

Progress Report

NATIONAL HORTICULTURE
FOUNDATION



COLLEGIATE
PLANT
INITIATIVE

NATIONAL HORTICULTURE FOUNDATION

The Collegiate Plant Initiative: Connecting College Students to Horticulture

An update on original objectives, the implementation of new
outreach activities, expansion of research and future goals.



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The Collegiate Plant Initiative

The Collegiate Plant Initiative (CPI) is a national level nonprofit organization and an outreach program based at the University of Florida (UF). As a student-powered entity, it uses the ideas and efforts of college students from all majors to accomplish CPI's main goal-making people who love plants.

CPI was formed after a group of students took an introductory horticulture class at UF, Plants, Gardening & You (PG&Y). These students were not plant science majors, but they developed a love of plants and wanted to share this new passion with other students.

PG&Y now has 350+ students enrolled every semester, meaning that CPI can continuously recruit new talent. By implementing fresh ideas from new students, CPI can remain culturally relevant at UF and beyond.

The National Horticulture Foundation funded "The Collegiate Plant Initiative: Connecting College Students to Horticulture" in 2018. This support has allowed CPI to conduct research at UF, host Plant Drops at universities across the United States, and has even inspired a new program to expose students from several universities to Florida's plant industry.

The information outlined in this report would not be possible without the support of the National Horticulture Foundation and CPI's additional supporters included at the end of this document.



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Original Objectives

A. To determine the preferences of college students when choosing between five plants in a display. Differences in choices between different class sections, sexes, class years, colleges, and other demographic information will also be collected and identified.

B. To observe student plant preferences, behavior, and social interactions during plant giveaways to identify ways to connect plants with the general student body.

C. To observe online interactions of college students in social media groups related to horticulture.

D. To measure changes in student perspectives and knowledge of horticulture after taking an introductory horticulture class (PG&Y).

E. To identify student motives when starting a CPI chapter and what traits or benefits attract the most student involvement.

Progress/Notes

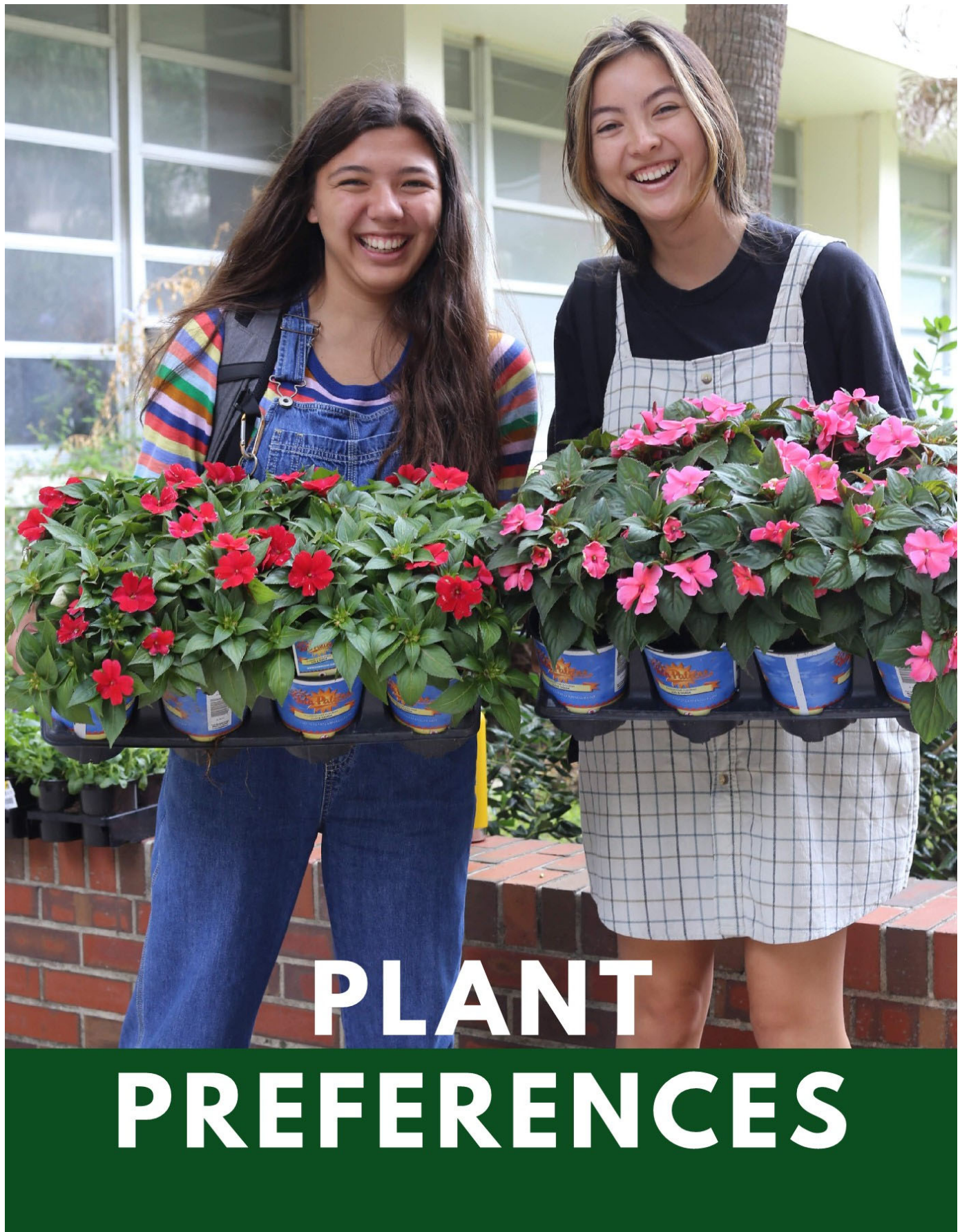
A. 24 replicated plant preference experiments were conducted fall 2018 and spring 2019. The overall results are outlined in this report, and further demographics will be outlined in future reports due to the size of the data set.

B. Plant preferences are not identifiable during plant giveaways, but all other goals under this objective are outlined in this report.

C. CPI's social media accounts and overall social media strategy will be discussed in detail.

D. Foci have transitioned from plant knowledge to student perspectives in and out of the classroom. The immediately applicable results are included.

E. The CPI chapter model has been ineffective in accomplishing goals and it is now clear that universities must have a faculty or staff member who is interested in supporting the initiative to have successful long-term partnerships.



Plants, Gardening & You (PG&Y)

Plants, Gardening & You (PG&Y) is a 1-credit introductory horticulture class at the University of Florida that exposes hundreds of college students to plants each semester. Dr. Dave Clark teaches 2 back-to-back sections every Thursday during spring and fall semesters and a smaller summer class every Tuesday and Thursday.

Dr. Clark has grown the class size over several years, and the average enrollment is now 350 students each semester. Lectures cover a wide variety of topics from caffeine and edible landscapes to coleus breeding and orchids- so it has something for everyone. That is one reason why students from every college and class year enroll in PG&Y each semester. What's the other reason? Students receive plants from class!

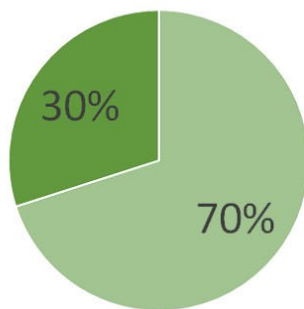


Student Demographics

Beginning fall 2018, PG&Y students were asked to voluntarily fill out a survey including demographic questions. The same demographic survey was given fall 2018, spring 2019, and fall 2019.

Average PG&Y
Enrollment by Gender

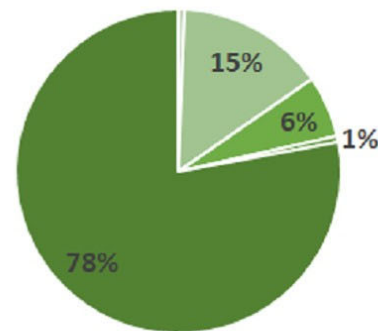
■ Female ■ Male



UF's student body is approximately 54% female, while PG&Y enrollment is 70%

Please select the race(s) you
identify with

■ Asian
■ Black or African American
■ Native Hawaiian or Other Pacific Islander
■ White



The pie chart above shows student responses in fall 2019. Results were similar in all semesters.

Approximately 21-25% of the class's ethnicity is of Hispanic or Latino or Spanish Origin. Per UF IRB standards, race and ethnicity were separate questions in all surveys.



The image above shows one experiment in class featuring five plant choices. Students have to fill out a note card every class for attendance, but they are asked to voluntarily choose their favorite plant and write the number down. These numbers are then entered into an Excel document while attendance is graded.

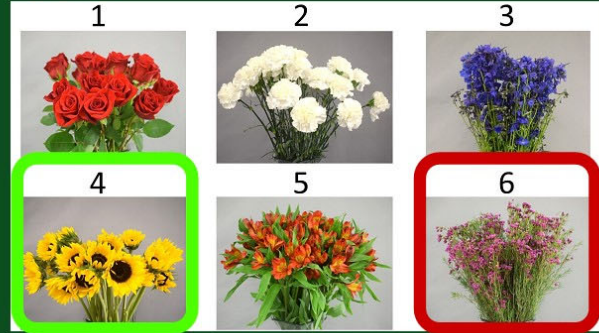
The following pages will show images of all of the experiments in fall 2018 and spring 2019, in addition to the "winners" and "losers" for each week. Plants with a green circle were the favorite choice when considering all students. Plants with a red circle received the fewest votes from all students. If the favorite plant for men or women were different than the overall favorite, those plants are circled in blue or pink. During some experiments, choices were tied. In those cases there are two circles of the relevant color.

