



# Community Partner Report

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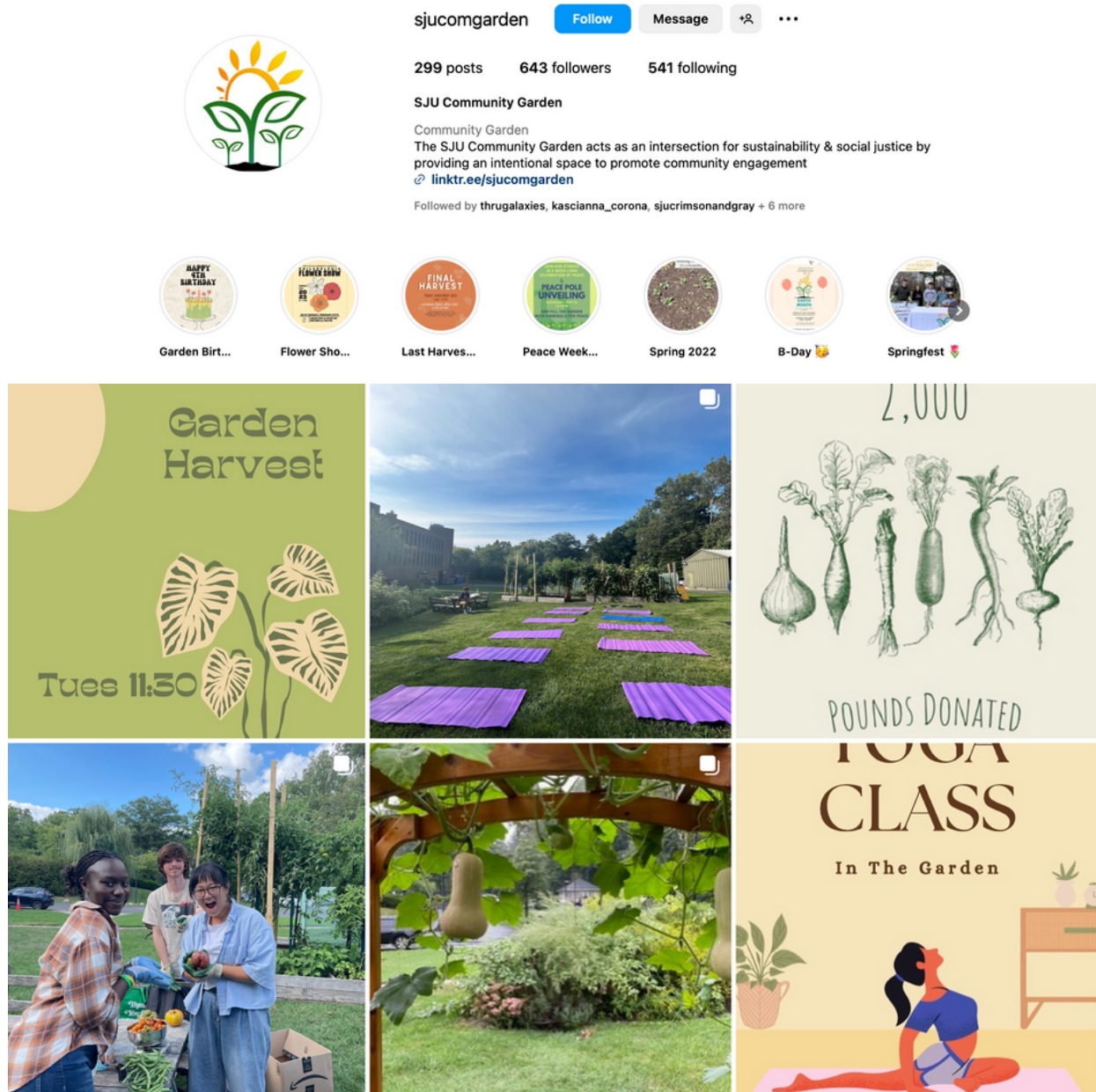
# Introduction

As a group, we were instructed to create engaging and visually appealing templates for the purpose of spreading information about produce from the SJU Community Garden and its uses. This report details the research, analysis, and design creation completed for the purpose of this project. We studied the current web presence of the community garden and researched similar organizations. The templates were designed with the mission of the SJU Community Garden in mind and take inspiration from the examples we found of similar organizations. The templates are meant to be editable and reusable for whichever data the Community Garden wishes to include. This report offers useful pieces of data as a guide for the SJU Community Garden to improve their web presence and content creation efforts.



