



Content Committee Member Service



Benefits of Service

Pacific Horticulture encompasses a large, welcoming and inclusive community of passionate garden loving people from many sectors. Benefits of service include access to invigorating conversations with some of the great and innovative thinkers in horticulture today. You will be on the pulse of trending and cutting-edge practices and thought on climate solutions through the healing powers of plants. Your contributions at this moment of great energy and growth will yield professional recognition, credibility, and positive exposure. Can you see yourself thriving as part of a collaborative team of leaders at a moment of accelerated growth?

Mission and Vision

Our mission is to advocate for the garden and its power to enrich lives and heal the environment.

We envision a resilient world dependent on the thoughtful cultivation of plants.

Diversity Statement

Pacific Horticulture is committed to creating an inclusive, equity-based, community-focused organization that is committed to the health and conservation of both human communities and the environment.

We recognize that including, collaborating with, and lifting up all voices in the Pacific Horticulture community requires a focused awareness, which will take time to achieve. By committing to be humble and persistent, Pacific Horticulture strives to inspire

environmental stewardship and improve human health by the promotion and implementation of fair, equal, and power-balanced leadership practices.

We believe that a diverse blend of perspectives, ideas, and viewpoints are essential to building a resilient world dependent on the thoughtful cultivation of plants.

Content Committee Service Role

The Content Committee is comprised of Pacific Horticulture board members and community stakeholders. The committee identifies education program content that is used for annual learning events and products, including but not limited to short videos, podcasts, panel discussions/webinars, articles, social media broadcasts, and virtual workshops.

The Content Committee's actions contribute to our current Strategic Plan 2020-2023.

Objective 1 INCREASE & DIVERSIFY PROGRAMMING: Educational content needs to be generated in all media and distributed on multiple platforms, cross-pollinated, integrated, archived, and re-issued frequently. We remain committed to providing value through high-quality content and images and curating for the most relevant information.

Our Program Topics

Pacific Horticulture programs are building awareness that gardeners, landscape managers, farmers, environmental scientists, city planners, designers, are contributing to climate solutions and elevating the relevance of horticulture to a more resilient future.

Content should be trustworthy, visually inspiring, geographically focused, timely, current, forward thinking, and thought provoking. Content topics address home and community garden, local, and regional sustainable horticulture practices. Programs demonstrate what beautiful, well-designed climate-appropriate gardens and landscapes can be at every scale.

Home

Garden design trends and plant profiles, multi-generational gardening, gardening for wildlife and pollinators, food gardening, and houseplants.

Local

Climate resilient landscapes (reducing water, summer-dry, fire-prone), community and urban agriculture gardens, native plants, wildlife corridors, and cultural practices and indigenous knowledge.

Regional/World

Science, biodiversity, plant conservation, soil health, sustainable garden design, permaculture and innovative practices, invasive species, landscape management,

public spaces, sustainable development, horticulture therapy/Nature Rx, public, and international gardens.

Our Audience

We serve the Pacific Region including Alaska, Baja California, British Columbia, California, Hawaii, Oregon, Washington. We aspire to serve everyone within the Pacific region concerned about humanity's impacts on the planet.

Whether you are a horticulture professional, a passionate home or community gardener or plant person, a designer, a scientist, or a citizen wanting to support climate resilient landscapes, we are committed to provide you with high-quality content and relevant, curated information.

Rubric for Excellence

The Content Committee works within a rubric for excellence which helps to steward the integrity of a developed learning brand.

Does it fit within our mission, vision, values?

Does it fit one of our broad topic categories?

Do we have authority on the topic?

Do we have access to authentic sources?

Can the content be conveyed successfully with one of our formats/media types?

Time Commitment

Non-board committee members may serve up to a three-year term, with staggered recruiting in order to maintain a blend of "veteran" and new members.

Committee members are asked to attend monthly planning meetings, participate actively in brainstorming sessions for new programming, and agree to champion or support 1-3 program events per calendar year. This may include reaching out to content providers (interview subjects, researchers, horticulture professionals), communicating the specific content needs, and working with staff to schedule interviews, recording sessions, image collection, or other stewardship of content collateral.

Estimated annual time commitment is approximately 15-20 hours of meeting or planning time. Committee members who elect to participate in program creation as content contributors may contribute additional time.

Additionally, committee members are encouraged to actively participate as a member of Pacific Horticulture, stay abreast of programming and content that is being produced by the committee, and show an engaged interest the success of Pacific Horticulture program success as an advocate and ambassador.

Please use our nomination form at pacifichorticulture.org or contact office@pacifichorticulture.org for more information.