Fall 2018 Experiments 1-6

Week 1



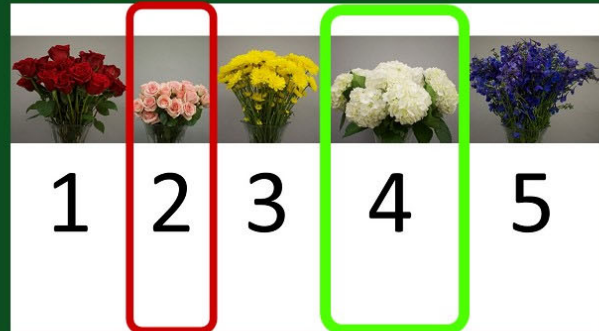
Week 2



Week 3



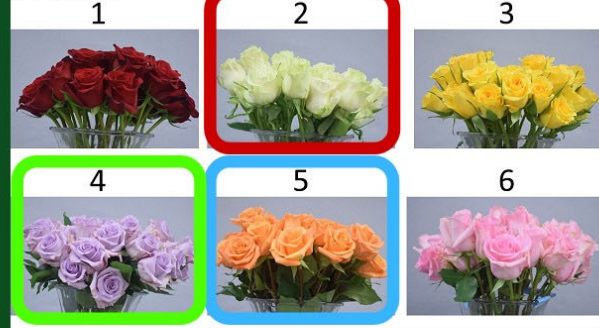
Week 4



Week 5



Week 6



Winner, Most Votes Overall



Loser, Least Votes Overall



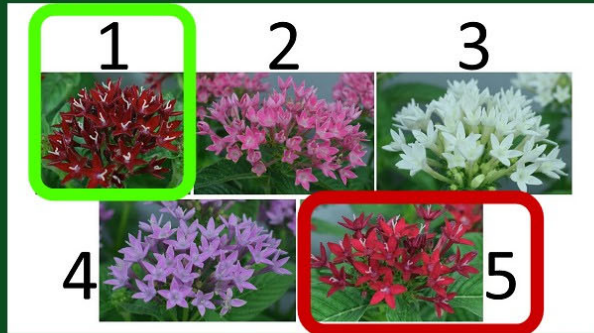
#1 Choice for Women
(If it wasn't the Overall Winner)



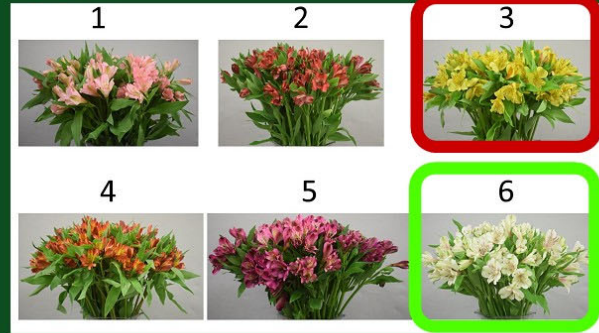
#1 Choice for Men
(If it wasn't the Overall Winner)

Fall 2018 Experiments 7-12

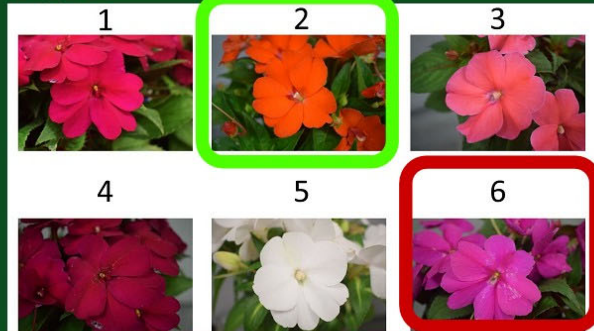
Week 7



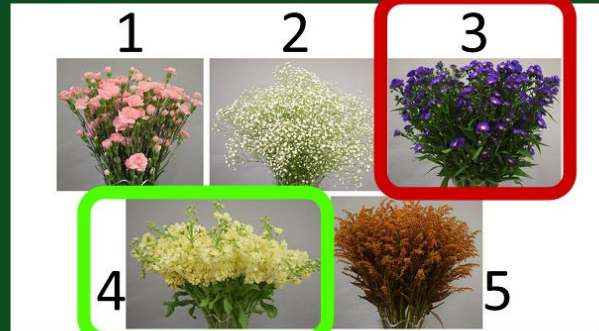
Week 8



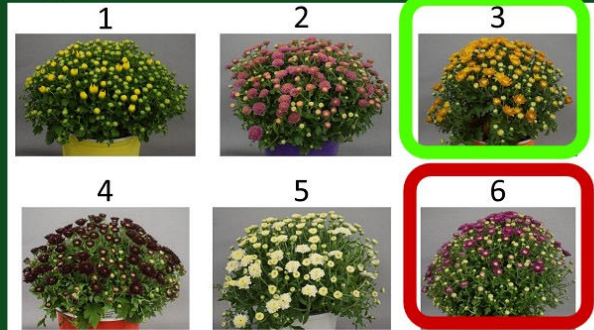
Week 9



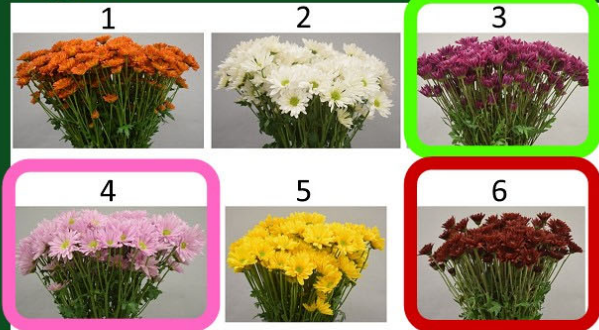
Week 10



Week 11



Week 12



Winner, Most Votes Overall



Loser, Least Votes Overall



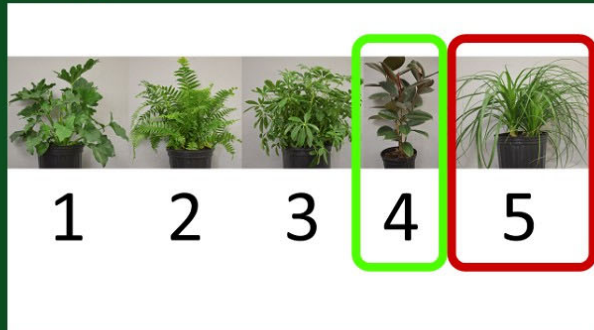
#1 Choice for Women
(If it isn't the Overall Winner)



#1 Choice for Men
(If it isn't the Overall Winner)

Spring 2019 Experiments 1-6

Week 1



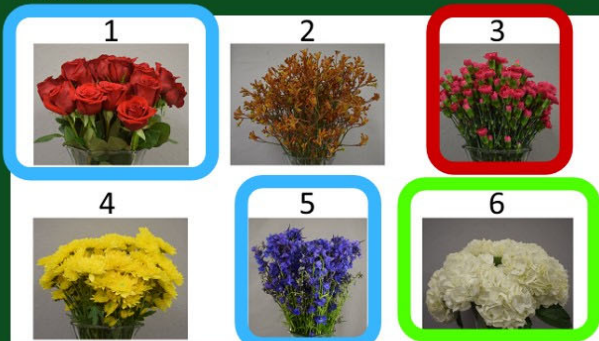
Week 2



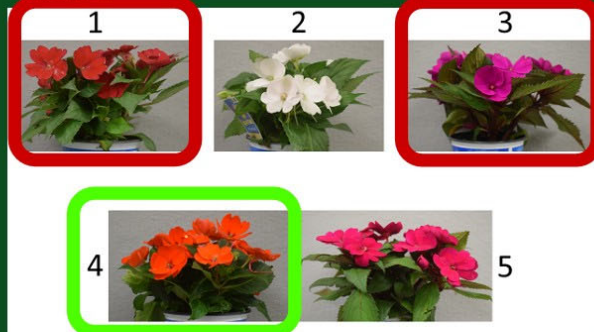
Week 3



Week 4



Week 5



Week 6



Winner, Most Votes Overall



#1 Choice for Women
(If it isn't the Overall Winner)



Loser, Least Votes Overall



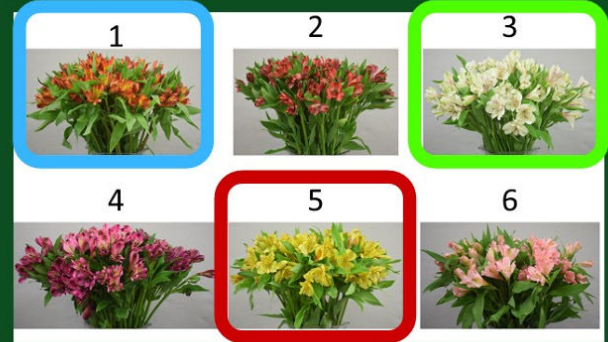
#1 Choice for Men
(If it isn't the Overall Winner)