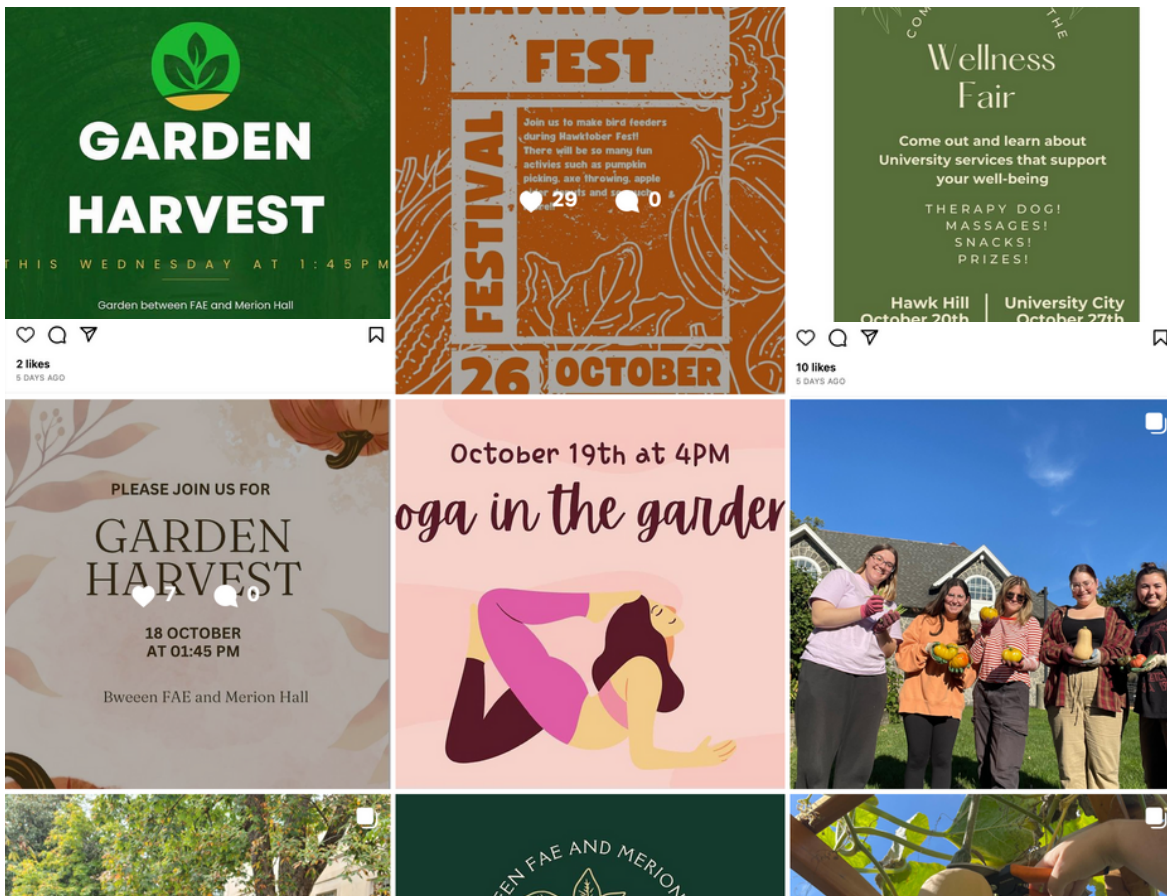
# Summary of Web Presence

The SJU Community Garden has a very appealing Instagram. They create good posts and have an aesthetically pleasing Instagram page. Their website is also appealing to look at and easy to navigate through.



