



Tools, Technology and Techniques
for a Successful Extension Natural Resources Career

Creating an Online Onboarding Course for Extension Forestry & Natural Resources

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Southern Regional
Extension Forestry

Today's roadmap

- Your experiences
- Forestry and Natural Resources Extension
- Course development
- Video
- Course details
- Evaluation & next steps



How many years have you worked in Extension & Outreach?

- A. 0-1 year
- B. 2-5 years
- C. 6-10 years
- D. 11-20 years
- E. 20+ years



**How many people have
retired in your office in the
last two years?**

A. 1

B. 2

C. 3

D. 4

E. 5



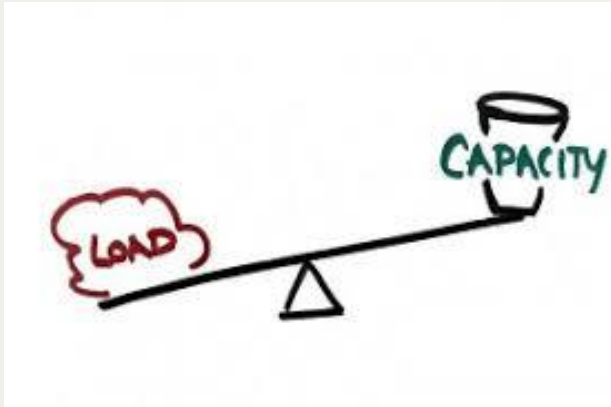
History of Seeding Success



- Forestry & Wood Products Extension Conference, 2015
- Cocodrie, Louisiana



Challenges for Extension FNR



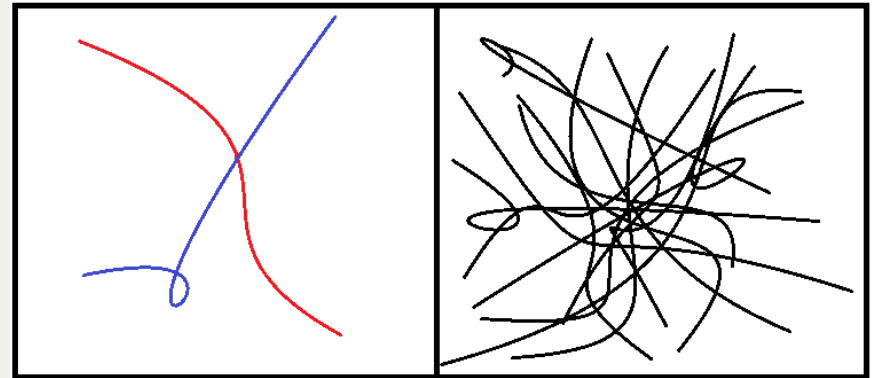
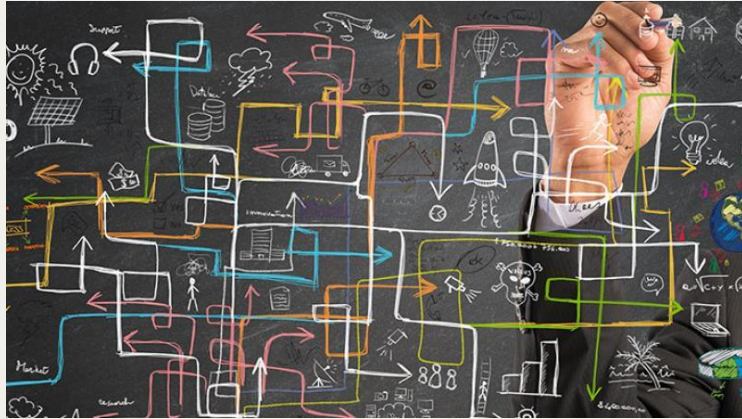
- ✓ Reduced funding from state and federal resources



