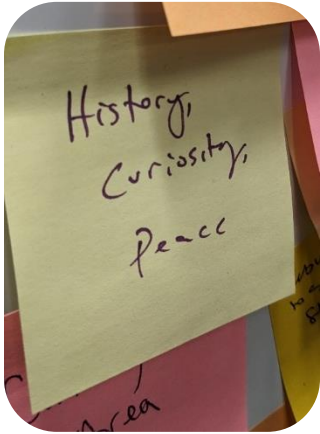




# 2023 Year in Review (Abridged)



## Communications



**Hired Communications Coordinator (New position) - April**

**Monthly newsletter – Started August 2023**

- Average click rate 20% | Average open rate 74%

**Media coverage – Primarily focused on 150th anniversary celebration**

- 2 radio interviews/podcasts
- 15 articles
- 10 local television segments
- Beal Botanical Garden edition of Inside MSU, *September 2023*



## Conservation

**Expanded from two full time Botanical Technicians to three**

**Role Expansion:** Plant Recorder now Plant Recorder and Invasive Plant Species Coordinator

**Seven Scholars with Conservation focused projects:**

- Stage II of Native Pollinator Garden installed (5 new species and walking path)
- Researched pollinators visiting Native Pollinator Garden
- Inventory riverbank and natural areas (*ongoing*)
- 350+ hours removing invasive plant species across campus and natural areas
- Increased focus on native plant education and use of Rare and Endangered hillside

**Invasives Targeted for Removal:** Daylilies (*Hemerocallis spp.*), Lily of the Valley (*Convallaria majalis*), Common Buckthorn (*Rhamnus cathartica*), Amur Honeysuckle (*Lonicera maackii*), Black Swallowwort (*Cynanchum louiseae*), Garlic Mustard (*Alliaria petiolata*), Dame's Rocket (*Hesperis matronalis*), Privet (*Ligustrum spp.*)

**Natives Planted:** Gray's Sedge (*Carex grayi*), Muskingum Sedge (*Carex muskingumensis*), Red Columbine (*Aquilegia canadensis*), Northern Spicebush (*Lindera benzoin*)



# Beal Scholars Program



2023 – 26 Scholars | 18 Degree Programs Represented  
 2023 Summer – 19 Scholars (most ever at one time!)

- Launched *Nurture your Roots*
  - Rooting stations scanned 782 times
- Developed gardener injury prevention strategy
- Developed social media strategy/guidelines
- Developed online resources for parents and instructors
- Broad Exhibit - *Beal Botanical Garden: Celebrating 150 Years of People, Plants, and Place*

“The Beal Scholars program gave me the opportunity to create a project I could not have imagined doing upon arrival here at MSU. In addition, I was given plenty of support and feedback from colleagues. Working in the garden and receiving informational tours during those hours was an added bonus that helped me feel more connected to the group.”  
 - Beal Scholar, Winter 2023

## Education

Hired Education Program Director (New position) - January

Total Programs: 189

Total Engagements: 8596

MSU Class Use:

- 38 classes | 1142 students
- 66% of classes/instructors new to using garden
- Diversified ways people engage with Garden | *Self-Guided, Virtual, Outside Garden, In-Garden*