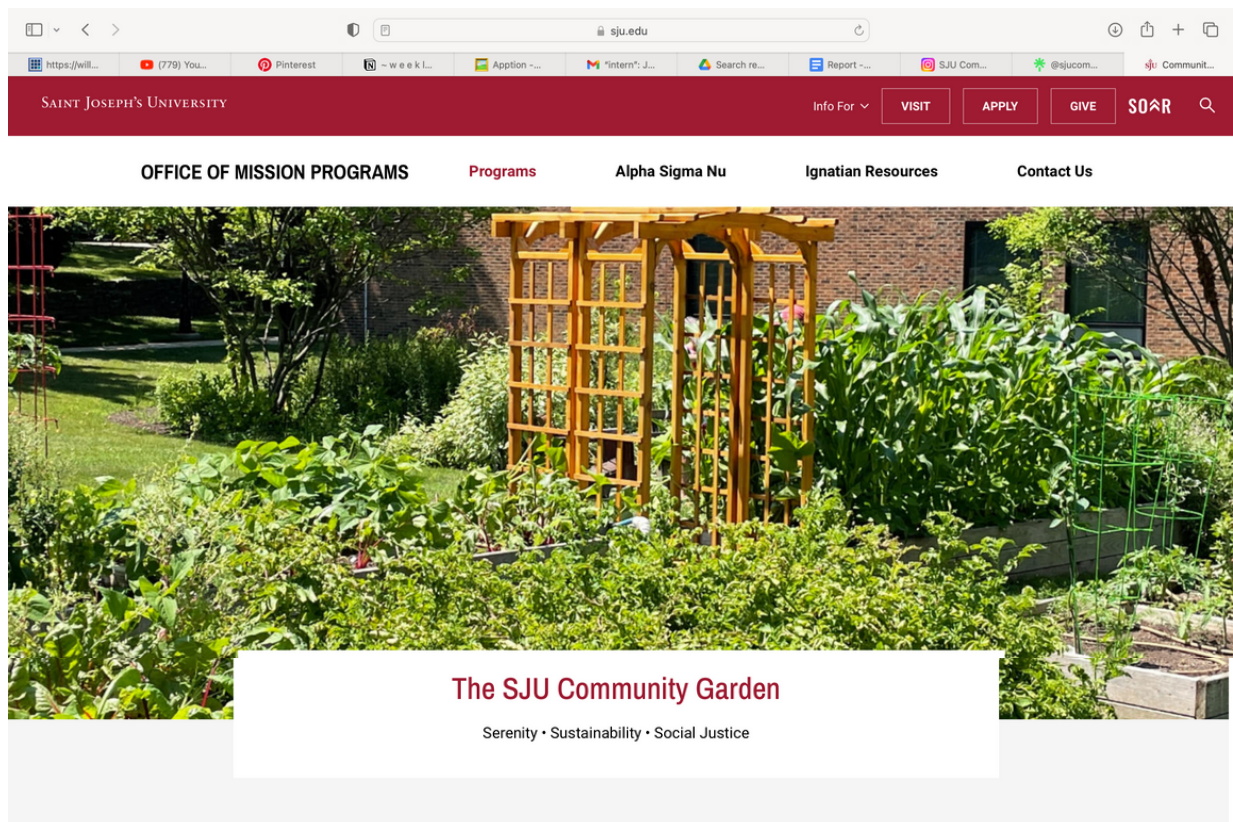
# Summary of Web Presence

Their website is also appealing to look at and easy to navigate through. The SJU Community Garden Instagram page has some instances of low and inconsistent engagement. This likely has little to do with the content of the posts, which are certainly well-written and visually appealing. Our suggestion is to maintain a consistent posting schedule. This means not overwhelming followers' feeds with 9 posts in one day, but also not letting a significant amount of time pass between posts to ensure that you are consistently reaching your followers with your content. We recommend posting on a consistent schedule of 3-5 times a week and diversifying the medium of each post as much as possible (stories, reels, regular posts, etc.) (Macready).



# Summary of Web Presence

The website has a lot of information about the garden as well as information about the team which is a good detail to make the website more personable. The data about the community garden's impact is also a great source of quick information for readers. We just suggest that the website link on the Instagram page linktree be fixed so followers can have easy access to the site directly from Instagram.



<b>Garden Mission and Vision</b>
Garden Dashboard
Get Involved!
Community Garden Exec Committee
Community Partners
Plant Information Sheets

Home | Office of Mission Programs

## Garden Mission and Vision



The Saint Joseph's University Community Garden serves as an intersection for sustainability and social justice by providing an intentional and reflective space for the SJU community to come together and promote the Jesuit ideals of appreciation of things both great and small, community engagement, and commitment to service and the environment. All food, herbs, and spices grown in the organic, raised-bed garden will be donated to one of several community partners.

Since breaking ground in our Merion Campus location in April 2010, we have donated over 1,652lbs of produce to local organizations and SJU's food pantry.

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# Comparative Media Analysis

## USDA NATURAL RESOURCES CONSERVATION SERVICE PLANTS DATABASE


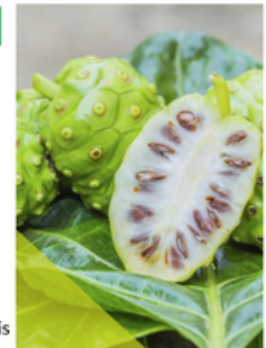


The USDA Natural Resources Conservation Service Plants Database is a great database to learn about many different plants. It is organized and easy to use. It has different tabs and you are able to search in a variety of different ways, including by state. It has fact sheets of different plants available for download, providing additional information about specific plants. There is also an image library with different high quality images of the plants and nature photos. A unique feature is the tab labeled “partners” which lists and explains every partner the organization works with.