- ✓ Many upcoming retirements

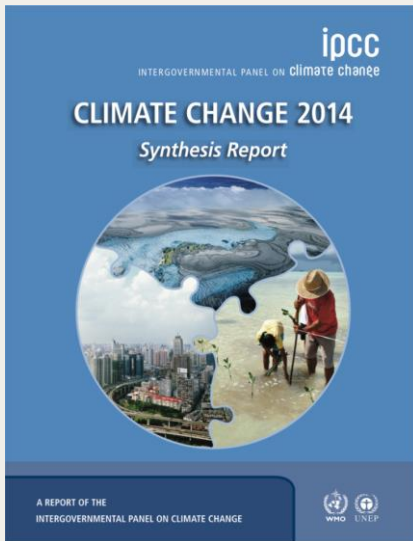


Challenges for Extension FNR



Traditional Problem

Wicked Problem



News

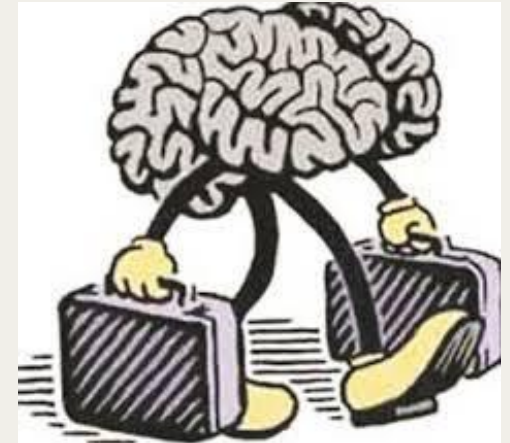


68% of the world population projected to live in urban areas by 2050, says UN



Why Create a National FNR Extension Onboarding Program?

- ✓ Loss of institutional knowledge & mentors
- ✓ Training programs not available or mixed quality



Renewable Resources Extension Act (RREA)

*Funding for this effort has been provided from a grant
from the USDA National Institutes of Food and
Agriculture (NIFA)'s Renewable Resources Extension
Act program Award #2016-46401-25871*



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



Course Design



One does not simply design a national program without input....



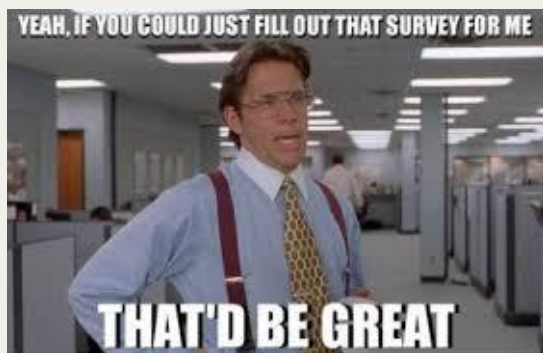
Course Design

Steering group and course leaders

- William Hubbard, SREF
- Karen Bennett UNH
- Marc Thomas FVSU
- Janean Creighton, OSU (OR)
- Eli Sagor, UMN
- Jim Johnson, OSU (OR)
- Mark Megalos (NCSU)
- Jim Finley (PSU)
- Titus Andrews (FVSU)
- Jeff Stringer (UKY)
- Leslie Bobby, SREF



Needs Assessment



- Winter 2018
- 114 responses
- 45 completed



Pre-course Evaluation Data

- ~47% had no onboarding training

ANSWER CHOICES	RESPONSES
Assistant Professor	26.32%
Associate Professor	0.00%
Full Professor	5.26%
Extension Assistant	15.79%
Extension Associate	26.32%
Other (please specify)	26.32%
TOTAL	

ANSWER CHOICES	RESPONSES
Forestry	68.18%
Natural Resources	78.41%
Water Resources	30.68%
Agriculture	38.64%
4H and/or Youth Development	19.32%
Sea Grant and Coastal	4.55%
Wildland Fire	23.86%
Wildlife	30.68%
Range	7.95%
Wood Products	23.86%
Community Development	18.18%
Other (please specify)	18.18%
Total Respondents: 88	



