



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS

& JUNO

NALP harnesses JUNO LMS, gamification to deliver emotional digital experience

METRICS	1076 HOURS	901 MEETINGS/ INTERVIEWS	12,133 INDUSTRY VIEWS
	19 MAJOR PARTNERS	746 CHALLENGE TESTS TAKEN	3488 UNIQUE VIEWS
	58 CAREER FAIR COMPANIES	21 STUDENT CHALLENGES	22 STUDENT WORKSHOPS

OVERVIEW

In 2020, three weeks before the National Association of Landscape Professionals 44th Annual National Collegiate Landscape Competition (NCLC) was due to be hosted at Michigan State University, it had to be canceled. As a quick placeholder, NALP’s team spun up a virtual version of the event to help people stay connected, but the event didn’t quite meet their expectations. So that’s where JUNO came in.

THE APPROACH

The NCLC event is heavily focused on competitions and requires extensive 1-on-1 scheduling. Those aspects of the event are vital to the in-person experience, and NALP didn’t think they could find a virtual event platform that would re-create those needs of the event for the 45th Annual National Collegiate Landscape Competition. Then they did.

“When we found the JUNO platform we thought: this is too good to be true,” said Stacia Gueriguian, CMP, Associate Vice President, Events at National Association of Landscape Professionals (NALP). JUNO really “knocked our socks off.”

The association team had worked hard to conceptualize how to turn an in-person competition that tested landscaping skills into something meaningful in digital space. By breaking down each element of their in-person event,

such as examining live plants for the floral and foliage identification portion of the competition, NALP was able to redesign the competitions to fit their digital vision.

Through JUNO’s Learning Management System, NCLC was able to show images online for competition testing and scoring. 1-on-1 video meetings were scheduled and run through JUNO as well to help attendees and corporations achieve their goals.

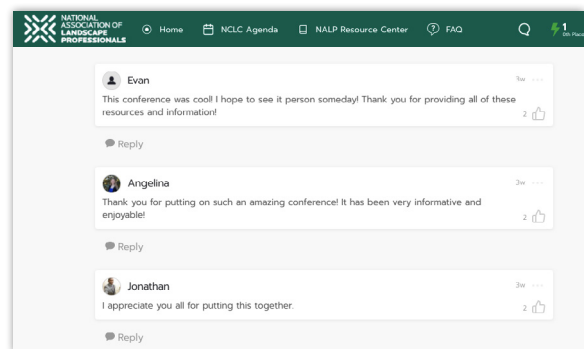
To make the competitions and event experience more rewarding overall, NALP physically mailed individual and team prizes, plus any teams that signed up received

NALP Challenge:

Create a digital event to enable scored competitions plus one- to-one meetings usually achieved in-person

JUNO’s Solution:

Use LMS and gamification features to challenge participants plus in-platform video meeting functionality to support a robust and productive digital experience



Flower and Foliage Identification 👍 29 Likes

Scoring:

Points: 100 possible points per individual
Each plant will be worth a maximum of two points:
.5 point for correct spelling
.5 point for genus
.5 point for species (and cultivar, if applicable)
.5 point for common name

<ul style="list-style-type: none"> Allium aggeratum Allium sphaeranthoides Alstroemeria hybrid Cultivars Amorpha canescens Amorpha fruticosa Amorpha nanchuanensis Amorpha occidentalis Amorpha trichomantha Amorpha urticifolia Amorpha canescens Amorpha fruticosa Amorpha nanchuanensis Amorpha occidentalis Amorpha trichomantha Amorpha urticifolia 	<ul style="list-style-type: none"> gent allium, onion flower chamfrisk, round-headed lark torch ginger Drumstick, fly of the woods lizard flower, low sea bleeding, cat's tail amaranth, prince's feather belladonna fly Queen Anne's lace windflower, anemone languet pine lily flower, flamingo flower, anthurum sunspurge aster, September weed, Michaelmas daisy elder wine, girl's head masterwort, scurvy
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The student will be required to identify, by scientific name (genus and species) and common name, a group of 50 cut flowers, foliage, and ornamentals. The plants will be photos of live samples and will be selected from the master list of plants posted to the NCLC website prior to the event.

See the Full Challenge Description

sponsor-promoted swag boxes. For added hype, everyone was in an NCLC T-shirt, achieved by asking for sizes on registration and crowd-sourcing a cool shirt design from students.

The biggest concern for the event was if everyone would feel the value of the new digital event. Early survey results say yes! NALP was able to engage with some students and faculty who had never before participated. Gamification tools were also a big hit, allowing voting, immediate feedback and points to be collected.

NALP financial success says yes, too. The organization achieved a healthy margin on the virtual efforts, and some crowd-pleasing components were identified that NALP intends to work into their future in-person experiences.

It was a robust and productive experience enabled by JUNO's Learning Management System for the competitions and emojis, and gamification tools to heighten the emotion.

Read more about NALP's event at <https://www.totallandscapecare.com/business/workforce-development/article/15064448/nalp-2021-nclc-virtual-event-successful>

Demo JUNO for yourself at <http://www.junolive.com/demo>