

Chicago Botanic Garden
2016 Operating Plan
Plant Information Service

| Goal | Objectives | Deliverables |
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| <p>1V.7 Plant Information Service will enhance its ability to serve as the public's first choice for timely, authoritative, and effective information about growing plants and diagnosing the disease and pest problems occurring in and on plants. Updated, informative resources and online fact sheets will supplement personalized responses to questions from individuals submitted in person, over the phone, by mail, online, and through social media.</p> | <p>1. Educate the public and encourage involvement in horticulture-related topics by providing accurate, unbiased information.</p> | <p>1.1 Capture Plant Information Service's most frequently asked questions and write an FAQ article for the Chicago Botanic Garden's monthly e-newsletter and the quarterly member magazine, Keep Growing.</p> <p>1.2 Provide new content on horticulture-related topics for the Garden's website.</p> <p>1.3 Teach plant health courses for the Joseph Regenstein, Jr. School of the Chicago Botanic Garden.</p> <p>1.4 Respond to media requests.</p> <p>1.5 Promote Plant Information Services by participating in Garden events such as New Member Day, Seed Swap, and Heirloom Tomato Weekend.</p> |
| | <p>2. Provide exceptional customer service to Plant Information Service clients, thereby enhancing their visitor experience at the Chicago Botanic Garden.</p> | <p>2.1 Provide expert information, plant identifications, diagnoses, solutions, and answers to plant, pest, and disease problems for the gardening public and Garden visitors, in person and through hotline phone calls, mail, e-mail, Facebook, and Twitter.</p> <p>2.2 Maintain professional and courteous service to Plant Information visitors at all times.</p> <p>2.3 Coordinate procedures with the Lenhardt Library to provide five-star customer service for all visitors.</p> |
| | <p>3. Recruit, train, and retain computer-savvy master gardener volunteers to staff shifts.</p> | <p>3.1 Teach master gardeners computer and internet research techniques to increase skill levels, as well as horticulture-related topics.</p> <p>3.2 Hold orientation sessions to train new volunteers in office policies and procedures.</p> <p>3.3 Conduct business meetings for all Plant Information Service volunteers to review customer service policies, office procedures, and up-to-date horticultural information.</p> |

4/4/2016