Course Design

**What you don't
know that you
don't know**



Advice from the trenches

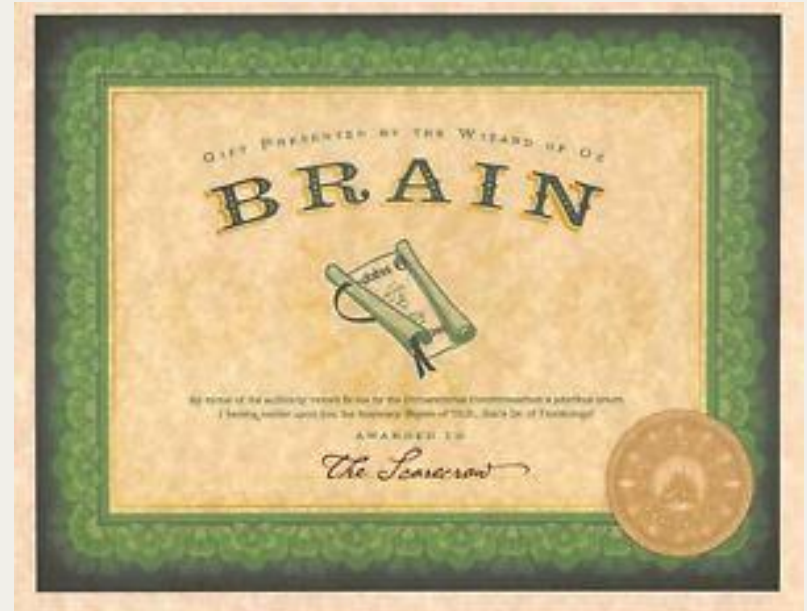


**Interviews recorded at
the Association of
Natural Resource
Extension
Professionals
(ANREP)
Bi-annual meeting
Biloxi, MS
April, 2018**



The Course- Details

- 8 modules
- 13 sessions
- Certificate
- Pre and post-course evaluations
- Live course as “practice run”
- Course resources
- Connections to a cohort



Learning Objectives

Module 3: Parts I & II Audiences & Needs Assessments



**Module Developed By: Dr. James Johnson, Marc Thomas, Dr. John Diaz,
Keishon Thomas, Carrie Berger, & Lauren Grand**

In this two-session module, we will cover the following learning objectives:

1. Recognizing and identifying audiences important to FNR Extension programming.
2. Understanding unique segments with target audiences, eg. "amenity" landowners vs. "working the land" landowners
3. Conducting a situation analysis.
4. Designing and conducting a needs analysis for targeted geographic areas and audiences.
5. Understanding the seven essential components of a needs assessment plan.
6. Involving stakeholders in the needs assessment process.
7. Identifying and connecting with under-served audiences, including minority, absentee, and multi-owner landowners.
8. Learning from doing: a report of the Lane County, Oregon needs assessment conducted in May and June of 2018, and its usefulness in informing future FNR Extension programming.

The first session, lead by Dr. John Diaz, will focus on learning objectives 1 through 6.

The second session, will be lead by a team and will cover learning objectives 6 through 8 in two sections.

WEBINAR PART I

WEBINAR PART II

RESOURCES

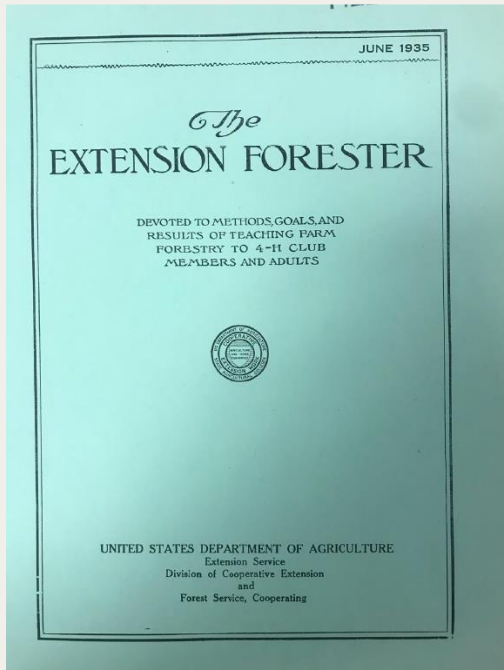
INTERVIEW

Introduction | Module 1 | Module 2 | Module 3 | Module 4 | Module 5 | Module 6 | Module 7 | Module 8



Module 1: Onboarding- Getting Started in Forestry & Natural Resources

- Karen Bennett
- Kristina Ferrare
- Dr. Eric Norland
- Dr. Eli Sagor



Module 2: Networks and Mentors: Seeding your way to Success

- Dr. Mark Megalos



Module 3: Audiences and Needs Assessments

Presented by:

- Dr. Jim Johnson
- Marc Thomas
- Dr. John Diaz
- Keishon Thomas
- Carrie Berger
- Lauren Grand



Part I:

Best methods for assessing needs in FNR

Part II:

- a. connecting with underserved landowners
- b. case study



Module 4: Programming Development and Delivery

Presented by:

- Dr. Eli Sagor, U. Minnesota
- Dr. Jeff Stringer, U. Kentucky
- Dr. Ellen Crocker, U. Kentucky



- ✓ Basic Extension delivery methods
- ✓ Program development and delivery assets, opportunities and barriers
- ✓ Define targeted outcomes