Spring 2019 Experiments 7-12

Week 7



Week 8



Week 9



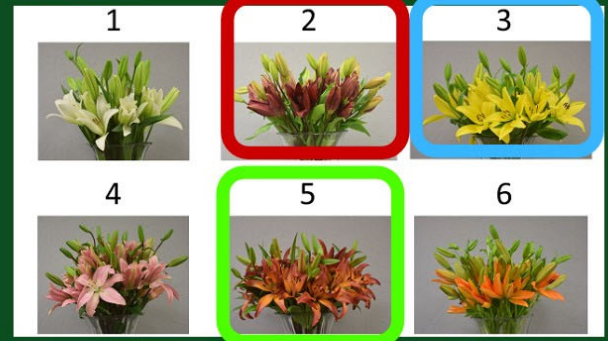
Week 10



Week 11



Week 12



Winner, Most Votes Overall



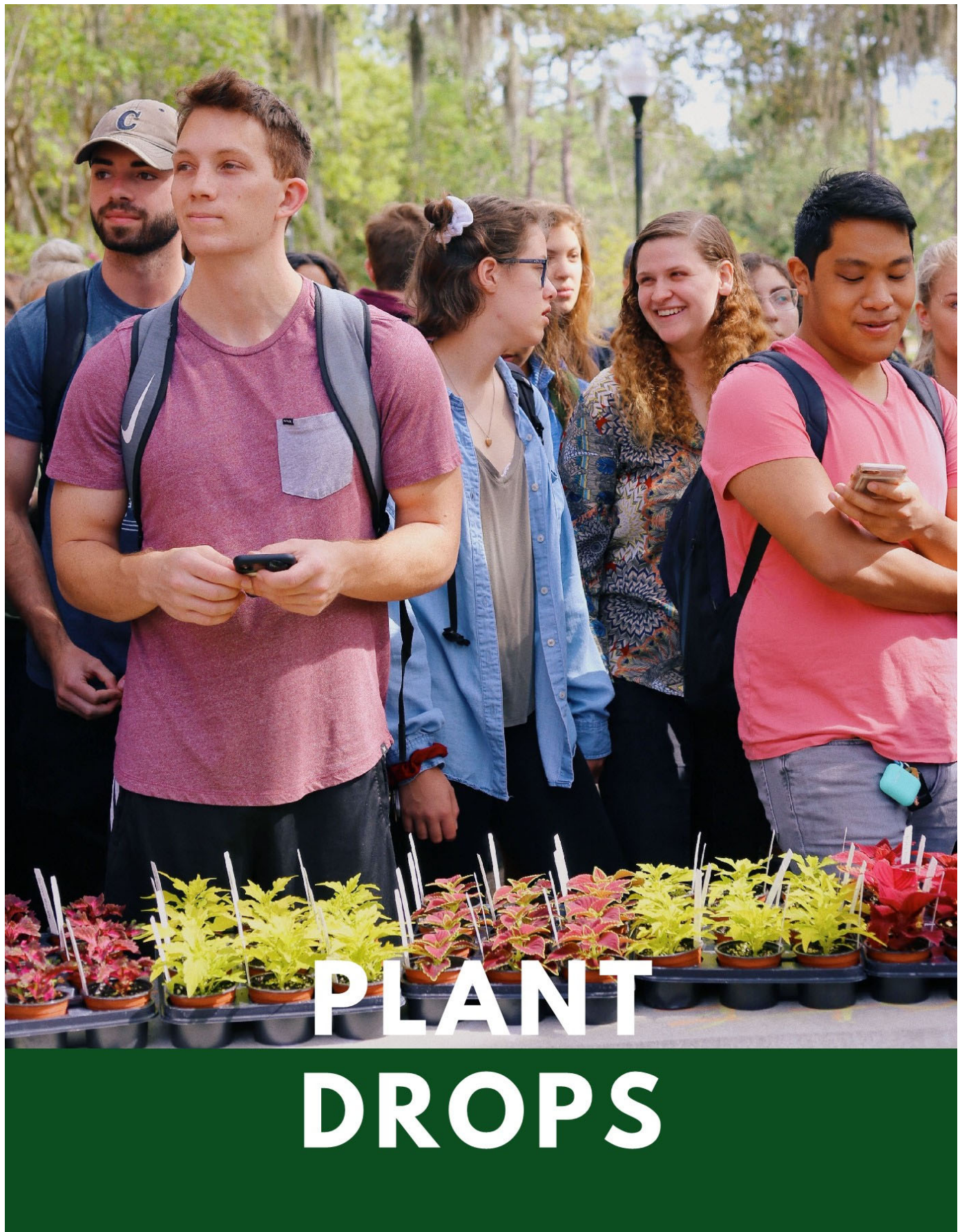
Loser, Least Votes Overall

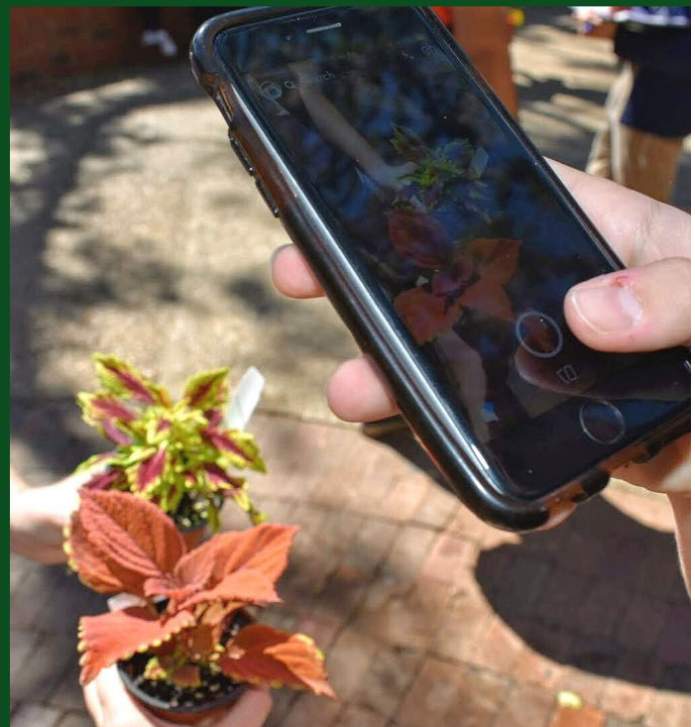
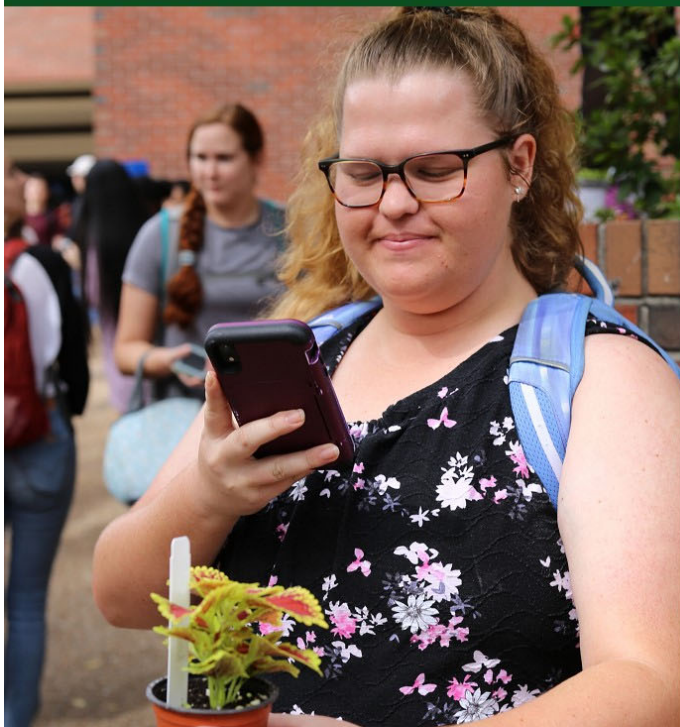
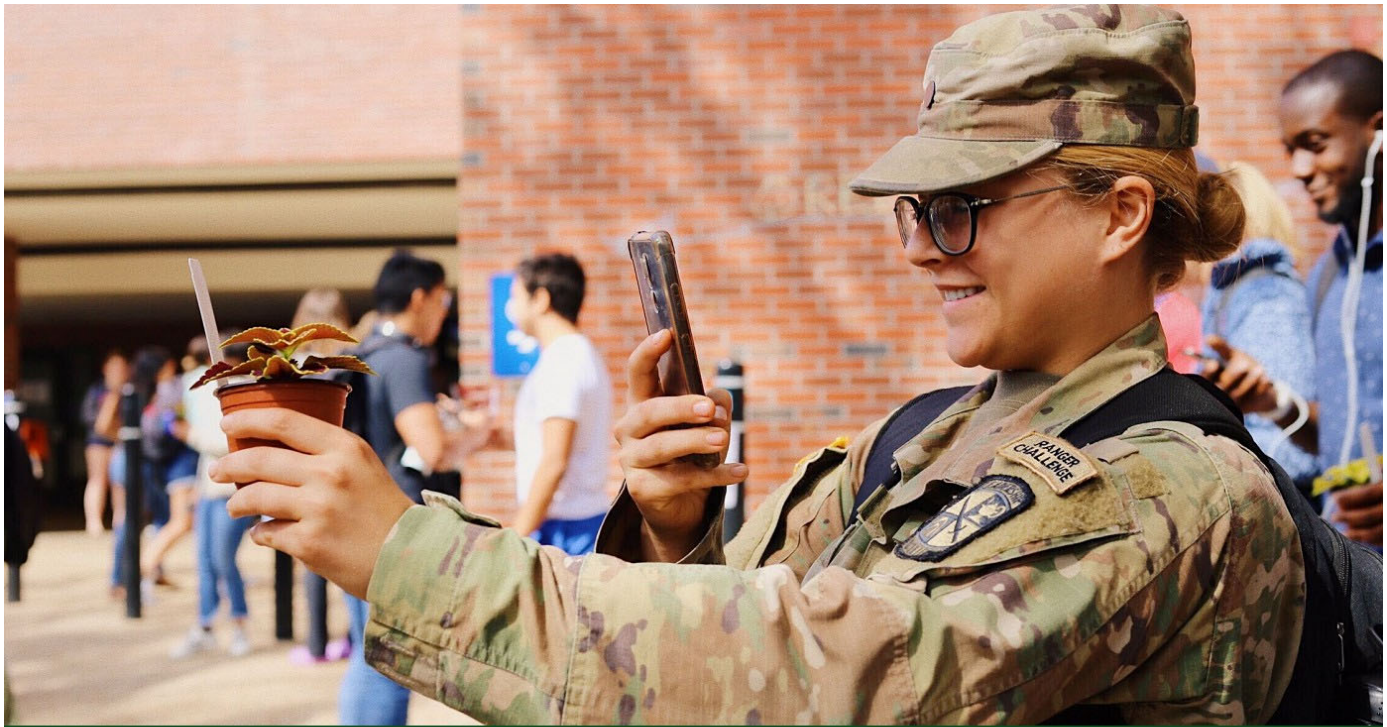


**#1 Choice for Women
(If it isn't the Overall Winner)**



**#1 Choice for Men
(If it isn't the Overall Winner)**

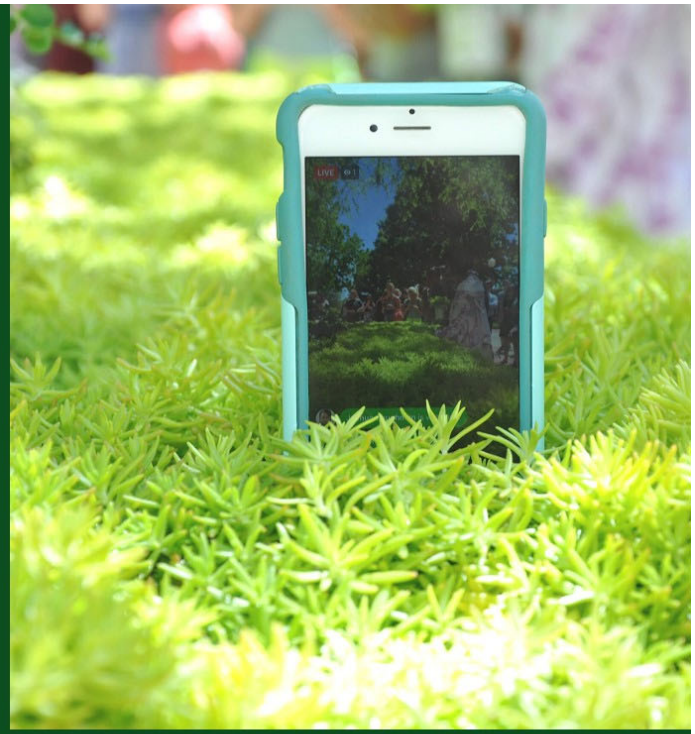




#CPIPLANTDROP



#CPIPLANTDROP



#CPIPLANTDROP



What are Plant Drops?

