

Chicago Botanic Garde
2016 Operating Plan
Horticulture Therapy

Goal	Objectives	Deliverables
<p>1. Grow the national and international profile of the Chicago Botanic Garden's Horticultural Therapy Services program as a center of excellence and best practices in program delivery and professional training.</p>	<p>1.1 Enroll more students in the Horticultural Therapy Certificate program.</p>	<p>Strategy 1: Work with the Joseph Regenstein, Jr. School coordinator to change the on-site portion of certificate classes from two sessions of five days to one session of eight days for implementation 2017.</p> <p>Strategy 2: Consider a new instructor for HTC 100—Horticulture for Horticultural Therapists; prepare for implementation in 2017.</p>
	<p>1.2 Build awareness and reputation of each staff member's area(s) of expertise.</p>	<p>Strategy 1: Promote staff-member expertise and availability for fee-based speaking engagements. Create presentations showcasing their expertise in key areas:</p> <ul style="list-style-type: none"> - Veterans' recovery and assimilation. - The value in and methods of maintaining gardening abilities for an aging population. - Therapeutic design of green spaces based on inclusion.
		<p>Strategy 2: Promote staff-member expertise in design consultation and program development, and seek fee-based contracts for consultation and design:</p>
		<p>Create online portfolio showcasing Clare Johnson's designs, including Rush Healing Garden.</p> <p>Strategy 3: Get media placement in national publications and specialty journals.</p>
<p>2. Establish the Garden as a highly respected source of information and research in the field of nature-based therapies.</p>	<p>2.1 Build on the Garden's role as major resource for dissemination of evidence-based standards and best practices in nature-based therapies and design.</p>	<p>Strategy 1: Conduct an iterative research project, in collaboration with an academic partner, to test the relative value of plant-based activities versus other therapeutic activities in supporting physical, emotional, and cognitive recovery/coping.</p> <p>Strategy 2: Seek additional teaching roles at established institutions.</p>
<p>3. Create content for publication in all formats: print, online, and webinar.</p>	<p>3.1 Continue work on a low-vision gardening manual in collaboration with the Hadley School for the Blind.</p>	<p>Strategy 1: Complete testing of sessions.</p> <p>Strategy 2: Complete first draft of manual.</p> <p>Strategy 3: Promote new manual at conferences targeting professionals who work with aging adults.</p>
	<p>3.2 Complete publication of revised Garden for Life Fact Sheets as downloadable-for-fee PDFs.</p>	<p>Strategy 1: Promote availability of new Garden for Life Fact Sheets.</p> <p>Strategy 2: Work with the web design team on downloadable PDFs with fee payment.</p> <p>Strategy 3: Develop a workshop or webinar for the Continuing Education market.</p>
	<p>3.3 Make the role of horticultural therapy in the health and wellness sector explicit.</p>	<p>Strategy 1: Write at least one white paper to be posted on the Garden's website.</p>
<p>4. Enhance the Buehler Enabling Garden as an international model with current relevance regarding universal design.</p>	<p>4.1 Update and improve specific garden areas.</p>	<p>Strategy 1: Request feedback during Garden walk-through by horticultural staff re: areas for improvement.</p>
	<p>4.2 Incorporate state-of-the art design and materials.</p>	<p>Strategy 1: Incorporate designs for key user groups of the near future that include the aging, people with low vision, veterans, and those with sensory-processing disorders.</p>

4/4/2016