Module 5: Evaluation and Impact

Presented by:

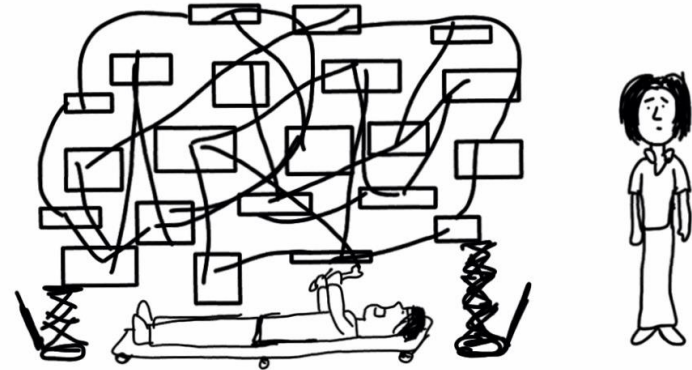
Dr. Bill Hubbard



Dr. John Diaz



At the logic model repair shop ...



So, I'm guessing this is for a comprehensive program-level intervention

freshspectrum.com

Module 6: Extension Scholarship

Presented by:

- Dr. Janean Creighton, Oregon State U.
- Dr. Martha Monroe, Univ. of FL
- Dr. Andy Londo, Ohio State University
- Dr. Randy Brooks, University of Idaho

PROMOTION



Module 7: Finding Financial Support For Program Enhancement

Presented by:

- Dr. Jim Finley
- Dr. Allyson Muth,
Penn State
University



Module 8: Negotiating External Partnerships & Course End

Presented by:

- Leslie Boby, SREF



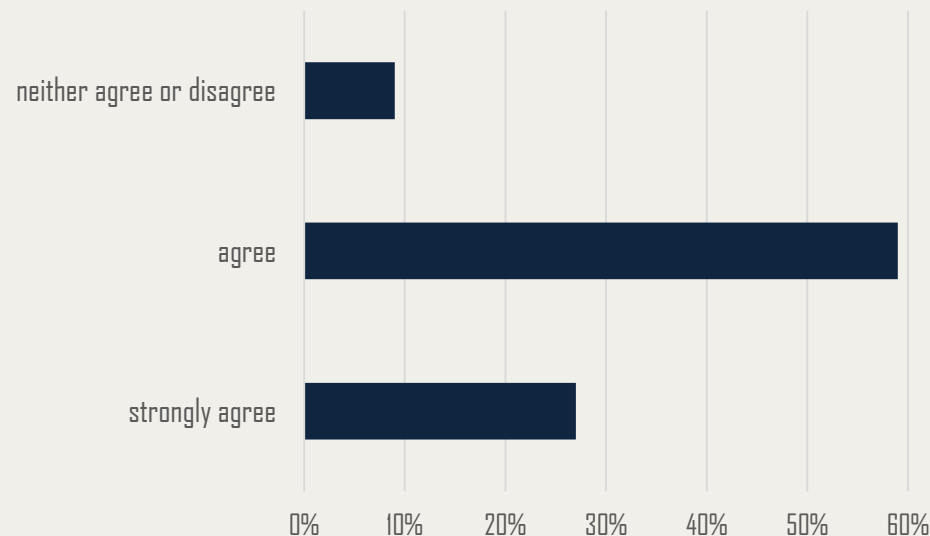
Final Course Evaluation

- 15-50 attendees per session
- 100% attendees would recommend it



• 4.1/ 5

- This course was very helpful for my Extension and/or outreach work?



What did they like?

- “Ability to watch a module as a recording”
- “Real examples from Extension colleagues”
- “Modules, 3, 4 and 5 presented information I desperately needed, so were my favorites. Several of the resources mentioned in those sessions are ones that I have looked up and used since”
- “The broad range of experts that shared experiences and/or suggestions with us. I also liked the flexibility of the course”



Lessons learned

- Difficult to create interaction
 - Facebook group didn't work
 - Cohort is hard to create via webina
 - Range of speakers was great
 - Interviews were meaningful
-
- Share your Twitter Handle in the Chat room
#SeedingSuccess @Leslie_boby
 - Join the Facebook group! Search for: Seeding Success Forestry
Natural Resources Extension & Outreach



Next steps?

- Creating Moodle course using webinars
- Re-recording some sessions
- Adding resources
- Available September 1st
- Advertising and Promoting it!



Questions?

