Knowledge Transfer Using eXtension

RMC 2007
Dan Cotton, eXtension
June 19, 2007
Agenda

- Why eXtension?
- What is eXtension?
- What are Communities of Practice?
- What tools & services are available?
- What does the public see?
- How do you get involved?
Why eXtension?

40 million Americans were browsing the Web just for fun or to pass the time on a typical day in late 2006.
## Online Activities & Pursuits
Pew Internet & American Life Project - April 2006

<table>
<thead>
<tr>
<th>Group</th>
<th>Activity</th>
</tr>
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<tbody>
<tr>
<td>71% of men</td>
<td>91% search for information</td>
</tr>
<tr>
<td>70% of women</td>
<td>80% seek answers to questions</td>
</tr>
<tr>
<td>73% whites</td>
<td>78% research products</td>
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<tr>
<td>62% black/African Americans</td>
<td>83% hobby or interest</td>
</tr>
<tr>
<td>78% English-speaking Hispanics</td>
<td>80% look for health/medical</td>
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<tr>
<td>91% send email</td>
<td>57% research for school or training</td>
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Age of Americans Online
Who’s Online

- Income
  - <$30K = 55%
  - $30K-$49K = 69%
  - $50K-74K = 82%
  - >$75K = 93%

- Education
  - <High School = 40%
  - High School = 61%
  - Some college = 81%
  - College+ = 91%
Connectivity

- 62% of home Internet users have high-speed connections
- 34% of home Internet users have dial up connections
- 34% of Internet users connect to the Internet using a wireless connection
Use of the Internet
Urban vs. Rural

- 73% of urban residents use the Internet
- 73% of suburban residents use the Internet
- 60% of rural residents use the Internet
## Information Appliances

Pew Internet & American Life Project - April 2006

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>Cell Phones</td>
<td>73%</td>
</tr>
<tr>
<td>Desktop Computer</td>
<td>68%</td>
</tr>
<tr>
<td>Digital Camera</td>
<td>55%</td>
</tr>
<tr>
<td>Video Camera</td>
<td>43%</td>
</tr>
<tr>
<td>Laptop Computer</td>
<td>30%</td>
</tr>
<tr>
<td>iPod or other MP3 device</td>
<td>20%</td>
</tr>
<tr>
<td>Webcam</td>
<td>13%</td>
</tr>
<tr>
<td>Blackberry, Palm or other PDA</td>
<td>11%</td>
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</tbody>
</table>
**Mission**

**eXtension** is an Internet-based educational partnership of the 74 institutions of the Land-Grant university system that helps people improve their lives by providing access to objective research-based information and learning opportunities.
Together better than separate

- Content
  * best-of-best
  * scalable (new knowledge)
  * more specialized
- Efficiencies
- Development potential
How it works...

Questions, Issues, or Life Events

Communities of Interest

Products

Basic Information
Ask the Experts
FAQs
Distance Diagnostics
Discussion & Chat
Decision Tools
Conferencing/Streaming
Videos
Individual Learning Modules
Multiple Learning Modules
Certificate/Credit Courses

extension
more mind reach
Community of Interest

Individuals (i.e., customers, users, clientele, etc.) sharing similar interests, concerns, and educational needs around a particular subject area.
Community of Practice

A virtual network of content providers who share knowledge or competence in a specific content area and are willing to work and learn together over a period of time to further develop and share that knowledge in forms of educational products and programs.
Communities of Practice

- HorseQuest
- Financial Security for All
- Imported Fire Ants
- Extension Disaster Education Network
- Consumer Horticulture
- Building Local Economies of the Future
- Just In Time Parenting
- Wildlife Damage Management
Communities of Practice

- Beef Cattle Clearing House
- Family Caregiving; Caring for the Aged and/or Disabled Adults
- Youth Literacy in Science, Engineering and Technology
- Pork Information Group
- eOrganic
- US DAIReXNET
- Corn and Soybean Production
Communities of Practice

- Urban Integrated Pest Management
- Map@Syst: Geospatial Solutions for Rural and Community Sustainability
- Diversity Across Higher Education
- Cotton (Volunteer CoP)
- Integrated Pest Management (Volunteer CoP)
- Livestock & Poultry Environmental Management Learning Center (Volunteer CoP - in development)
New CoPs in 2007

• Application to become an eXtension Community of Practice
  – Ongoing application process
  – Start-up funding provided by CoPs
  – eXtension support provided
New CoPs in 2007

- State Needs-based Model for Forming Integrated eXtension Communities of Practice
  - Identified by state directors, administrators and program leaders:
    - Identify national priorities, leaders, and contributors
How to participate in eXtension

