

Roadmap to Leadership: Garden Scholars

One of the most valuable resources the American Public Gardens Association offers to our Members is networking: **attendance at our Annual Conference or regional Symposia focusing on specific disciplines.** These gatherings provide prime opportunities for Members at all stages in their career to network, share resources, and advance their knowledge and understanding of the public garden industry.

Yet only 10% of our 9,000-member Association attends these gatherings, most citing limited financial resources within their garden's organizational budget. The Association has in the past offered \$500 travel stipends and registration fee discounts as available to help offset costs, but demand for support from Members of our smaller public gardens is rapidly outpacing available funds.

In 2018 the Association developed a scholarship program inviting institutions and individuals **to invest in the future of public gardens leadership through professional workforce development, from entry-level to executive.**

The Association has structured these new scholarships to include not only registration but the reimbursement of related costs to attend our conferences and symposia wherever they take place.

General Scholars Fund: gifts up to \$1,000
 Gifts from \$1-\$999 donors will be aggregated towards scholarship awards
 Contributor - Up to \$100
 Friend - \$100
 Fellow - \$250
 Benefactor- \$500

Symposium Scholar: \$1,000
 One-year support for one Symposium scholarship

Annual Conference Scholar: \$2,500
 One-year support for one Annual Conference scholarship

Named Scholarship: (incorporates name of donor or honoree in scholarship title)
Magnolia \$5,000 – One-year support for four Symposium scholarships, or one Annual Conference and two Symposium scholarships (total 3-4 scholarships)
Maple \$10,000 – One-year support for three Annual Conference scholarship and two Symposium scholarships (total 5 scholarships)
Cycad \$15,000 – Three-year support for two Annual Conference scholarships and one Symposium scholarship per year - \$5,000 per year (total 9 scholarships)
Oak \$25,000 – Three-year support for two Annual Conference and two Symposium scholarships per year - \$8,333 per year (total 12 scholarships)

Garden Scholars Program Priorities and Process

The Garden Scholars Program was created to promote leadership development in public gardens, identifying key people in our field to further their journey and support the Association's Professional Development goal of "a roadmap to leadership at all levels."

Our strategic priorities for scholarship selection are:

Priority Scholarship Segments:

- Institutional Member individuals* at one of these specific stages of their professional development:
 - Entry-level
 - Mid-level management
 - Aspiring or emerging leaders
- 1st time attendee to an Association symposium or Annual Conference
- Students currently enrolled in a university program currently affiliated (interning or otherwise) with a Member Institution

*Considerations given to:

- Degree of individual and/or institutional financial need
- Issues of equity - diversity/inclusion/economic
- Institutional Members affiliated with smaller-budget (\$1.5M and under) gardens
- Strength of institutional support for scholarship applicant

Named Scholarship partners have the option to work jointly with Association staff to design a specific scholarship opportunity that fulfills the strategic priorities that intersect the above areas.

The Garden Scholars Program was created to promote leadership development in public gardens, identifying key people in our field to further their journey and support the Association's Professional Development goal of "a roadmap to leadership at all levels."

The Scholarship Committee will review all applicants and the Association will notify the recipient no later than 15 days prior to the desired Symposium and by April 1 for the Annual Conference. For Named Scholarships the donor may elect to be involved in the selection process. Further involvement and recognition benefits are outlined on the following pages.

Recognition Benefits, Garden Scholars Program

The Association has structured these new scholarships to include not only registration but the reimbursement of related costs to attend our conferences and symposia wherever they take place.

ANNUAL SCHOLARSHIPS:

Symposium Scholar: \$1,000

This scholarship covers the complete cost of one (1) American Public Gardens Association Professional Development Symposium registration plus travel and lodging expense reimbursement.

BENEFITS

- Company recognition verbally and in symposium brochure and program
- Recognition wording *Sponsored by [Donor Name]*
- One complimentary registration to Symposium for sponsor
- Recipient bio and photo opportunity with scholarship recipient

Annual Conference Scholar: \$2,500

This scholarship covers the complete cost of one (1) American Public Gardens Association Annual Conference registration plus travel and lodging expense reimbursement.

BENEFITS

- Name/logo recognition in Annual Conference program book partnered with scholarship recipient
- Recognition wording *Sponsored by [Company Name]*
- ½ page print ad in Conference Program Book
- Recipient bio and photo opportunity with scholarship recipient

NAMED SCHOLARSHIPS:

BENEFITS AT ALL NAMED LEVELS:

- Named recognition of the Scholarship; e.g., [Donor or Honoree Name] Scholarship for____(to be determined with Association staff)
- E-Newsletter article recognizing named scholarship
- Option to determine scholarship parameters with Association staff
- Option to participate in Scholarship Committee selection process

Magnolia \$5,000

- ✓ One year support for four Symposium scholarships, or one Annual Conference scholarship and two Symposium scholarships

ADDITIONAL BENEFITS:

- Onsite verbal and print recognition of scholarship award with photo opportunity with recipient
- One Symposium registration per year for donor use

Recognition Benefits, Scholars Program

Maple \$10,000

- ✓ One year support for three Annual Conference scholarships and two Symposium scholarships

ADDITIONAL BENEFITS:

- Company or individual recognition in Annual Conference program book partnered with scholarship recipient
- Photo opportunity with scholarship recipient at events attended by scholarship recipients
- One Annual Conference registration per year for donor use, including one ticket to selected in-conference events
- One additional Symposium registration per year for donor use (total = 2)
- Exhibits Hall booth at Annual Conference with preferred location placement
- Full-page color ad in the conference program book distributed to 700+ attendees
- Recognition in Association's monthly e-newsletters (distribution 9,000), before and after the conference
- Repeated visibility from e-blasts (distribution 9,000), before and after the conference
- Donor recognition on the conference mobile app (includes name, company logo, description, and web address)
- Conference attendee list with emails

Cycad \$15,000 – \$5,000 per year for 3 years for:

- ✓ Two Conference scholarships and
- ✓ One Symposium scholarship

BENEFITS OF THE \$10,000 LEVEL, PLUS:

- One additional Symposium registration per year for donor use (total = 3)
- Other customized benefits to be mutually determined by Association and donor

Oak \$25,000 – \$8,333 per year for 3 years for:

- ✓ Two Annual Conference scholarships and
- ✓ Two Symposium scholarships

BENEFITS OF THE \$15,000 LEVEL, PLUS:

- One additional Annual Conference registration per year for donor use, including one ticket to selected in-conference events (total registrations = 2)
- Other customized benefits to be mutually determined by Association and donor