



**ECONOMIC GARDENING CERTIFICATION
PROGRAM OUTLINE FOR
*GIS, MARKET RESEARCH OR SOCIAL MEDIA SPECIALISTS***

Fees: GIS, Social Media, or Market Research: \$1500 + \$300 food/lodging = \$1800

Total Program Hours:

Estimated Hours Pre-Retreat Component	20
Estimated Hours Retreat	35
Estimated Hours Post-Retreat Round 1	25
Estimated Hours Post-Retreat Round 2	25
Estimated Total Hours/Fees	105

**Pre-Retreat Online Learning:
Introductions to Economic Gardening Tools and Principles**

Length: approx 6 weeks

Structure:

- This segment required for all disciplines.
- Participant will be set up on the NCEG online learning site and given necessary login/password information.
- Participant will be required to watch 15 videos and pass 15 corresponding quizzes.
- There will be some additional reading material assigned as well.
- All quizzes must be passed no later than one week prior to retreat date. If quizzes are not complete, participant may not continue with the program.

Retreat:

Economic Gardening Professional Certification Training at Big Rock Valley

Length: 4 days

Structure:

- All disciplines, including Team Leaders, GIS, SEO, Market Research and General Track participants attend this session. There will be breakout sessions throughout the retreat where each discipline will spend focused leaning time with their peers.



Post-Retreat:

Application of Economic Gardening Tools and Principles

Round 1 (Company Case Studies)

Length: 1 month

Structure:

- Trainees will be required to follow the case studies of three companies. All work will be done on the ELF Greenhouse Training site. There, you will listen to recorded phone calls between an EG team and a client and look through the research that was posted during that company's engagement.
- Trainees will take notes on points they need clarification on, or any questions they may have (especially as they relate to your area of specialty).
- At the end of the month, trainees must participate in an hour-long conference call with Chris Gibbons to discuss the case studies and to have any questions answered. The call date, time and call-in number will be provided to you at least one month prior to the call.
- Trainees may not move on to the next phase until this phase is completed.

Round 2 (Participating on live EG engagements)

Length: approx. 6-8 months, but dependent upon assignment availability

Structure:

- The National Center for Economic Gardening will place trainees with a National Strategic Research Team mentor on at least two live engagements.
- During the first engagement, the mentor will assign the trainee one research task. This research will not be provided directly to the company, but rather, to the mentor who will then approve or deny its submission to the company. Trainee has one hour of mentor debrief time for this project.
- During the second engagement, the trainee will act as the lead specialist and will need to be on the live call with the client. (The trainee is not paid.) The mentor will be on the call as well to shadow the trainee. The trainee will coordinate with the mentor to divide up the tasks. The mentor will review and approve all trainee research before it can be delivered to the client. Trainee has one hour of mentor debrief time for this project.
- Once this segment is successfully completed, the trainee will attain **Full Certification** pending the completion of personal profile paperwork.