# Comparative Media Analysis

## FLEET FARMING

Fleet Farming is a non-profit organization that seeks to make fresh produce more readily available through turning people's own lawns into harvestable gardens. They make great use of the Instagram reel feature and Instagram stories. They market their brand with excellent photography that gives their organization a clean and trendy look that I think we should seek to exemplify in our work with the SJU Community Garden information sheets. Their instagram page is also really cohesive without being repetitive as shown to the left. Their logo is also really sharp and modern. Their information sheets demonstrate really great graphic design that is neat, concise, and visually appealing. I've linked a few of their information sheets below. Notice the consistency in design elements such as color and font in figures 11, 12, and 13.

<p><b>POWERGRANATE</b></p> <p><b>HEIGHT</b> 16 - 26'</p> <p><b>SEASON</b> Sept. - Feb.</p> <p><b>FROST</b> Not Resistant</p> <p><b>SUN</b> Full Sun</p> <p><b>SOIL</b> Loamy, well drained</p> <p><b>ADDITIONAL INFORMATION</b> Can fruit within a year of planting, drought tolerant</p>		<p><b>NONI</b></p> <p><b>HEIGHT</b> 30'</p> <p><b>SEASON</b> Fruits year round</p> <p><b>FROST</b> Resistant</p> <p><b>SUN</b> Full or Partial Sun</p> <p><b>SOIL</b> Fast draining</p> <p><b>ADDITIONAL INFORMATION</b> Lush and low maintenance, fruit is very nutritional</p>	
	<p><b>LONGAN</b></p> <p><b>HEIGHT</b> Up to 30'</p> <p><b>SEASON</b> Summer</p> <p><b>FROST</b> Resistant (light frost)</p> <p><b>SUN</b> Full or Partial Sun</p> <p><b>SOIL</b> Rich, sandy loam</p> <p><b>ADDITIONAL INFORMATION</b> eye of the fruit used to absorb venom from snakebites</p>		<p><b>JABOTICABA</b></p> <p><b>HEIGHT</b> 10'-45' if not pruned</p> <p><b>SEASON</b> March - April</p> <p><b>FROST</b> Not Resistant</p> <p><b>SUN</b> Full Sun or Some Shade</p> <p><b>SOIL</b> Rich, well-drained</p> <p><b>ADDITIONAL INFORMATION</b> evergreen leaves, may take 8 years to fruit</p>

# Comparative Media Analysis

## THE UNIVERSITY OF ARKANSAS VEGETABLE GUIDE

The University of Arkansas vegetable guide provides relevant information for those who are looking to grow these vegetables in their own gardens. Each PDF provides consistent easy-to-read formatting (as shown comparing the consistency between the Parsnip example and the Chives example). They're also organized neatly on the home page in alphabetical order. The template for these PDFs are probably a similar idea to what we would want to do with our plant information sheets, but we would want to include recipes and food preparation information on top of the maybe less-relevant gardening information.





# Mission and Golden Circle

The Golden Circle theory was developed by Simon Sinek as he recognized a pattern about what makes certain leaders particularly effective. Rather than starting with what a company does or even how a company operates, effective leaders start with their “why.” Having a clear “why” adds clarity and order for everything else accomplished within the organization: literally, why they do the work that they do (Sinek, “The Golden Circle”). Considering the Golden Circle is important and useful for the Community Garden because it helps to inspire and garner support from those who are also passionate about their shared values.

The Community Garden’s values are summarized under their logo: serenity, sustainability, and social justice. The organization’s “Why,” relieving food insecurity in an environmentally sustainable way, is carried out in the work they complete for the local community. If not for a love of gardening, the fresh produce that the group grows in the campus garden is donated to local food banks and community partners. In terms of how our research group is helping expand their mission, the plant information sheets will help inform our local community on ways they can utilize the produce.



# Golden Circle

## WHAT:

In terms of WHAT, we concluded that the Community Garden is an organization that donates their fresh produce to local food banks and community partners. They also inform the local community about gardening and ways to utilize the produce to suit individual needs.