Plant Drops are massive plant giveaways conducted in the center of college campuses. Students form a large crowd and eagerly wait until the countdown for the start of the event begins. As soon as that happens, they are able to take one plant home for free.

Why a Plant Drop? Well, we all know college students love free things, it's a common stereotype for a reason. However, Plant Drops go beyond a "free" event- **they act as a way to get students without a history with plants the opportunity to try gardening for themselves.**

Many students say they have been interested in purchasing plants in the past, but were overwhelmed by all of the options available in local garden centers. Thanks to "paralysis by analysis", these students leave without purchasing anything.

Imagine that same student attending a Plant Drop. They don't have to choose between hundreds of plants. Instead, they are able to receive an easy to care for plant for free that will form a fantastic first impression. This student can simply pick up a plant chosen specifically for this purpose, **building their confidence as they care for this plant successfully.**

Now imagine this student going to a garden center a few weeks after the Plant Drop. **Instead of being uncertain and insecure in their gardening ability, they are now familiar with the basics of plant care and have the confidence to make that first plant purchase.** If they received a plant with branding, they may even choose another plant from that same brand!

As one student told CPI, "30+ plants in my collection started with a coleus from UF's CPI Plant Drop!!!"



Where are Plant Drops hosted? Why?

As of October 2019, CPI has hosted 15 Plant Drops at 10 universities in 9 states.

Events have been hosted at:

- University of Florida
- Texas A&M University
- Penn State University
- North Carolina State University
- Clemson University
- University of Georgia
- University of Michigan
- Michigan State University
- The Ohio State University
- Cornell University

5 Plant Drops have been hosted at the University of Florida while 2 Plant Drops have been hosted at Texas A&M University.

Most Plant Drops are held in locations close to the center of campus, right in the path of students who are trying to get to class. Yes, it's usually far away from plant science and horticulture departments. Yes, it's trickier to get plants to a central location while fighting traffic. Yes, it's crowded and full of rushing students. Do you know what else it is? Successful.

Plant Drops are all about **MAKING PEOPLE WHO LOVE PLANTS**. This means going after those students who have limited to no exposure to plants- students in business, engineering, journalism, nursing, graphic arts, and every other program. After all, students cannot major in plant science, join horticulture clubs, or even visit campus gardens if they do not know they exist.



Pre-Plant Drop Responses

Responses to the same type of event can vary drastically depending on each campus's culture. One university may have a strong preference for Facebook while another may prefer Reddit. A third university could dislike all forms of social media and prefer traditional flyers. These preferences will not be known before the marketing process begins, so it has to be discovered through a process of trial and error.

The first social media platform used for promoting Plant Drops is **Facebook**. Since there is a built in "Events" feature, students can RSVP and keep track of all of the event information in one central location. Academic departments and other groups can be added as co-hosts for these events, allowing students to easily find Facebook pages for partners.

Reddit is a secondary step that allows all students who join the university's "subreddit" to view the event. Since Reddit does not have an event feature, students are still guided to the Facebook page.

Instagram is not used heavily, and is usually used more often if partners at the university have profiles that can be tagged. Instagram stories are the most useful feature for these events, since there is an ability to see every account who views a story for the first 24 hours and has other interactive features.

Unfortunately, the use of **traditional flyers** relies heavily on the students, staff and faculty at each university. If nobody from that university is interested in partnering for the event, flyers cannot be used.

Plant Drop Timing

Both the time of year and time of day are important when planning a Plant Drop. Making the wrong choice can lead to low student turnout and longer events.

This lesson was learned early on after CPI's first trip to Penn State University in spring 2018. Even though it was nearly the end of the semester, there were snow flurries throughout the week and during the event.

While the weather slowed the event slightly compared to previous events, it was still a success. Overall, it only took 20 minutes to distribute all of the plants.

Based on this experience, all of CPI's northern Plant Drops will be held during fall semesters and southern Plant Drops will be held during the spring semester. This will allow equal coverage of both regions while limiting the chance of adverse weather events.



Above: CPI volunteers facing the cold at the Penn State University Plant Drop.



Scheduling Using the Academic Calendar

It is also possible that the end of the academic year negatively impacts student attendance. The current theory is that events held in late spring will take longer since students are moving out of their apartments and dorms until the fall semester. According to some students surveyed at UF, the transient nature of student housing is a factor preventing Plant Drop attendance and additional plant purchases.

If that theory is true, the fall semester or beginning of the spring semester would lead to greater student turnout and engagement.

Choosing a Time of Day

While event timing varies depending on locations, there is one rule to always follow: **do not schedule the event to start when most students are in the middle of class.**

Most universities have 10 to 20 minutes in between classes to allow students to get from one class to another. Choosing a start time within those breaks will allow students to get a plant on their way to class, boosting student turnout. This also has the benefit of gaining the attention of students who were unaware of the event.

If an event location is near a restaurant or student union, timing the event around lunch or dinner can also be beneficial. Students are more likely to have time to relax and therefore more time to grab a plant. This tactic was very successful at Cornell University's Plant Drop.

Plant Drop Statistics

The table below includes correlation for the amount of time it took to give away plants in seconds, RSVP figures for Facebook events and the number of invites for each event as shown through Facebook's insights. All Plant Drop events were included in this calculation.

Since a faster time suggests higher student turnout, it is important to find the factor that has the most significant negative correlation. The number of people invited for events has the strongest correlation with seconds, at -0.568. This shows that event invitations may be the most important figure when estimating student turnout before each event.

	<i>Seconds</i>	<i># RSVP Going</i>	<i># RSVP Interested</i>	<i># Invited</i>
Seconds	1.000			
# RSVP Going	-0.327	1.000		
# RSVP Interested	-0.171	0.896	1.000	
# Invited	-0.568	0.738	0.565	1.000

The figures used for the calculation are based estimates provided by Facebook and estimated times for events based on manual timekeeping. While the figures used in this calculation are not exact, knowing what to look for in Facebook analytics will still be beneficial for CPI's decision making process and event planning.



Reactions and Partnerships

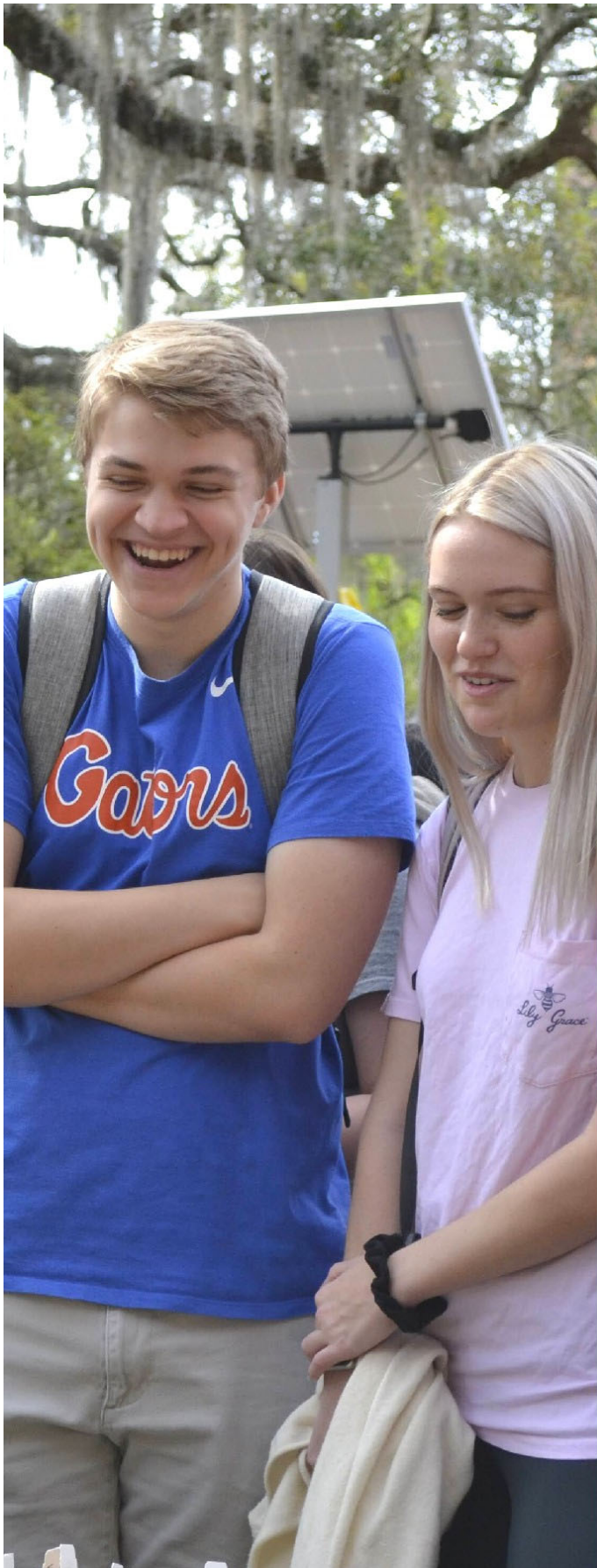
After hosting Plant Drops at 10 universities, one thing is certain- **each event requires a different approach.** Campus culture can vary drastically between universities, all requiring different marketing and volunteer recruitment strategies. Additionally, the responses from plant science and horticulture departments have ranged from complete silence to immediate enthusiasm.

University reactions to Plant Drops now serve as a test of future partnerships, even though that was not the original intent. If a university is not responsive, they will not make the best partner for future collaboration and events. **If they are engaged with the Plant Drop planning process, they are more likely to be willing collaborators.**





UF PLANT DROPS





5,000 PLANTS
5,000 SMILES





Do you have any feedback or suggestions for Plant Drops?

“Easier way to escape after getting the plant”

“Keep doing them my friends went and they loved it”

“Love it. Hand out small cards with plant care info”

“It’s just too hectic and crazy, I am too scared to fight the crowd”

“Nope, I think that it is very well organized! I love how welcoming the people working the Drops are.”

“Have ‘em at my place”

“Making the timing accessible for as many people as possible”

“No everything went very smoothly”

“Not really, they’ve got it down!”

