

UNIVERSITY OF ARKANSAS GARVAN WOODLAND GARDENS

INSTITUTIONAL GOALS, OBJECTIVES, AND STRATEGIES AS RELATED TO THE 2019-21 APPROPRIATION REQUESTS

Verna Cook Garvan, a long-time resident of Southern Arkansas, was founder and benefactress of Garvan Woodland Gardens.

The site for Garvan Woodland Gardens was purchased in the 1920's after a timber clear-cut in 1915. Mrs. Garvan loved this beautiful place so much that she never allowed it to be cut again. In 1956, as a self-taught gardener, she began to develop it as a garden. She was intimately familiar with the land and laid out each path, marking every tree to be removed. Verna also personally chose each new plant and selected its location.

Over the next forty years, Mrs. Garvan planted thousands of specimens which now form an impressive collection. There are hundreds of rare shrubs and trees, some more than 40 years old.

Upon her death in 1993, Mrs. Garvan bequeathed the property to the School of Architecture through the University of Arkansas Foundation. Now an independent department of the University's Fay Jones School of Architecture and Design, the Gardens continue to flourish and grow.

It was Mrs. Garvan's wish that the Gardens be used to educate and serve the people of Arkansas, providing them the joy and repose it had offered her. She noted the devastation of the environment that had taken place in her lifetime and wished to preserve a remnant of the twentieth century's natural grandeur for generations to come.

MISSION STATEMENT

Garvan Woodland Gardens furthers the university's mission of teaching, research, and public service through its own mission:

- Preserve and enhance a unique part of the Ouachita Mountain environment;
- Provide people with a place of learning, research, cultural enrichment, and serenity;
- Develop and sustain gardens, landscapes, and structures of exceptional aesthetics, design, and construction; and
- Partner with and serve the community of which the Garden is a part.

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INSTITUTIONAL GOALS

There are two broad goals that Garvan Woodland Gardens seeks to achieve as a part of its institutional mission:

- To provide a unique woodland garden experience for the 175,000 visitors who visited the Gardens last year through our come and see outreach aspect of the Gardens. This goal encompasses the necessary revenue needed to operate the Gardens and provide for the second goal.
- To provide through our affiliation with the University of Arkansas, Fayetteville an educational laboratory for the training of students, faculty and to the general public in disciplines related to the care and maintenance of our Arkansas woodlands. This aspect of our mission would encompass the come and learn aspect offered through the Gardens.

INSTITUTIONAL OBJECTIVES NECESSARY TO ACHIEVE INSTITUTIONAL GOALS

The come and see retail aspect of the Gardens should be enhanced to meet our mission goals and to fund our educational goals through:

- Expansion of the “Celebrate Spring” event and add an additional 20% in display of spring flowering plants.
- Expansion of the “Celebrate Summer” event through the addition of 25% more in annual display.
- Expand the “Celebrate Fall” event with the addition of 20% more in fall blooms.
- Enhance and expand the Holiday Light event through the additional use of LED lighting and additional lighting technology and animation.
- Explore timed ticketing to increase attendance at the Holiday Light event to more than 100,000.
- Create greater value to the visitor, member and rental experience in the Garden through enhanced features of interest.

The expanded come and learn aspect to the second broad goal of the Gardens is to be realized through a number of outreaches:

- From two new Master of Design Studies through the Fay Jones School of Architecture + Design, students could get actual training in Resiliency Design and Retail/Hospitality Design at the Gardens.

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- Through the Anthony Timberland Center for Design and Materials Innovation Center, students could visit the 210-acre woodland tract at Garvan Woodland Gardens to study the wood industry from seedling to design diversification.
- The Bachelors program in Architecture, Landscape Architecture and Interior Design would train students in the use of wood and wood products in all areas of design.
- Through the design of an all wood event center on the grounds of Garvan Woodland Gardens, the economy of wood products could be used to demonstrate both locally and internationally the use of wood in construction.
- Improved general education programs can be implemented to teach the value of wood in Arkansas with 60% of the state in woodlands.

SHORT TERM & LONG TERM INSTITUTIONAL OBJECTIVES

- The short term institutional objective for the next 1 – 2 years is to create enough private financial support to maintain the integrity and beauty of the Gardens.
- The long term institutional objective for the 3 – 10 years is to see the Gardens grow into a premiere, world class woodland garden that attracts attention for its beauty of display and its study of wood and wood products. The grand objective would be to see these two objectives translate into greater revenue and jobs for the state and its citizens.

THE STRATEGY BEHIND THE APPROPRIATION REQUEST

- A request for Maintenance and Operations Funding to expand and enhance our seasonal events and to enrich the visitor experience and raise visitation to 200,000 through both requests for funding.
- A request in public service to provide for an on campus Wood Academy at Garvan Woodland Gardens, staffed and available throughout the year to teach wood ecology.
- An appropriation for promotion of both the come see and come learn outreach of the Gardens to the citizens of the state.
- An appropriation for Administrative Services to manage the programs and outreaches of the Gardens extending nationwide.