018.



In 2018, a conservative total of 3,311 youth engaged with the booth.

2018 Tree Care Advisor State Fair Volunteer Survey

After each year's Eco Experience building "Ask a Tree Care Advisor" booth, we ask volunteers that participated to fill out a **survey** and share about their experience. This survey is meant to summarize the **year's successes** from the volunteers perspective and to find ways to **improve** the State Fair booth for the next year's booth.

Survey results were analyzed to find where changes may need to be made to **better** the booth for both volunteers and participants. Additionally, a group of Tree Care Advisors joined program staff on November 1st to share additional feedback, answer specific questions, and to discuss potential changes and improvements for 2019.

The next page shares **general experiences** for the year and **notable instances** from volunteers who completed the online survey.

Thank you to the 17 individuals that completed and returned this survey!

Overall Experience and Notable Experiences

- I always enjoy it. **People are grateful** for help.
- I would love to volunteer at the fair again in the future.
- **Love this experience** and enjoy my time with other TCAs. It's **really fun** and I like feeling I helped people. Most are grateful for the advice.
- I enjoyed interacting with the public. The **questions are stimulating**. The people are nice.
- A good way to **continue learning** about trees.
- Always a great **learning experience** for me. I learn from my cohorts, the public and I am **challenged** to find the answers to their questions. It's a wonderful opportunity to interact with people interested in trees and the environment.
- This was a **fun experience**. We were busy all the time and people were really **appreciative** of the information and references that were provided.
- It was a pleasure to help people with their perceived tree issues. People become very attached to their trees, and often can be very concerned if they perceived that their tree might be in trouble. Some of the best advice that we can give people is **not to over-react** when their trees have issues.
- I find it an enjoyable time in which I feel I can **truly help people**.
- It made me **feel good** to be able to share TCA knowledge with other homeowners in need. Lot of questions, lot of **satisfied** fairgoers!
- As a first-time participant, I found the experience **rewarding**. It was a good way to put some of my knowledge to use and to **reinforce** my memory of resources available. While the rate of "traffic" can be daunting, it also keeps you on your toes and forces you to be **concise** and as **accurate** with responses as possible.

Thank you!

Thank you to the following individuals that took part in the 2018 State Fair “Ask a Tree Care Advisor” booth at the Eco Experience Building!

Mike Bahe (UMN)

Ellen Campbell

Mary Cebula

Dave Daubert

Susan Evarts

Barbara Gasterland

Bruce Granos

Gordon Hanson

Mimi Hottinger

Christopher Johnson

Dave Knapp

Annette LeDuc

Mary Magers

Valerie McClannahan (MN DNR)

Janet McDaniel

Ryan Murphy (UMN)

Bruce Nelson

Joseph O’Brien

Janet Palmer

Monica Randazzo (UMN)

Ann Rantenen-Lee

Deb Reiersen

Paul Richtman

Merlin Schlichting

Mary Jane Smetanka

Jennifer Teegarden (MN DNR)

Linda Tenneson

Gary Unger

Brigitte Vidas

Cecelia Watkins

Doris Wickstrom

Special thanks to:

Karen van Norman with the Minnesota Pollution Control Agency!

Gary Johnson and Ashley Reichard