Responses from students enrolled in PG&Y.

Would you attend a Plant Drop in the future? Why or why not?

***Most students said yes because they love plants, but the answers below were also worth featuring:**

"No, I already have too many plants"

"Yes, my plant blindness is getting better"

"Yes! After taking this class I have more of an interest in plants"

"No, I'm lazy"

"Yes I would like to experience one before I graduate"

"Maybe if I camp overnight"

"Yes I think they are very fun and enthusiastic"

"Maybe not, just to avoid the crowd"

"No, too much stress in the situation"

"Probably not because I have a lot of plants in my dorm room already"

"Yes, they're just so crowded!"

Responses from students enrolled in PG&Y.



FACEBOOK

@COLLEGIATEPLANTINITIATIVE

INSTAGRAM

@COLLEGIATEPLANTINITIATIVE

REDDIT

U/PLANTINITIATIVE

WEBSITE

COLLEGIATEPLANTINITIATIVE.ORG



CPI's Facebook Page

Facebook is the primary social media platform for repeated engagement and **targeted** marketing efforts. Since it is a platform that accepts multiple forms of media, it can be used to communicate a vast array of messages.

These messages are also shared easily by CPI itself or by follower's friends. This allows for "organic" growth in followers and likes, since every individual who "likes" a CPI post can be invited to like the page.

The method that has proven to be the most effective in organically growing likes is sharing positive news stories related to plants. Followers are more likely to share these posts with friends, who then like the post and can be invited to like the page. Setting **Google Alerts** for key phrases has been the most effective way of finding relevant news stories.

1,965 Likes

2,061 Followers

In the past year:

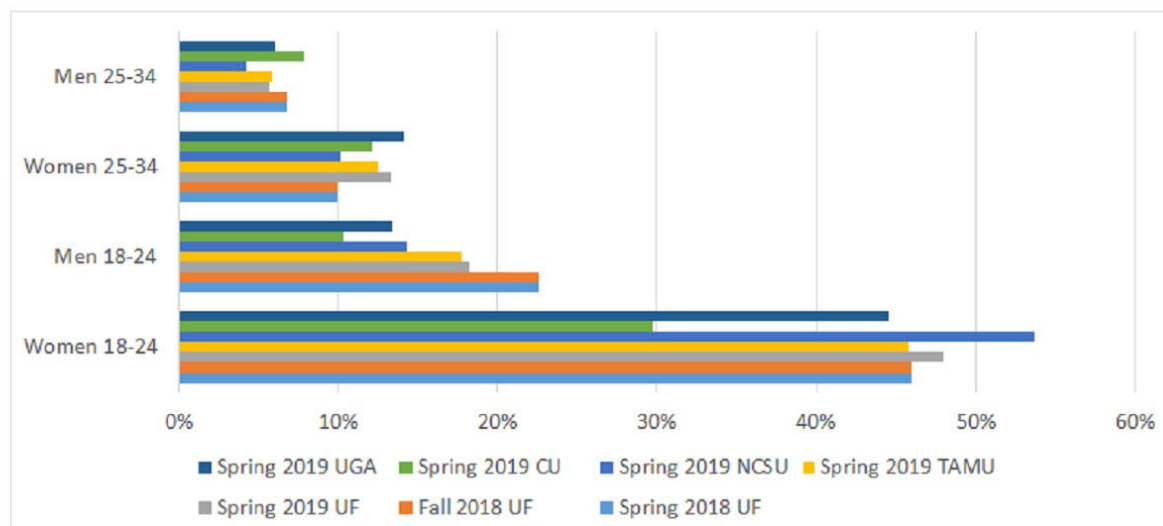
- **20.5K Event Responses**
- **244% increase in post reactions**
- **150% increase in post shares**
- **174% increase in comments**

CPI's Facebook Page

Facebook is also the primary platform for everything related to Plant Drops. The event feature allows pages to create custom events that students can RSVP to and follow. After a certain threshold is reached, Facebook will also provide insights into the number of people who were reached or responded, as well as the **demographic breakdown**.

These events are useful for increasing Plant Drop attendance, as well as growing CPI's "like" count. Posts within the event send out notifications to those who have RSVP'd, which does not typically happen with regular page posts. This keeps the event in the student's mind and also provides more opportunities for them to like posts and be invited to like the page.

The image below shows the demographic breakdown of who was reached by events. Women 18-24 were reached more than any other group at ALL universities fall 2018-spring 2019.





Interactions with Other Facebook Groups

Unexpectedly, some of CPI's most successful outreach efforts on Facebook have nothing to do with the Facebook Page directly.

The **"Swampy UF memes for top ten public teens" Facebook group** has 44.1K members- consisting primarily of UF students. This large audience combined with the rules that "memes" must be UF specific, create a unique opportunity for local groups.

Since it is technically against the rules to promote groups or events in posts, we have opted to use a more discreet approach that incorporates humor and stimulates curiosity.

From personal accounts, we post memes involving plants in some form and vaguely reference events on campus.

Coleus serves as an inside joke of sorts, since all Plant Drops at UF have used UF coleus. When coleus is included in an image or text, hundreds if not thousands of students understand that it is associated with CPI and PG&Y.

If a student is confused about this inside joke, they will comment on the post asking for an explanation. Students **not** associated with CPI will then link CPI's events or Facebook page, building our audience without violating the group rules.

These posts have become so popular that students now post plant memes with the hope of getting attention from CPI. UF's library system has also adopted this strategy after seeing CPI's success, posting library memes to the group using their official Facebook pages.

Me when I need to leave early to go to office hours vs me when I need to leave early because they're giving out free plants in Turlington



**1ST CPI "SWAMPY MEME"
SUBMITTED BY A STUDENT**



CPI's Reddit Profile

Reddit is a social media platform with 33 million monthly users- primarily younger men based in the US.

This platform is a combination of **subreddits** which are communities with their own rules and posting standards. These niche interest groups have subscribers who **upvote** or **downvote** posts submitted by other users. Posts with the highest amount of upvotes then make it to "**All**" which features the most popular posts at that moment.

Most universities have unofficial subreddits that are used by students. As an example, the "r/ufl" subreddit (the unofficial subreddit for UF) has over 10,400 subscribed members with hundreds online at any moment.

Students use these platforms to discuss practically anything related to their university, everything from news stories and images of campus to "megathreads" about student housing and courses.

CPI uses Reddit to gather information about campus before each event. Since the busiest areas of campus are rarely listed online, CPI will ask each subreddit where they think Plant Drops should be held. If potential contacts at universities are not responding or **if CPI needs additional information, Reddit is the place to ask.**

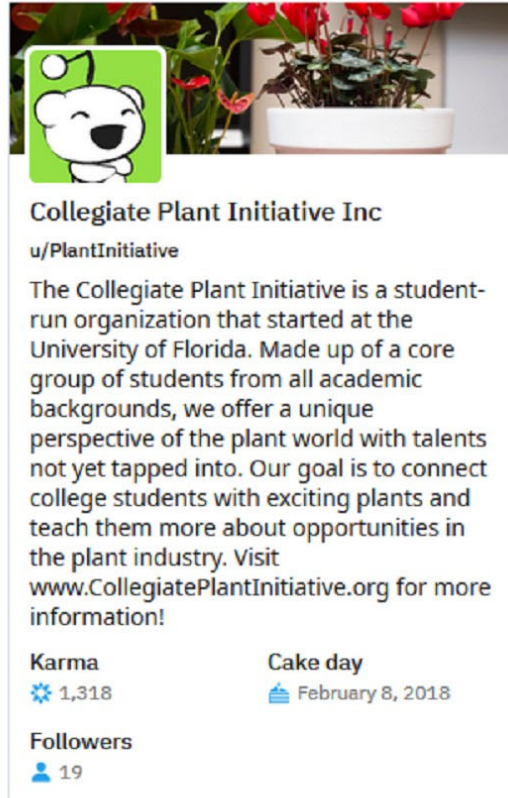
The Facebook event will also be shared on each subreddit, since Reddit does not have an event feature included on the app or website.

CPI's Reddit Profile

CPI's Reddit profile, u/PlantInitiative, is to the right. It contains a message written by CPI specifically for the profile, and all of the posts and comments ever made from the account.

While 19 followers may seem low, it is far above the average. Since Reddit's culture is to focus more on the content than the user, it is rare for an account to have any followers.

CPI's most upvoted posts are below. The orange arrow and number show the net votes for each post.



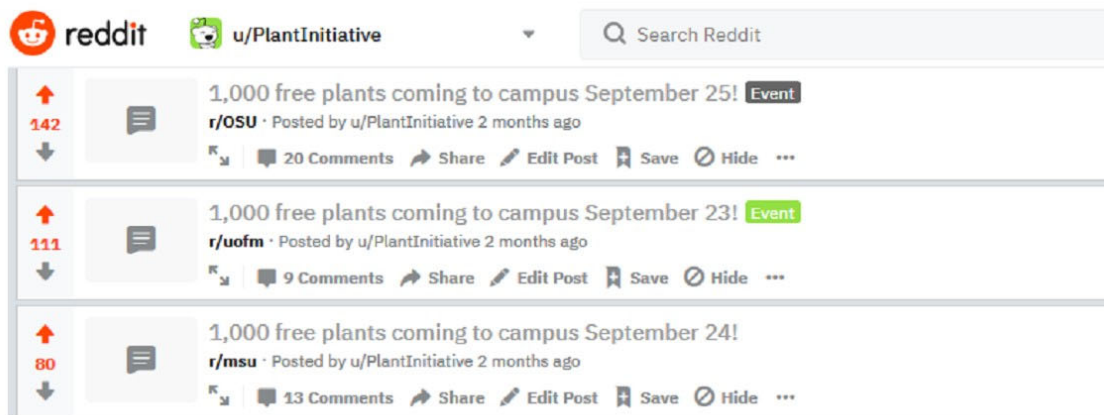
Collegiate Plant Initiative Inc
u/PlantInitiative

The Collegiate Plant Initiative is a student-run organization that started at the University of Florida. Made up of a core group of students from all academic backgrounds, we offer a unique perspective of the plant world with talents not yet tapped into. Our goal is to connect college students with exciting plants and teach them more about opportunities in the plant industry. Visit www.CollegiatePlantInitiative.org for more information!