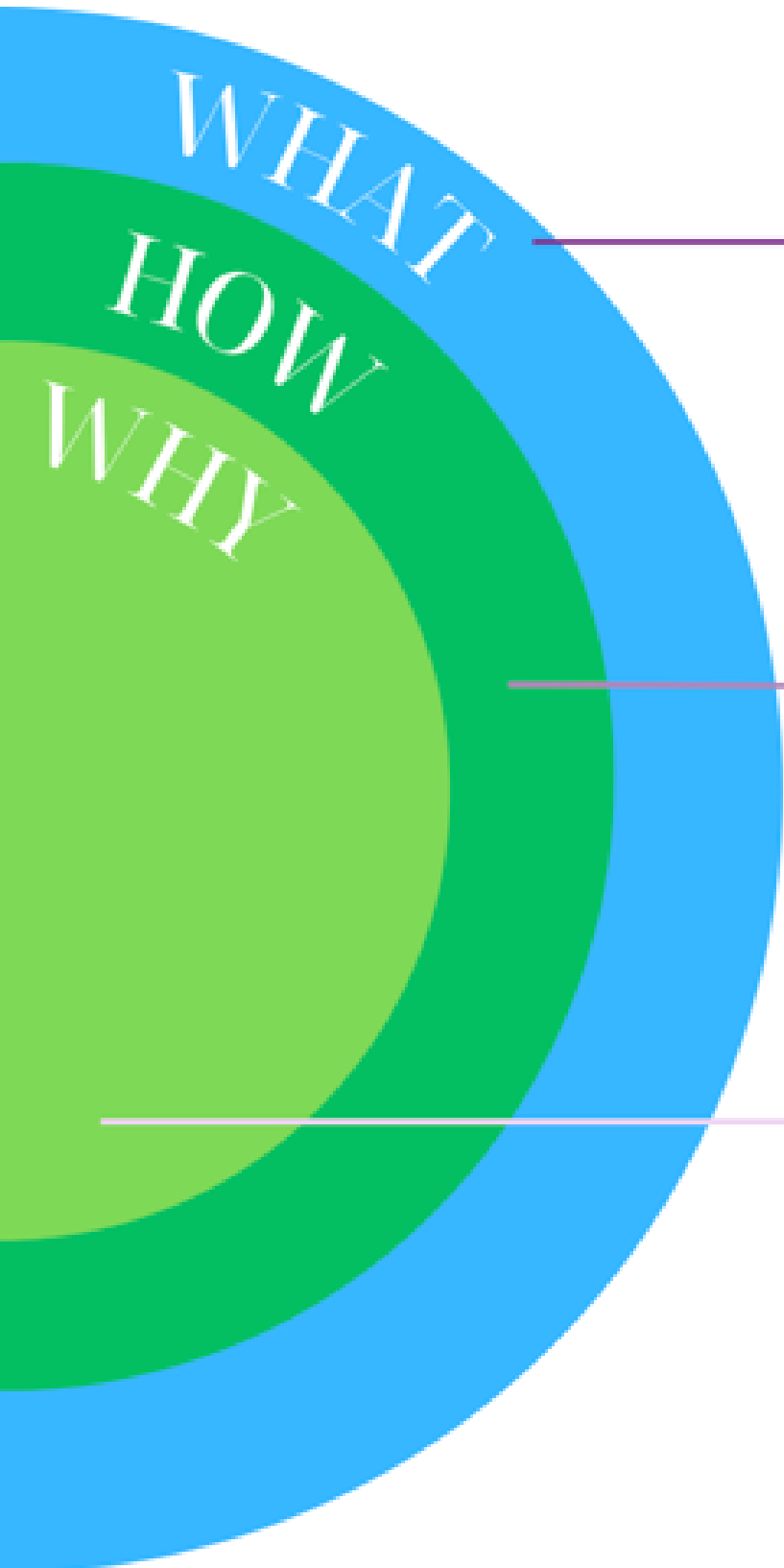
## HOW:

For the HOW the Community Garden operates and accomplishes their mission, they grow fresh produce in the campus garden. This is led by Communication Studies professor, Dr. William Wolff.

## WHY:

Arguably the most important aspect of The Golden Circle is the WHY. The SJU Community Garden believes in relieving food insecurity in the local community in an environmentally sustainable way.

# Golden Circle



We donate our fresh produce to local food banks and community partners, and inform our local community on ways they can utilize our produce to support their needs.

We grow fresh produce in our campus garden.

We believe in relieving food insecurity in our local communities in an environmentally sustainable way.

