Outline of Breakout room discussion points

Extension/Outreach
Outline from Room 1
Everyone is more media savvy now and Extension helped lead the way by example

In general, central admin. at most LGU's has a much better appreciation for the role of the College of Ag. in the state and the role of Extension (this is a positive that can be leveraged)

New efforts to reach stakeholders (podcasts, FaceBook live events, etc.) should be continued

Find ways to reduce unnecessary travel and limit meetings to those that are most strategic to maintain communication/connection (online not to replace human connection)

1. During the pandemic, In the area of Outreach/Extension what did you do differently than you had before 2020 that made you able to accomplish your goals?

Responses

- Switched to digital programming platform (e.g., Zoom, Canvas, near pod, flip grid),
- Capture information from program participants (E.g., Qualtrics, surveys, polling)
- Webinars and podcasts
- Covid education, vaccine education
- Web content (digital engagement)
- Greater repository for content
- Innovation for video and digital content creation-- 360 videos, combines, drones, 3-D theatres
- extension: producers, switched to online platform, blueberry walks live, zoom sessions for producers, 4H; swag kits mailed to participants
- a lot of things virtual, facebook live, youtube, zoom
- **communications were more frequent**
- **4H kits in a box, calling, text groups**
- working remotely
- intentional on communications, crystal-clear comms
- a**dministration remember about county offices in the state, managing comms**
- replacement of travel times with more pubs and grants submitted
- what travel is really necessary, was intentional about evaluating travel
- Instructional design team for academic programs partnered with Extension to shift their outreach and extension programming to online
- Biochemistry increased outreach and engagement through providing science-based modules and educational programming to help the public better understand COVID
- Engage K-12 students in food science labs using food that they had at home

2. During the pandemic, In this area of Outreach/Entension, what new things worked better than old things to allow you to accomplish its goals?

Responses:

- Less desktop computers and moved to laptops and docking stations
- Keeping many digital engagement and hybrid approaches to Extension
- Partnering even more effectively with community partners and agencies
- Increased awareness and reach
- Educators taught cross-county and across states, even internationally
- Recorded for on-demand/real-time
- Webinars are very well-received as they can watch as desired
- **initiated a weekly every mon morning zoom call, interacted more with county agents than before covid**
- more collaboration throughout Extension levels from county level to univ level
- participating access went WAY up using virtual, using people across the US and world, more interactions
- were able to collect more demographic data and capture/keep
- **short zoom meetings (15 mins) w/ all faculty to check in and see how things are going**

New ways for disciplines such as biochemistry, molecular biology, microbiology to engage with the public through science-based educational modules to help the public better understand diseases and vaccines

3. From pandemic future forward, in the area of Outreach Extension, what new ideas do you have to make this more efficient and effective?

Responses:

- Actual change in culture in how we do business… sped us up—more efficient
- Digital diagnostics came along way
- Telemedicine
- Distance learning technology
- Meeting more stakeholder needs (trendier ;) ?)
- Able to prune sacred cows and prioritize
- Stewardship of dollars
- **dual offering (virtual and in-person) to allow more flexibility**
- using video for public value video for decision-makers, short concise
- **legislature using virtual to increase flexibility**
- brought things back to the local 'dinner plate'
- **decision trees for deciding virtual vs in-person; in some places default is virtual unless you can argue for something else**
- **using video more, more, more to keep contact up**

- **combining programs from different institutions to have a good collective program**

- reconnect research & Extension, helping to improve comm and impact of our programs
- lack of broadband access to address this in local areas

Ensure that we are supporting extension personnel that are serving statewide and can be a team of 1 or 2; greater appreciation

Increased commitment and focus on DEI across our campuses and integration across research, teaching and extension and engagement