Karma
1,318

Cake day
February 8, 2018

Followers
19



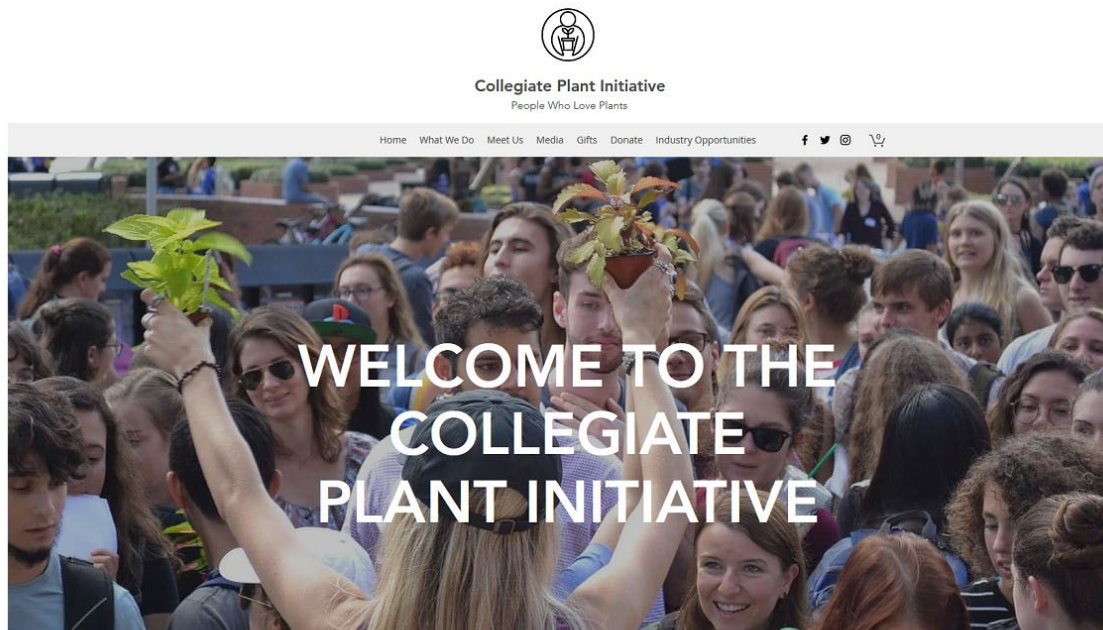
reddit u/PlantInitiative Search Reddit

1,000 free plants coming to campus September 25! **Event**
r/OSU · Posted by u/PlantInitiative 2 months ago
20 Comments Share Edit Post Save Hide ...

1,000 free plants coming to campus September 23! **Event**
r/uofm · Posted by u/PlantInitiative 2 months ago
9 Comments Share Edit Post Save Hide ...

1,000 free plants coming to campus September 24!
r/msu · Posted by u/PlantInitiative 2 months ago
13 Comments Share Edit Post Save Hide ...

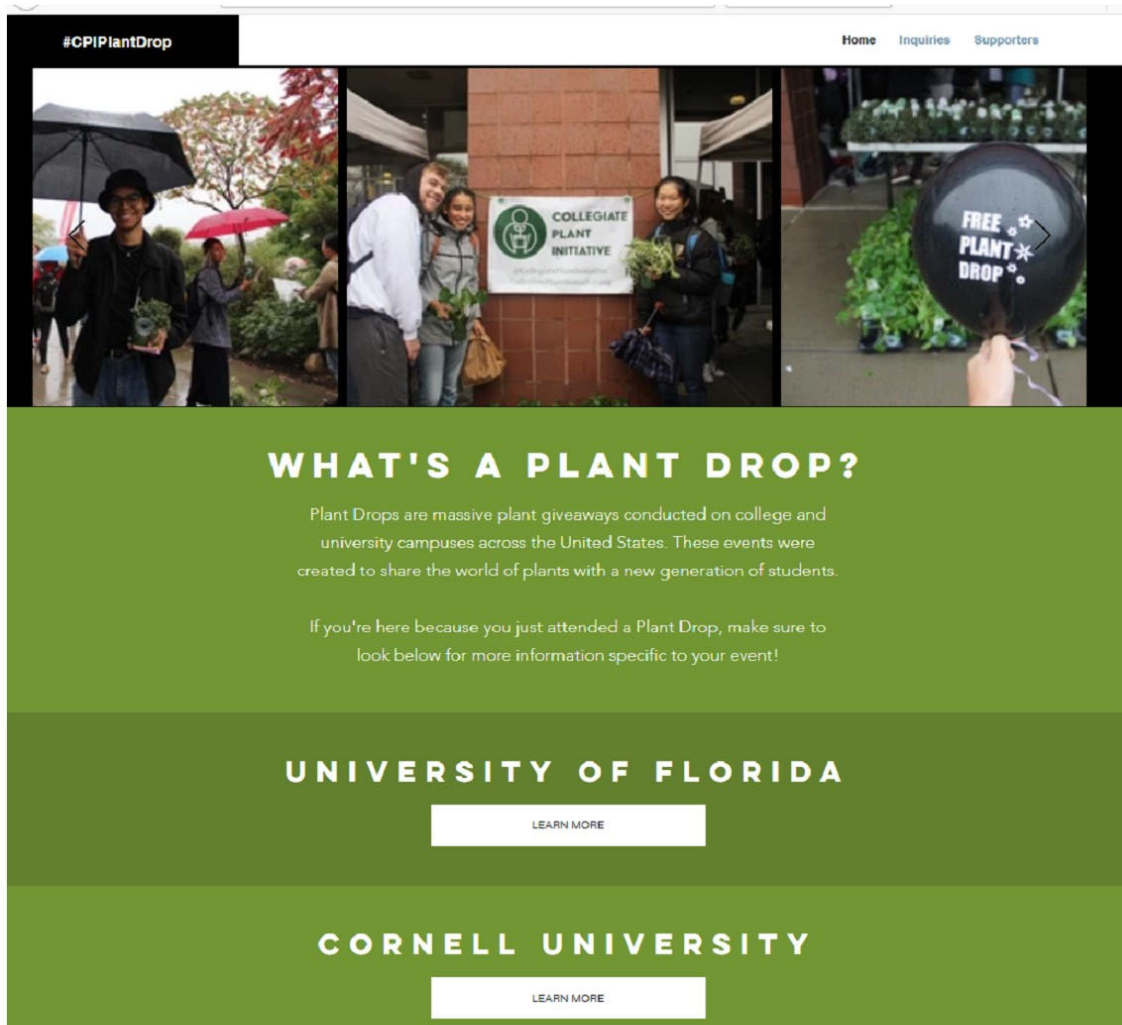
CPI's Website



CPI's website acts as a central hub, connecting all other platforms. It is a place where students can learn more about CPI and opportunities in the plant industry. Companies can also learn more about CPI's work and how they can support it. Academic groups are able to learn more about Plant Drops and how they can host one on their campus.

Since it is relatively stable and static, it is also used to store internal reports and connections to articles. These larger posts and files would otherwise be lost in Facebook's feed or Reddit's post history.

Coming Soon... www.PlantDrop.org



www.PlantDrop.org is currently being developed for use at all future Plant Drop events. This central location will have a page for each university, including information about their new plant and opportunities to get involved with the plant industry.



CPI's Instagram Account

Over time, CPI's approach to using **Instagram** has evolved. The original goal was to post new and engaging content every day, including weekends. However, this model was unsustainable and the quality of individual posts declined due to limited resources and images. Instead, CPI transitioned to posting 1-2 times a week, focusing on **quality over quantity**. As a result, the average number of likes per post increased.

Instagram also has a "stories" feature that can be used to post temporary photos and videos, as well as interactive buttons. These buttons can be used to poll CPI's followers, gathering data that are useful for guiding future research.

The surveys posted through Instagram stories are a very inexpensive way to survey a relatively large sample at once. Of course, these surveys cannot be restricted to a certain population and anyone with an Instagram account can participate, but it can still serve as a novel way to engage with followers. Some students also reply to questions asked by the CPI account. This tactic led to the quote used often in CPI Plant Drop publications, "All 30+ plants in my collection began from the coleus I got at a Plant Drop!!!"

If companies are interested in engaging more with their followers, stories can be a great way to accomplish this.

Creating a story is a small effort that can have a significant impact on user retention and the development of more engaging posts.



CPI's Social Media Strategy

CPI's overall social media strategy is to post content that is relatable to the average college student in a fun and engaging format. This means that CPI accounts post memes, joke with those who comment, and share content that students can also share with their own followers. We want these young followers to feel like we treat them as a friend... not a customer (or product).

It is also important to stay up-to-date on new trends and continuously evolve as new students enter college. In fact, the majority of current college students are not millennials... they're Generation Z. With an entirely new generation now CPI's focus, the staying in touch with campus culture is even more important.

We are confident that we will create engaged followers for the foreseeable future using this strategy.





Survey Subjects

There are two categories of subjects represented in the following data:

- Students enrolled in Plants, Gardening & You (PGY*)
- Random students surveyed in Turlington Plaza (Random*)

In the following sections, surveys conducted in class will be designated with PGY* while surveys conducted in Turlington Plaza will be designated with Random*.

For PGY* surveys, students enrolled in PG&Y wrote their name on surveys for an attendance grade, then had the option of completing the survey.

For Random* surveys, students traveling through Turlington Plaza were encouraged to take a brief and anonymous survey in exchange for a free plant.

Survey Topics

Topics previously addressed in PGY* surveys include:

- Reason(s) for taking PG&Y
- Plant purchases
- Visits to botanical/public gardens
- Fruit/vegetable purchases and preferences
- Favorite colors and influence on purchases
- Plant Drop feedback

Topics previously addressed in Random* surveys include:

- Jobs in the plant industry
- Plant purchases
- Plants and stress

What kinds of careers come to mind when you think of horticulture? Please list some jobs below.



Student responses to the question are shown in the word cloud above. As the frequency of a word increases, so does its size. Interesting but infrequent answers include: zoos, perfume, and architecture.