- Get an eXtension ID
- Develop or join a Community of Practice
- Submit, review, edit FAQ’s based upon expertise/interests
- Participate in professional development opportunities
people.extension.org

Information

- eXtensionID: dcotton
- Account created date: Mon Mar 13 11:36:34 -0500 2006
- Account Status: Contributor
- Last Login: Mon Jan 29 17:30:36 -0500 2007
- Email address confirmed: Yes. Mon Mar 13 11:36:34 -0500 2006
- Contributor Agreement reviewed: Yes - Accepted Agreement (Show Agreement)
- Contributor Agreement reviewed date: Mon Nov 13 21:12:17 -0500 2006

Community Affiliations (edit)

- Beef Cattle: Member

Profile (edit)

- First name: Dan
- Last name: Cotton
- Email Address: dan_cotton@extension.org
- Title: Director, eXtension
- Position: Administrator
eXtension Participation

- 4,500 registered Extension users
- Approximately 28% of CES workers
- Registered users from all 50 states and territories
Question 1012: Comparing revision 4 to revision 1

Question
How can I protect my garden from hungry rabbits?

Answer
One of the best ways to protect a backyard garden or berry patch is to put up a fence. It does not have to be tall or especially sturdy. A fence of 2-foot (60 cm) chicken wire with the bottom tigh to the ground or buried a few inches is sufficient. Be sure the mesh is 1 inch (2.5 cm) or smaller so that young rabbits will not be able to go through it. A more substantial fence of welded wire, chain link, or hog wire will keep rabbits, pets, and children out of the garden and can be used to trellis vine crops. The lower 1 1/2 to 2 feet (45 to 60 cm) should be covered with small mesh wire. A fence may seem costly, but with proper care it will last many years and provide relief from the constant aggravation of rabbit damage.

Inexpensive chicken wire can be replaced every few years. Cylinders of 1/4-inch (0.6 cm) wire hardware cloth will protect valuable young orchard trees or landscape plants (Fig. 5). The cylinders should extend higher than a rabbit's reach while standing on the expected snow depth, and stand 1 to 2 inches (2.5 to 5 cm) out from the tree trunk. Larger mesh sizes, 1/2- to 3/4-inch (1.2- to 1.9-cm), can be used to reduce cost, but be sure the cylinder stands far enough away from the tree trunk that rabbits cannot eat through the holes. Commercial tree guards or tree wraps are another alternative. Several types of paper wrap are available, but they are designed for protection from sun or other damage. Check with your local garden center for advice. When rabbits are abundant and food is in short supply, only hardware cloth will guarantee protection. Small mesh (1/4-inch [0.6-cm]) hardware cloth also protects against mouse damage. A dome or cage of chicken wire secured over a small flower bed will allow vulnerable plants such as tulips to get a good start before they are left unprotected. Resources: (online)

Cottontails: http://icwdm.org/handbook/mammals/CottontailRabbits.asp
FAQ

- 27,013 questions
- 1,927 registered users
- Importing more questions all the time
- 1,000s of edits - quality
HorseQuest Learning Lesson: How to Body Condition Score Horses

Learn How to Body Condition Score your Horse

What is your horse's body condition? Did you know there was a scoring system to rank your horse's physical condition? Check out our latest learning lesson about how to body condition score your horse. Learn a time-tested and accepted method to evaluate your horse's fat cover and the balance between the food he eats and the amount of energy he burns.
cop.extension.org

- 413 registered users
- 16,168 total pages (all pages)
- 4,832 content pages (actual content)
- 4,550 uploaded files
- 4.35 edits per page (average)
Horses Learning Lessons

- How to Body Condition Score Horses
- Understanding Horse Coat Color
- New and Prospective Horse Owner's Need to Know:
  - Horse Ownership Considerations
  - Costs of Horse Ownership
  - How to Feed a Horse
  - How to Select the Right Horse
  - How to Evaluate a Prospective Horse

Each learning lesson requires Flash Player 8 or higher for viewing. Download your free version of Flash.
eXtension.org / human-wildlife relations

Brought to you by: Wildlife Damage Management

IN THIS SECTION:
Species Information:
- Rodents
- Carnivores
- Other Mammals
- Birds
- Reptiles
- Amphibians

Additional Information:
- Glossary
- Diseases

Featured Story:

Effects of Deer.

* You have 2 new answers from our Ask an Expert system.
Click here to view the responses.

Highlighted Birds
Learn about one of the most common birds that create nuisance problems.

MOST RECENT FAQS:
As of Apr 23, 2007
How do I attract wildlife to my backyard?

If I see a snake, how do I identify it and determine if it is venomous?

Mountain lion populations have increased, and attacks sometimes occur. What can I do to prevent an attack?