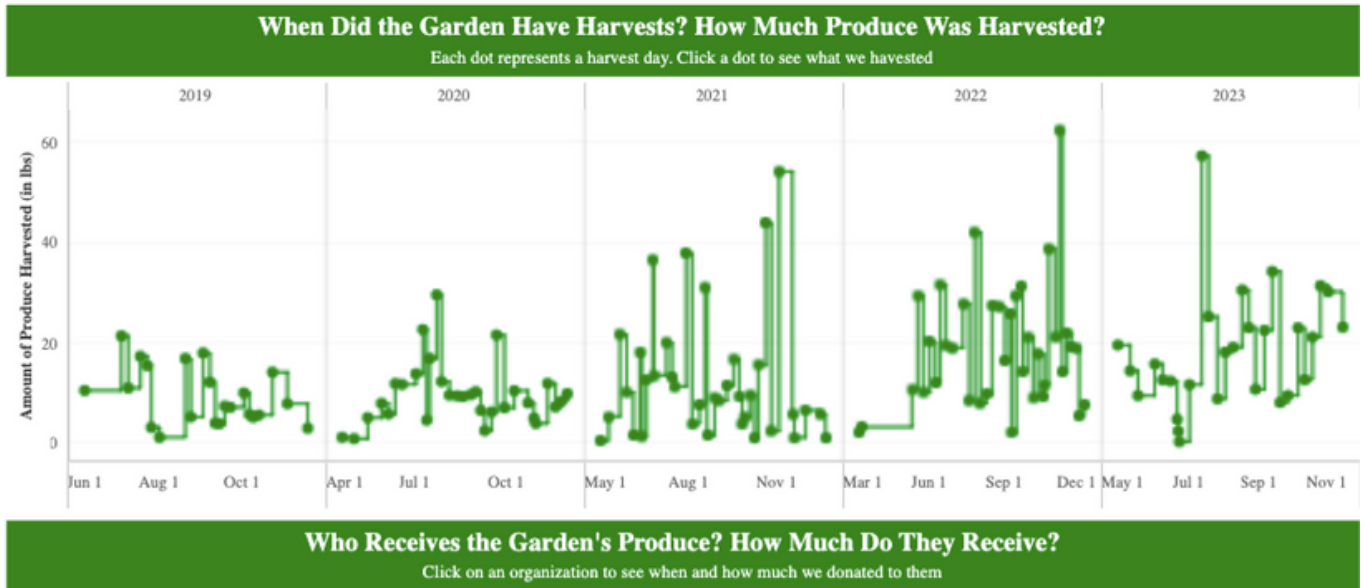


# Storytelling Strategy Suggestions Pt 1



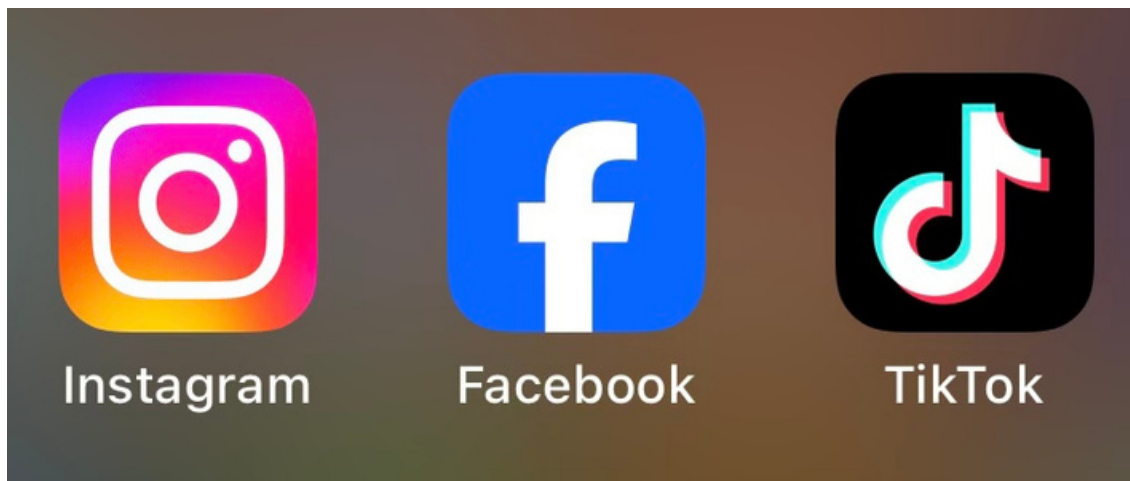
The Community Garden's website explains the mission and vision of the organization which tells a story. The mission is stated as, "The Saint Joseph's University Community Garden serves as an intersection for sustainability and social justice by providing an intentional and reflective space for the SJU community to come together and promote the Jesuit ideals of appreciation of things both great and small, community engagement, and commitment to service and the environment. All food, herbs, and spices grown in the organic, raised-bed garden will be donated to one of several community partners." They have multiple videos on the website that show students working on the garden and how others can support the garden.