Random*

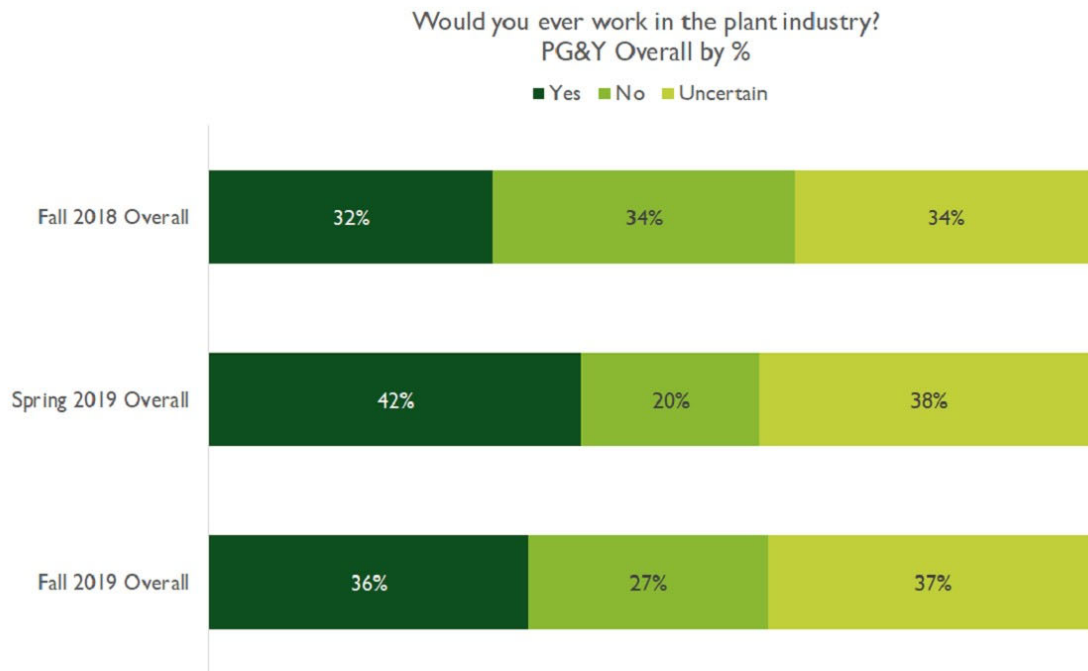
What comes to mind when you think of horticulture? Please list some thoughts below.



Some of the infrequent but interesting answers include words like: difficult, rough, and hard. There were also positive words like: caring, cool, beauty, and nurturing.

PGY*

Plants as a Career



Students enrolled in Plants, Gardening & You were asked to complete a voluntary survey in fall 2018, spring 2019, and fall 2019. In fall 2018 this survey was completed in the first week of class, but in spring 2019 and fall 2019 **it was moved to the second week of class due to a low response rate**. Since the first week of class is held during the drop/add period, many students switch into or out of classes and some do not attend due to “syllabus week” on campus being a stereotypical waste of time for students. Add that to an optional day for attendance, fewer students will show up. **The response rate did increase compared to the first semester, and this change also gave us insight into how much of a difference just one lecture may make on student perceptions of the plant industry.**

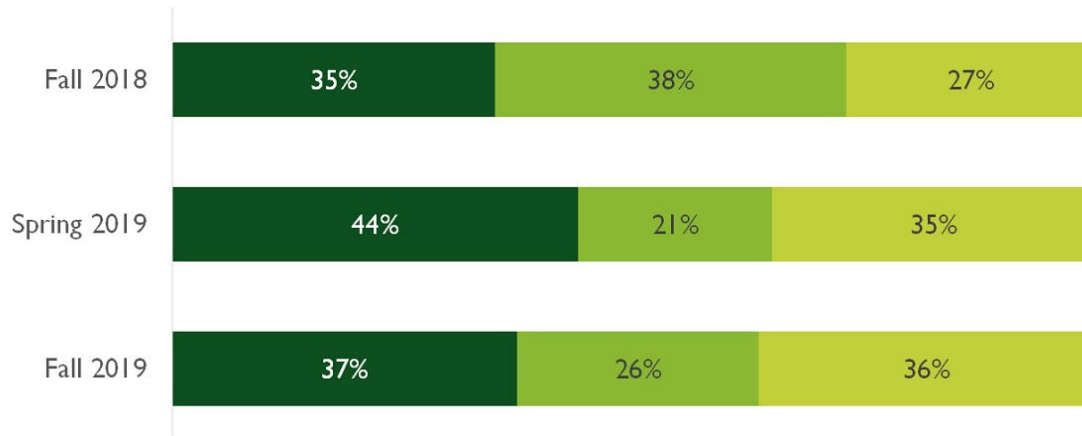
PGY*

Plants as a Career by Gender

Would you ever work in the plant industry?

Women

■ Yes ■ No ■ Unsure



Would you ever work in the plant industry?

Men

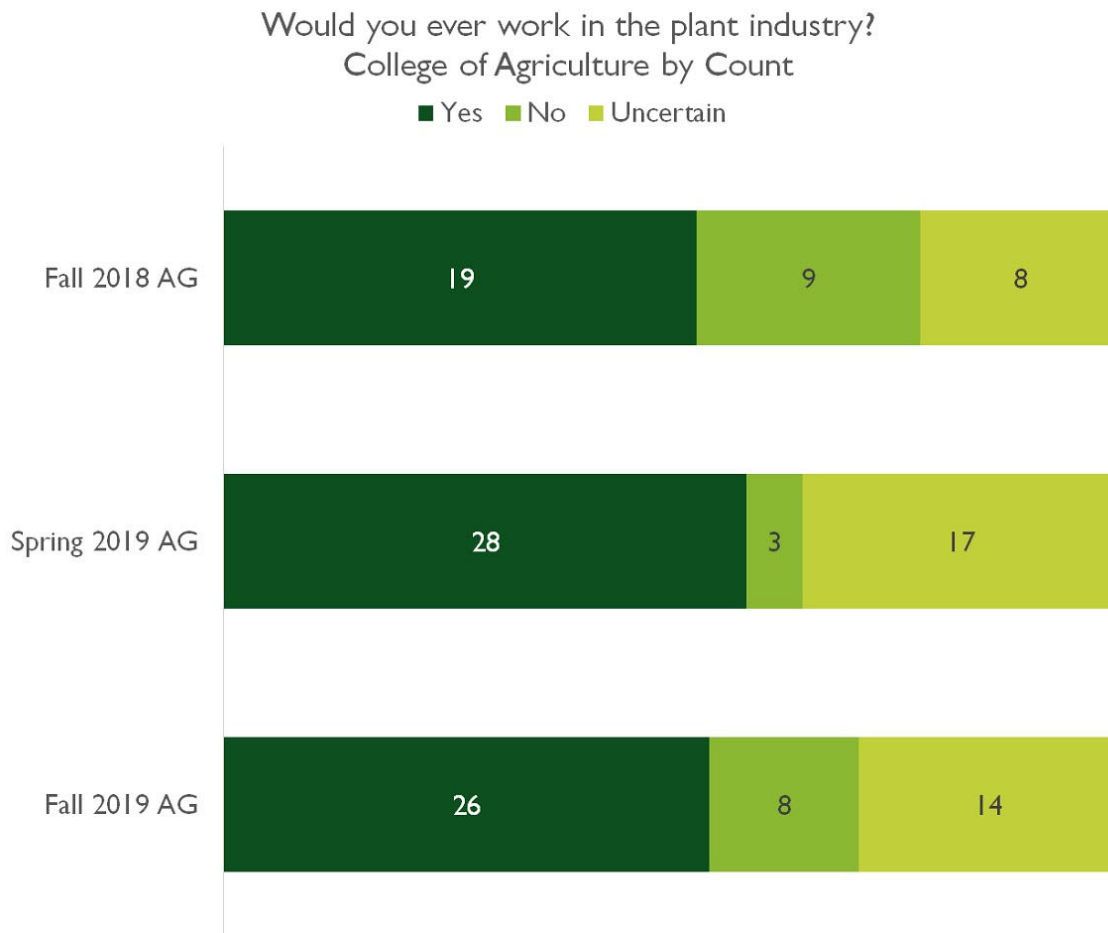
■ Yes ■ No ■ Unsure



In all semesters, women are more likely to work in the industry than men. Women are also more certain about their decision. The semester where the smallest percentage of men responded "Unsure" is still higher than the women's highest "Unsure" percentage.

PGY*

Plants as a Career by College- Agriculture



The majority of AG students enrolled in PG&Y each semester responded that they **would** work in the plant industry, which does make sense considering their academic field. While not every major has an explicit connection to plants, the college as a whole has an agricultural focus.

PGY*

Plants as a Career by College- Business

Would you ever work in the plant industry?