If I find an abandoned baby bird, mammal, or other animal, what do I do?
I have wildlife damage to my house and lawn. What can I do?

Answer

The fundamental tenet of wildlife management is that animals are linked to habitat quality and quantity. Animals are there for a reason, and the “trick” is to manage the habitat in such a way that desirable animals are encouraged to stay while undesirable animals are encouraged to leave. You can discourage wildlife activity by not providing food and habitat for the wildlife causing damage. Your local county Extension office or state wildlife agency representative should be able to help you here, or visit the Internet Center for Wildlife Damage Management (ICWDM).

• Step one in this process is the identification of the wildlife species causing problems. Is it bats? Moles? Raccoons?
Putting the System to Work

Once body condition scores have been determined for your horses, how can you tell what is too fat or too thin? It has been suggested that the optimum score is a 5. This horse has some fat but has not yet reached the fleshy point. A horse below a 5 may have fat stores too low to maintain a healthy status if stressed. Body fat reserves are important to the overall health of a horse because fat represents energy reserves that can be used during periods of stress. Horses at a 3 or below have virtually no fat reserves; if more energy is needed, protein is broken down from muscle to meet energy needs.

If a horse is exposed to extreme cold, lactation, or some other severe stress, a condition score of 6 or 7 would be desired. A horse can easily burn a great deal of fat in a short period of time in a high stress situation. Body fat also
Thrive by Five

Thrive by Five (TM): Teaching Your Preschooler About Spending and Saving—free activities and other resources for parents who want to encourage healthy attitudes about money in young children.

Thrive by Five

Teaching Your Preschooler About Spending and Saving (available in both English and Spanish). Children learn about money from many sources. Long before they enter school, they observe adults using money and buying things. They watch television daily and see thousands of commercials each year. Like it or not, money is a part of your preschooler’s life.

What children witness affects their attitudes about what money is for. Some of these beliefs will help them as adult consumers and some will not. For example, they might get the message that saving is important or they might not.

As a parent, you will not be the only influence on what your child learns about using money. But when you teach basic lessons about money, you increase the chance that your child’s values will be...
¿Cómo le puedo enseñar a mi niño de edad preescolar a ganar dinero?

Es importante para todos los miembros de la familia ayudar con el trabajo de la casa sin recibir un pago. Pero los niños aprenden que las personas reciben dinero por trabajar. Los niños que quieren comprar cosas para ellos le preguntarán de qué forma pueden ganar dinero en casa. Pagarles a los niños por hacer tareas especiales les enseña por qué el trabajo es importante para los adultos. También les ayuda a aprender a sentirse orgullosos por terminar un trabajo bien hecho.

Una Tarea Pagada

Cosas que necesita:
- Papel, lápiz, bolígrafo o crayón
- Un calendario mensual

Paso 1: Explique lo que harán juntos (lea todas las instrucciones de la actividad antes de empezar)
Usted ayudará a su niño a planear una tarea
Funding Sources

• Institutional assessments
  – $2M+ (98% participation in 2006)
• New Technologies for Ag Extension (NTAE)
• Private fundraising
Support provided by eXtension

- CoP Leadership Development
- Content Development
- Communications & Marketing
- Professional Development
- Web Conference Center
- Virtual Newsroom
- Fundraising
- Evaluation & research
2007 Milestones

- Launch CoP content areas
- Select new CoPs
- Learning Management System (LMS)
- Corporate Development
  - Private funding
  - Sponsorship Program
- eCommerce
- Call to Action
- Launch Integrated national eXtension system
- Program review
Integrated Launch

- www.extension.org
- Syndicated feeds (ATOM)
- 75% of Cooperative Extension with eXtension ID’s
How do you get involved in eXtension?

- Get an eXtension ID
- Develop or join a Community of Practice
- Submit, review, edit FAQ’s based upon expertise/interests
- Participate in professional development opportunities
Welcome to the Extension Collaboration Site!

This site is where Extension agents, educators, specialists, faculty and other professionals from the nation's land-grant universities come to collaboratively produce and share educational information, resources, and pointers to other services of interest to the Cooperative Extension System.

Educational Content

- Aquaculture Education (K-12)
- Southern Region Communicators
- Working in MediaWiki - an Article Start to Finish

Collegial and Ad Hoc

- Child Care Advisor Team
- Community Nutrition

Organizations

- ACE Distance Education & Instructional Design SIG
- ACE Information Technology SIG
- ACE Leadership & Management SIG
- ACE Leadership Institute
- ECOP Marketing and Communications Task Force
- NCCEA Portal

Navigation

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- eXtensionID

Views

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- Edit
- History

Toolbox

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- Upload file
- Special pages
- Permanent link
To learn more...

about.extension.org
Discussion