# Storytelling Strategy Suggestions Pt 2



We have some suggestions as to what they can additionally incorporate to improve their quality of storytelling. One suggestion is to utilize more paths into the website, because currently there are mostly statistics and facts displayed. These data points are important, as they improve the credibility of the organization by showing the amount of pounds of donated food. Additionally, by incorporating new media that is personalized to show the real people who benefit from the donated food, they can show who is impacted and expand the storytelling to outside the SJU community. Having a video reflection from members that serve at the local food banks could add a personal element.

# Storytelling Strategy Suggestions Pt 3



In terms of their social media, the organization does well to create an authentic first-person account of their events. Their Instagram has fairly low engagement, but it shows how the members involve the broader SJU community to help contribute to this social change. They can improve engagement by incorporating more reels onto their profile. Additionally, they can expand to other social media platforms like TikTok since many students who are college aged use TikTok everyday. They could even link their TikToks onto their website as embedded media to increase engagement. Videos are what people like watching in today's digital age, and it holds the attention of viewers by telling stories. Creating a Facebook profile might also be beneficial to include people of older generations who want to donate money to the garden, to fund any new gardening tools or items the organization needs. Overall, the SJU Community Garden does well at showcasing their story, and with slight improvements, they can spread that story to an even wider audience!

# Templates Created

## INDESIGN FILES



figure 15



figure 16

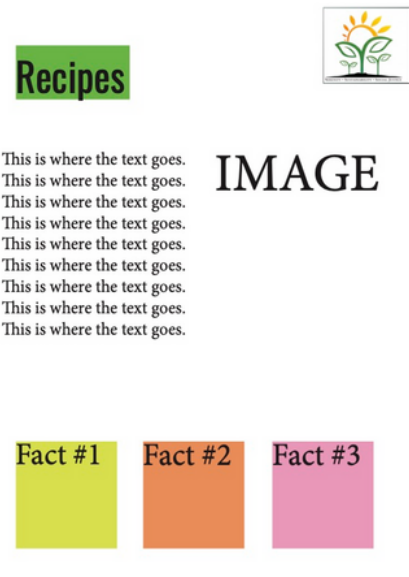


figure 17

Figure 15 was created as a template for recipes that the Community Garden wants to share with their audience. Our community partner asked for a template for this purpose so that their audience can learn what they can do with the produce from the Community Garden. The text and images can be swapped out for whichever recipes the Community Garden wants to share.

Figure 16 was created as a template for general information and facts about produce from the garden.

Figure 17 was created as a recipe card with room for facts about the produce being used in the recipe from the garden.

# Templates Approved

## INDESIGN FILES

After sending our templates over to the community garden, we had a discussion over the first and third options (figures 15 and 17), pictured below. The organization requested an engaging use of color.



figure 15

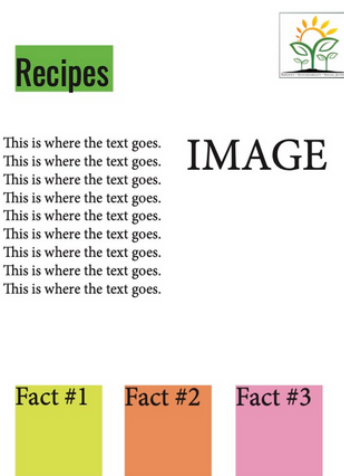


figure 17

After discussing and editing these options, though, the partner decided to switch to figure 16, below. He appreciated the design techniques used within the template.



figure 16



# Final Templates

## INDESIGN FILES

After taking into account the suggestions and opinions of the SJU Community Garden, we revised the chosen template to better incorporate the style and content that would best suit the organization. Our efforts culminated into these two final templates, which take into account hierarchy, contrast, and any changes that were requested by the SJU Community Garden.

# BASIL

The SJU Community Garden



**Planting & Harvesting**  
Season to Plant: Late Spring/Early Summer  
Space Required: 6-12 inch  
Seed Depth to Plant: 1/4 inch  
Ideal Temperatures: minimum 70°F  
Type of Light: 6-8hrs of bright light  
Soil pH: 6-7.5  
Germination Time: 10-14 days  
Watering: 1 inch of water each week  
Harvesting Time: 3-4 weeks after germination  
Companion Plant: Oregano and Tomatoes

**Care & Maintenance**  
Common Diseases: Gray mold (*Botrytis cinerea*): brown/gray fungal growth on stems and leaves. Caused by high humidity and poor air conditions.  
Solutions to disease: Increasing air flow and using fungicides. Increase space between plants  
Common Pests: Aphids - tiny insects that suck out the sap of plants  
Solution to Pests: Hose them down with cold water or grow companion plants that aphids don't like, such as garlic or chives!