College of Business by Count

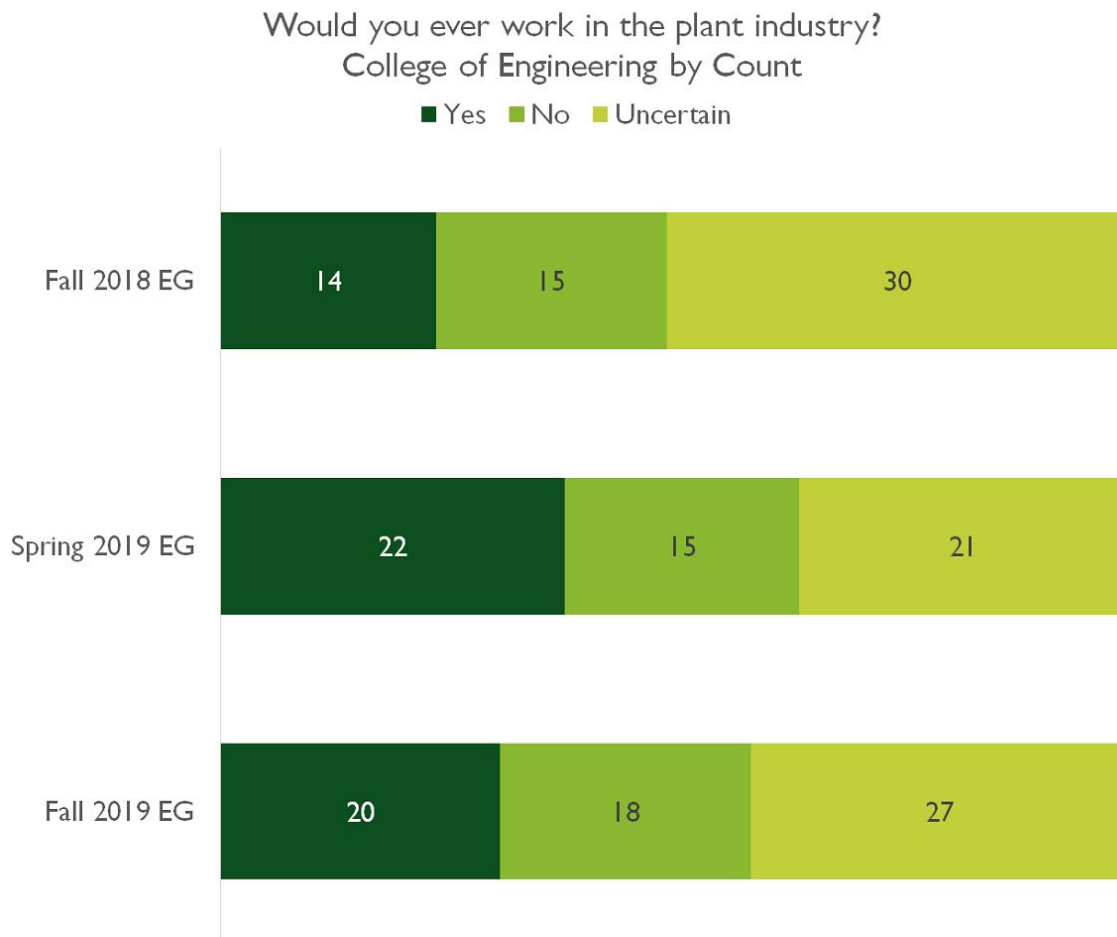
■ Yes ■ No ■ Uncertain



For the first time in 3 semesters, BA students who responded that they **WOULD** work in the plant industry outnumbered "No" and "Unsure" responses. While this is still a slim margin, BA students will be watched closely in spring 2020 to see if this is a trend in that population. One difference in spring and fall 2019 may account for at least some of this change. Fall 2019 the first lecture of the semester was posted online for all students to view. BA students have many online classes and this lecture was during syllabus week when attendance was optional, so it's possible there is a connection between the lecture being posted and an increase in BA students who would work in the industry.

PGY*

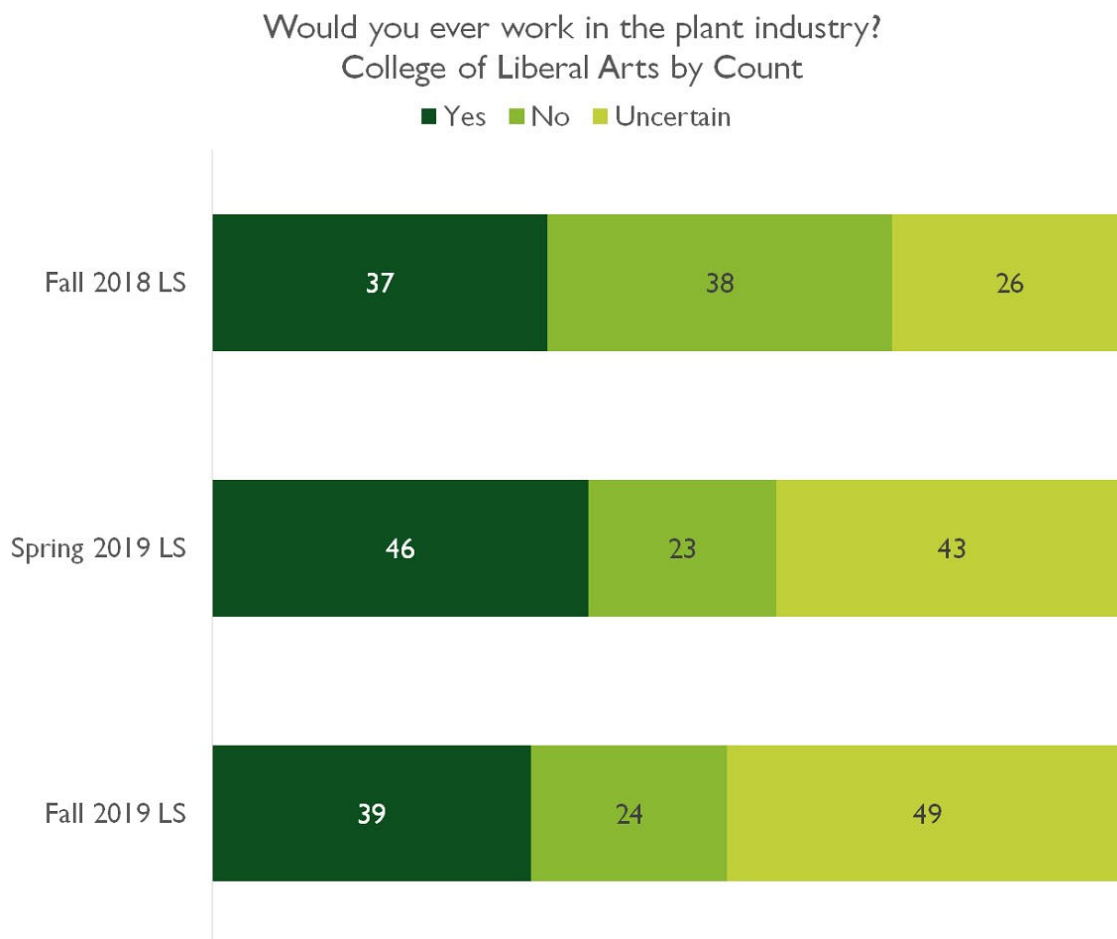
Plants as a Career by College- Engineering



The number of EG students who said they would NOT work in the plant industry stayed somewhat stable for each semester, ranging from 25.4% - 27.7%.

PGY*

Plants as a Career by College- Liberal Arts

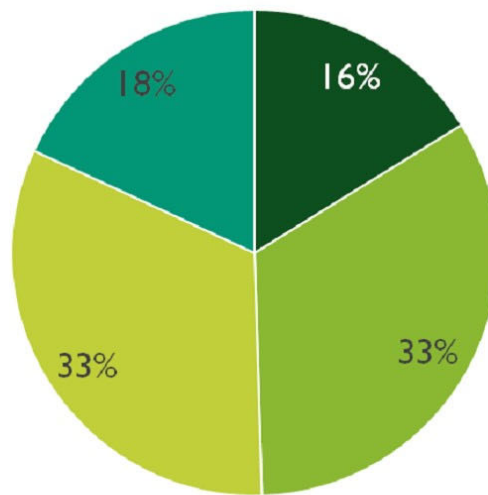


The largest differences for LS students was the breakdown of No/Uncertain responses. While the "Yes" responses did vary, the largest changes were seen elsewhere.

Random***Plants as a Career**

How likely are you to consider working in the plant industry if it was a lucrative job?

■ Not Likely ■ Somewhat Likely ■ Unsure ■ Very Likely



51% of students responded that they were "Somewhat Likely" or "Very Likely" to consider working in the plant industry if it was lucrative.

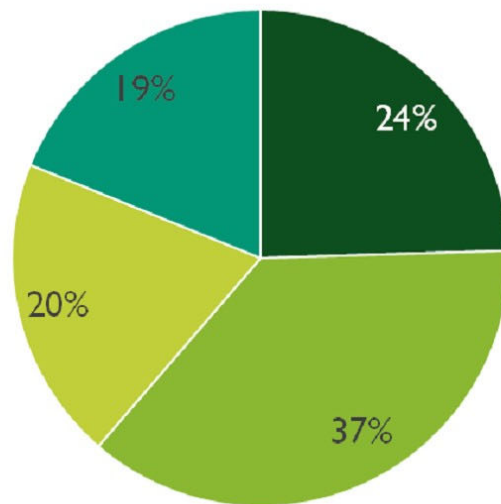
33% of students responded that they were "Unsure" about working in the plant industry if it was lucrative, which was much higher than those who responded "Unsure" to a fun job. While this may suggest that money is not the primary deciding factor, this response could also be influenced by word choice. It is possible that some students did not know what "lucrative" meant, leading to more "Unsure" responses.

Random*

Plants as a Career

How likely are you to consider working in the plant industry if it was a fun job?

■ Not Likely ■ Somewhat Likely ■ Unsure ■ Very Likely



56% of students responded that they were "Somewhat Likely" or "Very Likely" to consider working in the plant industry if it was fun. **This suggests that the message "working in the plant industry is fun" may be more effective than "working in the plant industry is lucrative" when talking to students about future careers.**

The students surveyed may be more inclined to work in the plant industry than the general student population, since the incentive to take the survey was a free marigold plant. Even though the survey was conducted in a central area of campus, those who do not like plants could decide not to participate at all.



**THE
FUTURE**



Upcoming PG&Y Surveys

November 7, 2019

Have you changed your major?

Have you thought about changing your major?

How likely are you to change your major into the College of Agriculture and Life Sciences?

How likely are you to change your major to Plant Science?

November 14, 2019

How likely are you to consider working in the plant industry if it was a fun job?

How likely are you to consider working in the plant industry if it was a lucrative job?

Do you think there are opportunities for your major in the plant industry?

Extra Credit

How likely are you to purchase a plant, cut flowers, or gardening supplies within the next month?

How likely are you to purchase a plant, cut flowers, or gardening supplies within the next year?

Did this class increase your interest in purchasing plants in the future?



Plant Drops- Fall 2020 and Beyond

After hosting events on 10 campuses, it is clear that those who are engaged with the planning process are fully capable of hosting events independently. After spring 2020, CPI will not host Plant Drops at universities who have not requested an event or responded to inquiries, since there are now dozens of college and university groups who are willing to put in significant effort to take full advantage of a Plant Drop at their university.

While CPI will continue to attend Plant Drops outside of Florida, a new program will be developed to meet the skyrocketing demand. CPI plans to create a "Plenty of Plants" matching service to connect colleges and universities who are interested in hosting events with nearby companies who are interested in donating their plants.

Colleges and universities that are matched with a plant donor will receive assistance with planning and marketing the event virtually and will receive a small kit with Plant Drop materials. While kit materials may vary depending on the specific needs of each event, most will include the following items:

- 250-1,000 laptop/bottle stickers designed by CPI
- 1,000 plant tags with the URL www.PlantDrop.org
- CPI Plant Drop shirts for volunteers
- A small banner or sign

While each kit will only cost ~\$200, it will contain everything needed to host a successful event. This will reduce CPI's overall expenses per event while also serving colleges and universities with limited resources. While the goal is to create custom stickers for each event, every other kit item is universal. This allows items to be kept in stock so they can be sent to partners within a week.

www.PlantDrop.org will include a homepage with ALL participating universities listed in reverse chronological order. Colleges, universities, and plant donors will choose what they would like to include on their event's homepage.

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