

Overview of the Brainwriting Process

1. We have about 48 folks that are attending the brainstorming session and there will be 8 round tables with 6 chairs at each table in order to break our larger group up a bit.
2. The activity takes place over 6 rounds and is iterative. Each person starts round one with a blank worksheet in front of them. Based on the content heard during the introductions and the pre-meeting materials distributed earlier, each person then has 5 minutes to write down 3 solutions to either or both of the two questions. (Writing legibly is obviously critical!)
3. Once the first round has ended, everyone passes their worksheet to the person to their left, so that everyone has received a new worksheet, with the 3 potential ideas on it. Round two then starts and each person reads the proposed ideas on their worksheet and is either inspired to add to a previous idea or they may come with other potential ideas altogether.
4. This process repeats 6 times until every participant has seen every worksheet and contributed and/or expounded upon other potential ideas to each worksheet. By this time there will be a total of 108 ideas written down on each worksheet (though, of course, some may repeat).
5. The worksheets are then collected and passed on to the next table, where they are distributed among the persons at that table. Each person will have 3 minutes to read through all the solutions on the worksheet they are holding and to choose 3 that they think are best overall. They will place a small star or asterisks beside those ideas. After three minutes, they will pass the worksheet to the next person to do the same. This process continues until everyone has had a chance to review all of the ideas generated by the participants at the other table.
6. The table will then have a set period of time (usually 20 minutes or so) to discuss and debate the top 3 ideas out of all of the ideas reviewed. Obviously, this is usually correlated to the number of stars (or asterisks) that an idea has received. A designated table leader will write down their table's top 3 ideas on a flip chart and then stick them on the designated wall. With 8 tables, this will generate leave a total of 24 top-ranked ideas.
7. Once all of the flip charts are on the wall, each table leader will explain to the full group their table's top 3 ideas.
8. Once all of the top ideas have been explained, each person will take 5 green stickers and place them on the top 5 ideas they feel are the "best of the best", leaving the group with a subset of the most highly-rated ideas of the brainstorming exercise.

Questions to Address:

1. What are some collaborative research, teaching, or outreach projects among the entities below that might capture synergies and/or mitigate any redundancies?
2. What are some unique or novel ways to enhance knowledge transfer (educate internal and external clientele) regarding the benefits of plants and “greenscapes” in improving mental and physical health?

Potential “Horticulture and Wellness” Partners



