



TEXAS MASTER NATURALIST  
2022 ANNUAL MEETING  
HOUSTON, TX  
OCTOBER 20-23

# Texas Master Naturalist 2022 Project Fair

The Texas Master Naturalist Program holds this competition during our Annual Meeting each year to share and award the premier projects of the TMN Program. Our chapter members continually list this fair as a favorite way to learn about projects other chapters are doing and how they may be able to replicate such projects in their areas.

## **Project Fair VIRTUAL Format:**

Both a written entry and a virtual presentation will be required for entry in this year's Project Fair.

Written Entry: Chapters entering a submission into the contest will need to provide a short paragraph describing the project by October 1st, 2022. Entries will be made on the TXMN State Website (<https://txmn.tamu.edu/2022-annual-meeting/>) - dates for virtual presentation will be selected at that time.

Virtual Entry: Our virtual format of the Exemplary Project Fair remains virtual by popular demand! We're asking Project Fair submissions to be done through a **20 minute presentation** via WebEx to be hosted during our **October #TMNTuesday speaker session on Tuesday, October 11th, 2022**. These presentations will be delivered to a panel of judges (and any other viewers tuning in) and will be recorded. Presentations should include all the content normally built into a physical Project Fair submission - a storyline, the project details, the methods for the project and the results. Visuals in the presentation can include pictures, a slide show, true video, interviews/presentations with project members, etc. Additional important pieces to include are listed below. Keep in mind that the last 5-8 minutes of the presentation should allow for questions and answers with the judges. Up to 5 members from any chapter may be on the call to participate in the presentation.

When: **Written submissions** must be sent in by **October 1st**, and then the **virtually delivered presentation** will be scheduled for **Tuesday, October 11th, 2022**. The written submissions and recorded virtual presentations will be highlighted and shared on social media and the Annual Meeting website prior to the event for all chapters, members and meeting attendees to view.

Judging: A pre-selected panel of judges will join the live 20 minute presentation of the Project Fair on **October 11th** using the judging criteria below. Keep in mind that the judges will come from partnering organizations/agencies and may include TMN leaders and volunteers. Judging will also include open Q&A to be hosted during the last 5 minutes of each of the 20 minute presentations.

## **Exemplary Projects should be:**

\*(This is also the criteria by which project fair submissions will be judged)

- Useful and practical for all chapters—something that is “doable” and sustainable in any given chapter.

- Representative of a local need of your chapter's natural resource issues and community.
- Need driven—a project that addresses a pressing naturalist or natural resource need.
- Representative of the goals and mission of the Texas Master Naturalist program.
- Led by the chapter (vs. being led or initiated by a chapter partner).
- Visible—for the chapter and the program practices and principles.
- A lead into a good program marketing story, article, or social media.
- Collaborative of many chapter members' skills, interests and expertise.
- Something that provides several impacts: such as a chapter recruitment tool, provides an educational tool or model for other's behavior and practices, helps people to appreciate, connect, or reconnect with nature or change their attitude and/or behavior towards natural resources through the presentation of sound natural resource information, management or practices.
- Organized—well planned and well executed.

Project Fair Presentation Content should include:

- Short description of project needs and goals.
- How the project was conducted.
- What did it take to complete the project?
- Contact information.
- Cost, grants received, etc.
- Sponsors for the project, other organizations, partners and collaborators.
- Hours involved.
- Number of people involved.
- Pitfalls to avoid if another chapter were to attempt to recreate such a project in their area.
- Lessons learned and what you would do differently.
- Interesting facts about the project.
- Pictures of the project clearly indicating that it is a Texas Master Naturalist Project. TMN members are wearing TMN gear, TMN name tags, clear mention of your TMN chapter and program are all great examples.
- **Continued for 2022: Where applicable, describe how this chapter project pivoted this year to provide opportunity for virtual or distanced service for your members.**
- **NEW for 2022: Projects that focus on the Be The Change diversity, equity, accessibility and inclusion projects kicked off or continued by Chapters this year are eligible.**

Written Entry should include (as a minimum): Due by October 1st, 2022

- Project title
- Full name of chapter clearly visible
- Project goals
- Short project description
- Methods of project implementation
- Impact of project to the community and/or chapter
- Where applicable, the virtual or distanced service opportunities of the project

Some ideas from chapters: Have a new class take on a class project and prepare the display and accompanying materials for their project to take to the Annual Meeting. Have a new class work on an existing/ongoing chapter project and then prepare this display and handouts as a class case study and project. Creative ways your chapter is keeping members engaged in projects while at a distance or virtually during COVID-19.

## **Judging & Awards:**

### Judging Criteria:

- Reflects goals & mission of Texas Master Naturalist program (0-20 pts)
- Represents a local need (0-10 pts)
- Useful & practical (0-15 pts)
- Originated by chapter & involves many chapter members (0-20 pts)
- Has measurable outcomes & multiple impacts (0-15 pts)
- Well organized & executed (0-10 pts)
- Creates visibility for the chapter (0-10 pts)
- Judges discretionary/Bonus points (0-10 pts)

### Judges' comments from past Fairs:

- Take care to develop your presentation as one for future use with the general public—you'll want to be clear and concise on what the project is, its impacts and the chapter that is conducting it.
- Neatness and creativity counts!
- Correct use of Texas Master Naturalist marketing and ID guidelines is a bonus.
- New, creative and unique projects make for an interesting and exciting judges experience.
- Make yours impactful, attention grabbing and illustrative of your project!
- Verbal narratives by the chapter representatives are always enthusiastic, well-prepared and passionate!
- There is always more to the story than could be represented in the typical display. \*And the virtual presentation format may give the option to tell this story!
- Be careful of having too much written information posted and in too small of print to read.

### Award Notes:

- Awards will be in the form of monetary project grants ranging from \$350 to \$800 based on place level and availability of funds to the winning chapters which are intended to further support the winning projects or new project implementations of the chapters' choice.
- Winners must have submitted a short paragraph (described above about their project) and shared the original presentation file for the entry for use on the Texas Master Naturalist state website. Projects may also be highlighted in the State TMN Program Annual Report.
- **Extensions of projects of the previous year's winning projects are not eligible for current year's awards.**