**Suggested Recipe: PESTO**  
Ingredients: 2 cups fresh basil, 2 tablespoons pine nuts, 2 large cloves of garlic, 1/2 cup olive oil, 1/2 cup grated parmesan  
Preparation: Step 1 - Combine basil, pine nuts, and garlic in a food processor until finely minced. Step 2 - With the machine running, slowly dribble in the oil until smooth. Step 3 - Add the cheese and process until combined.



**Fun Tip!**  
You can freeze basil and other fresh herbs to preserve them longer! Fill an ice cube tray with oil that can elevate any pasta dish.

<https://www.sju.edu/offices/mission/sju-community-garden>

# SWEET POTATO

The SJU Community Garden



**Planting & Harvesting**  
Season to Plant: Mid-Spring  
Space Required: 12-18 inches apart  
Rows 3-4 feet apart  
Slip Depth to Plant: 2-3 inches  
Ideal Temperatures: 75-95°F  
Type of Light: Full sun, partial shade  
Soil pH: 5.8-6  
Germination Time: 2 weeks  
Watering: 1 inch of water each week  
Harvesting Time: 3-4 months after planting  
Companion Plant: Oregano, bush beans, marigolds.

**Care & Maintenance**  
Common Diseases: Stem rot (*Fusarium*): yellowing leaves and brown spots. White mold in cavities of potato.  
Solutions to disease: Make sure potatoes are well below the soil surface. Harvest potatoes in low humidity. Crop rotation to prevent fungus.  
Common Pests: Root-know nematodes: parasitic roundworms that lay larvae in plant roots and drain plants of nutrients. Signs could be wilting and yellowing in the leaves or bulbous galls.  
Solution to Pests: Crop rotation with grass and cereal crops. Practicing good gardening hygiene.

**Suggested Recipe: FRIES**  
Ingredients: 2 lbs peeled sweet potato, 2 tablespoons olive oil, 1 teaspoon garlic powder, 1 teaspoon paprika, salt and pepper to taste  
Preparation: Step 1 - Cut sweet potatoes into sticks and toss them in the oil. Step 2 - Mix spices and toss them with the sweet potatoes. Step 3 - Bake at 400 ° F until brown and crispy, about 25 minutes, flipping the fries at around 15 minutes.

**Fun Fact!**  
Yams and sweet potatoes are not the same. Yams are actually not a potato at all! The best way to tell the difference is that yams have brown skin and pale flesh that tastes neutral, while sweet potatoes have a reddish skin, orange/white flesh and taste - well - sweet!

<https://www.sju.edu/offices/mission/sju-community-garden>

# Conclusions & Suggestions Pt 1



The SJU Community Garden does a good job of including media on their website through photos and videos. I think they can improve by adding even more media elements onto the site because that draws in the viewer and holds their attention. It would be beneficial to include more photos of people and students working on harvesting the garden, as opposed to mainly graphics on the Instagram. This would make the account look more people-centered. I recommend filming and editing short reels of interviews of the students who work on the garden. This would give personalized responses to questions about the garden and what it means to students. I also think that creating videos of Bill explaining how the garden was founded and its history could boost engagement.

Including content on where the food goes would also be beneficial. It shows the purpose of the garden and how it serves the community. Personally, that is the type of content that would inspire me to volunteer at the garden. When I volunteer, I like knowing that what I am doing is making a positive impact. Combining people-centered content along with information on the logistics of the garden and how food is harvested would create a good balance of material to showcase on the website and Instagram.

# Conclusions & Suggestions Pt 2

## Plant Information Sheets

Learn more about the plants we're growing in the garden so you can grow them in your garden, too!

[to be added during the 2023 growing season.]

Also, by including our work with the plant information sheet and template, the Community Garden can boost their engagement. The template can allow people who cannot be directly involved in the physical SJU garden, to still contribute to the mission and vision by participating in growing the vegetables at home. On the SJU Community Garden website, the section where the template will be is at the very bottom of the page. Since the template will be a new addition, I recommend moving that section higher up on the page. We have learned about the newspaper logic of “above the fold” and that is true of websites as well, so moving the template higher on the site can showcase it more. I also recommend publicizing the template on Instagram when it is complete. Making story posts explaining the purpose of the template and feed posts highlighting the uses of the template can encourage people to utilize it more. The SJU Community Garden is a great organization with a beautiful mission, and I look forward to continuing to see it grow and thrive in all aspects in the future.



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