Appendix C

SWOT (Strengths, Weaknesses, Opportunities, and Threats) EVALUATION

Internal Processes

Strengths
• Energy: members are excited to learn about sustainable agriculture both through weekly meetings and experientially through volunteer work; members come to meetings with innovative ideas and demonstrate excitement and eagerness to follow through.
• Organization: we meet as a group and volunteer on a regular, weekly basis thus there is consistency.
• Commitment: a core group of students (on the order of 5-10) attend meetings and show up to volunteer. It is apparent that members are committed to seeing the group live up to its potential.
• Volunteering: Group members are eager to volunteer and do so on a regular basis.

Weaknesses
• Commitment: Meeting and volunteer attendance has the potential to be much higher considering there are many more people on the distribution list than actually attend meetings and events.
• Teach-ins: in theory a good idea, which demonstrates the potential for a successful internal education campaign; however, teach-ins are not conducted on a regular basis. All members must be willing to take a more active role in the internal education campaign.
• Responsibility: the majority of all responsibility lies with The Greenthumb. Ideally, responsibility for Greenthumbs should be spread more evenly amongst all members.
• Meetings: occasionally run over the 1-hour time slot.

External Factors

Opportunities
• A cornucopia of opportunities exist for volunteering (i.e. Green Rabbit Farm, Malvin Hill Farm, Hamilton Central Children’s Garden, Hamilton Gardening Club, Alison Yahna (Permaculture), Private homes, Madison Group Home Garden, Class of 2002 Garden, B&B Landscaping, etc.)

Threats
• The future Greenthumbs student-run organic garden, situated on Colgate’s campus, could potentially be threatening to local organic farms and other local and Cogulate-affiliated entities (i.e. private gardens and the Class of 2002 Garden), thus detracting from the services we would provide as a group for these entities.
• It is difficult to coordinate individual members’ schedules with local Hamilton entities for which we wish to provide service, thus volunteer times are limited.
- *Greenthumbs* could be perceived as a threat to other community service groups on campus who wish to perform the same type of work; however this threat is easily ameliorated - *Greenthumbs* and other groups should simply coordinate their efforts to avoid potential competition.
Appendix D

STRATEGIC PLAN

Short Term Goals:

**Goal: Hands-on work**
*Strategy:* Sketch out a volunteer schedule for the remainder of this spring semester and a rough outline for this summer and fall semester. Aim to volunteer on a weekly or bi-monthly basis
*Benchmark:* Once per semester: meeting with all members and advisor to debrief volunteer schedule and work (i.e. are group members satisfied with the schedule, the type of work/service we are currently providing for the community and moreover, are Greenthumbs members benefiting also from the work we provide?).

**Goal: Community Service**
*Strategy:* Contact other private and public entities in town and on campus that could potentially profit from our service. Potential sites include: Malvin Hill Farm, Hamilton Central Children’s Garden, Hamilton Gardening Club, Alison Yahna (Permaculture), Private home gardens, Madison Group Home Garden, Class of 2002 Garden, B&B Landscaping, Hamilton Whole Foods, the Village Green, etc.
*Benchmark:* Once per semester: meeting with all members and advisor to debrief the type, extent, and quality we are providing and potentially could provide for other entities.

**Goal: Educational Outreach**
*Strategy:* Internal and External Educational Campaigns.
  - **Internal Education Campaign** - Teach-ins on sustainable agriculture 101, potlucks following an afternoon on the farm, volunteer development (how can we become more effective volunteers?), etc.
  - **External Education Campaign** - poster (i.e. vegetable of the month), tabling, brown bag lunches (teach-ins conducted by Greenthumbs members on sustainable agriculture), guest speakers, films, field trips (i.e. local organic farms, student-run organic farms), column in Maroon News (i.e. "Did you Know/Grow?" or "Can you Grow?").
*Benchmark:* Once per semester: meeting with members and advisor to debrief success of educational outreach and potential for improvement.

Long Term Goals:

**Goal: Greenthumbs Garden**
*Strategy:
*Benchmark:

**Goal: Grants**
*Strategy:* summer research and internships during school year
*Benchmark:
Goal: Academic Integration
Strategy:
Benchmark:

Goal: Summer Programs
Strategy: week-long camp for Hamilton children
Benchmark: