

TEXAS A&M AGRILIFE

Hybridizing Your Educational Program

→ Paul Winski

Harris County – CEA Commercial Horticulture
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COVID-19 Pandemic

“Nonprofit organizations, community leaders, and donors are using this moment to **learn how to deliver services in new and creative ways.**”

— Dawn Franks



Harris County work from home order 3/20/2020

Supposed to be moving into our new offices...finally?



New technology

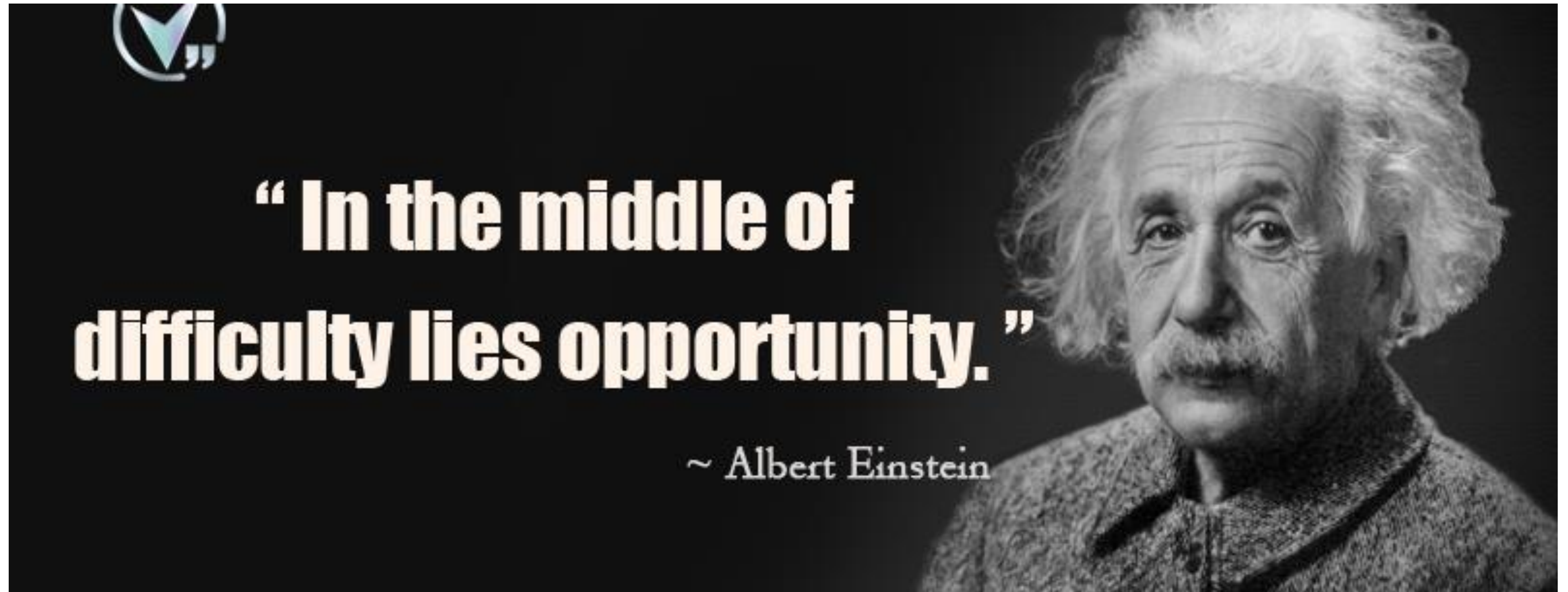
- Zoom, Teams... heard about it but never used it
- Qualtrics
- Virtual presentation skills



Still need to provide education

How do we take what we know and what we don't know and still do our jobs

Words to live by...2020



Home Grown Series



Harris County ANR Unit



Shannon Dietz
Brandi Keller
Susan Hubert
Julie Menn

What we knew



- Provide information on horticulture, gardening & urban agriculture, ag literacy

What we don't know



- Public interest
- Platform
- Length of program
- Feedback

Promotion



HOME GROWN LECTURE SERIES

Hosted by Texas A&M AgriLife Extension—Harris County
10:00 am Thursdays in May 2020

Join us for 30 minutes from the comfort of your home!
All you need is a computer, laptop or mobile device with internet capabilities.

May 7th

10 Annuals For the Houston Heat

Paul Winski, Texas A&M AgriLife County Extension Agent-Horticulture

May 14th

Backyard Poultry

Shannon Dietz, Texas A&M AgriLife County Extension Agent-Agriculture & Natural Resources

May 21st

Gardening in Small Spaces

Kim Perry, Cooperative Extension Program-Agriculture & Natural Resources
Prairie View A&M

May 28th

Attracting the Right Wildlife to Your Garden

Brandi Keller, Harris County Master Gardener Program Coordinator

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EXTENSION

PRAIRIE VIEW
A&M UNIVERSITY
COLLEGE OF AGRICULTURE
AND HUMAN SCIENCES
Cooperative Extension Program

To register for this free event, please visit
<https://homegrown2020.eventbrite.com>

A link to the program will be emailed before the webinar.



The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife. Individuals with disabilities who require an auxiliary aid, service or accommodation in order to participate in this meeting are encouraged to contact the County Extension Office prior to the meeting to determine how reasonable accommodations can be made.

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AGRI LIFE



HOME GROWN LECTURE SERIES

JULY - AUGUST - SEPTEMBER 2021

THE LATEST & GREATEST IN BEDDING PLANTS FOR 2022

Paul Winski - Texas A&M AgriLife County
Extension Agent-Horticulture

July 1, 2021 - 10:00 a.m.

GARDEN HUMMINGBIRD SAFETY

Brandi Keller - Texas A&M AgriLife County
Extension Agent-Horticulture

July 15, 2021 - 10:00 a.m.

COOKING SAFELY OUTDOORS

Shannon Dietz - Texas A&M AgriLife County
Extension Agent-Agriculture & Natural
Resources

August 5, 2021 - 10:00 a.m.

FALL VEGETABLE GARDENING

Paul Winski - Texas A&M AgriLife County
Extension Agent-Horticulture

August 19, 2021 - 10:00 a.m.

ENHANCING YOUR DISHES WITH FLAVORED BUTTERS

Shannon Dietz - Texas A&M AgriLife County
Extension Agent-Agriculture & Natural
Resources

September 2, 2021 - 10:00 a.m.

GROWING MICROGREENS AT THE WINDOWSILL

Brandi Keller - Texas A&M AgriLife County
Extension Agent-Horticulture

September 16, 2021 - 10:00 a.m.

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TO REGISTER FOR THIS FREE ONLINE SERIES,
PLEASE VISIT
[HTTPS://HOMEGROWN2021Q3.EVENTBRITE.COM](https://homegrown2021q3.eventbrite.com)

THE MEMBERS OF TEXAS A&M AGRILIFE WILL PROVIDE EQUAL OPPORTUNITIES IN PROGRAMS AND ACTIVITIES, EDUCATION, AND EMPLOYMENT TO ALL PERSONS REGARDLESS OF RACE, COLOR, SEX, RELIGION, NATIONAL ORIGIN, AGE, DISABILITY, GENETIC INFORMATION, VETERAN STATUS, SEXUAL ORIENTATION OR GENDER IDENTITY AND WILL STRIVE TO ACHIEVE FULL AND EQUAL EMPLOYMENT OPPORTUNITY THROUGHOUT TEXAS A&M AGRILIFE..

Home Grown Series

Home Grown Lecture Series

Texas Superstar Plants

Registration is required through
Eventbrite. Click on event to access
registration.



May-December 2020 →

- 30 programs (synchronous learning)
- 10am Thursday (1 hour program)

Participation →

- Promotion on social media and e-newsletters
- Register via Eventbrite
- 2,490 attendees
- Breaking point of Teams in July

Expanded Resources →

- YouTube Channel (asynchronous learning)
 - 5,229 views
 - 360 subscribers
- Newsletter (August)
 - Distribution: 15,890
- Infographics

12:29

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EXTENSION

Please rate your understanding of Growing Fabulous House Plants before you attended the online lecture.

Poor

Fair

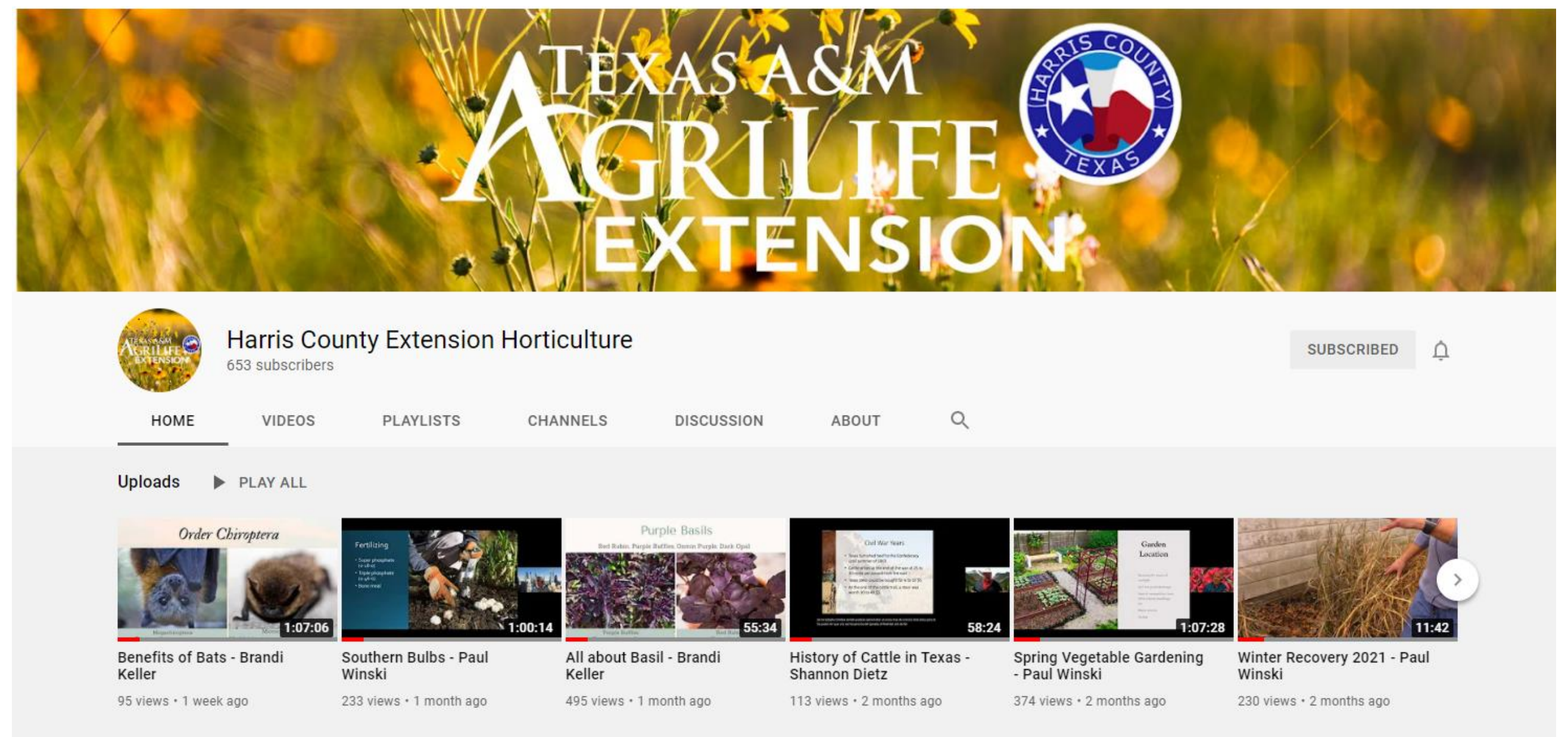
Good

Excellent

Please rate your understanding of Growing Fabulous House Plants after you attended the online lecture.

Participant Feedback

All registrants receive a survey link and YouTube Channel link



HOME GROWN LECTURE SERIES

AGRI LIFE EXTENSION - HARRIS COUNTY

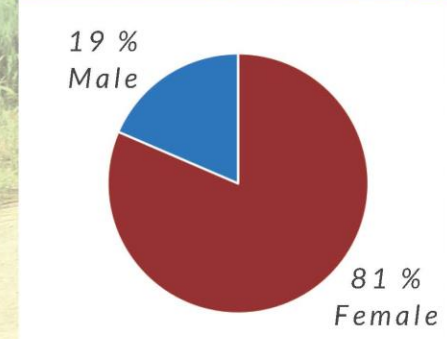
Ag. & Natural Resources Unit

MAY 2020

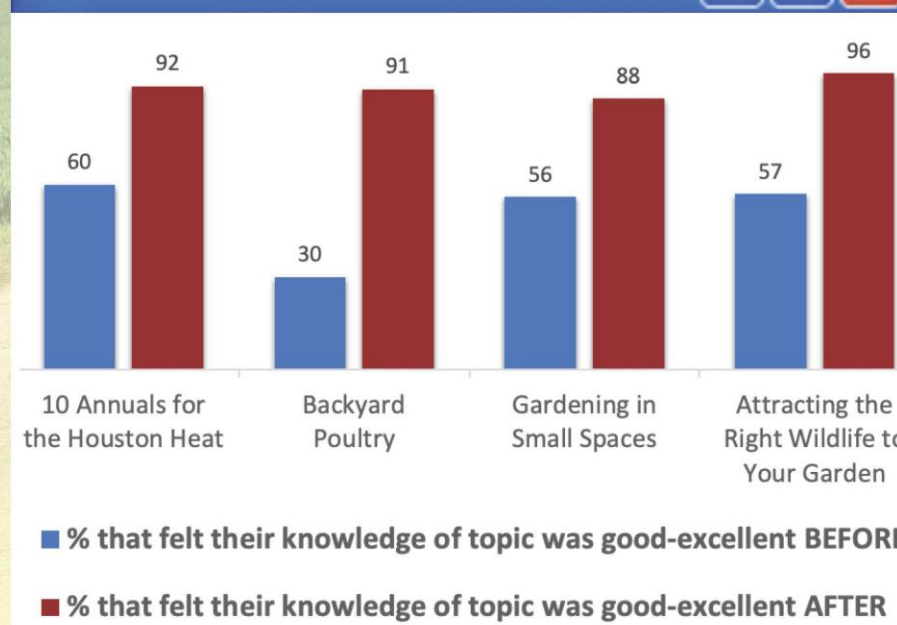
Total



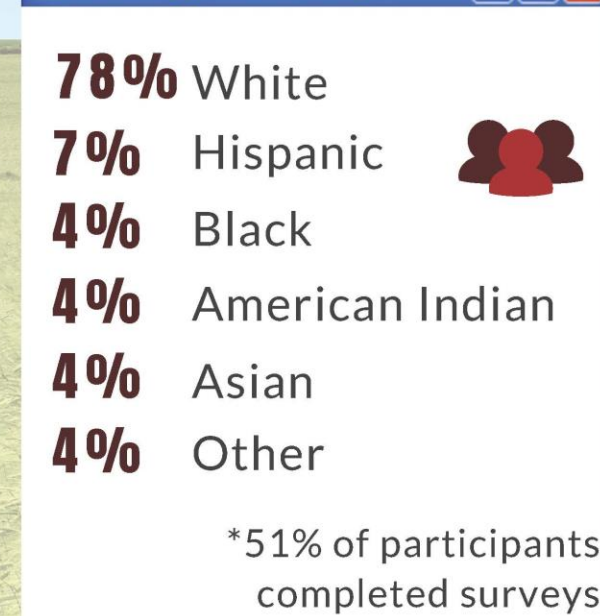
Gender Avg.



Participant Knowledge



Average Ethnicity



[I] am enjoy[ing] the quality of presentations —I have much appreciation for the extension agents in presenting these
- participant-

Four 30 minute online sessions

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Home Grown Lecture Series

TAMU AgriLife Extension - Harris County

Ag & Natural Resources Unit

2021 Quarter 1



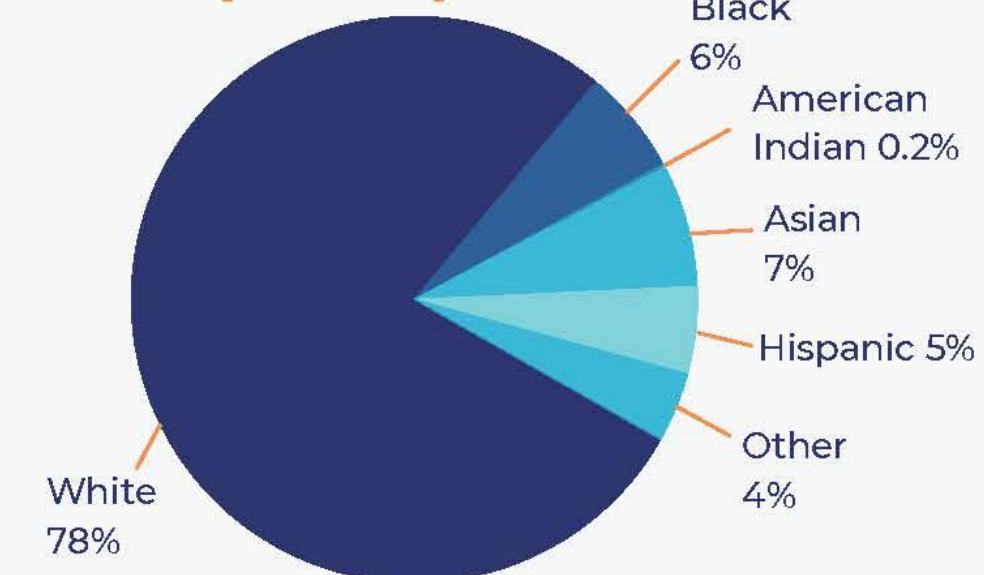
workshops

924

attended live

- Pollinator Gardens
- Spring Vegetable Gardening
- Soil Testing
- History of Cattle in Texas
- Spring Garden Prep
- All About Basil

participants



topics relevant to the urban gardener

"Great resource for new gardeners and more experienced gardeners can still pick up useful tips."



participants said they will save \$ after attending*

1,864 views



77%

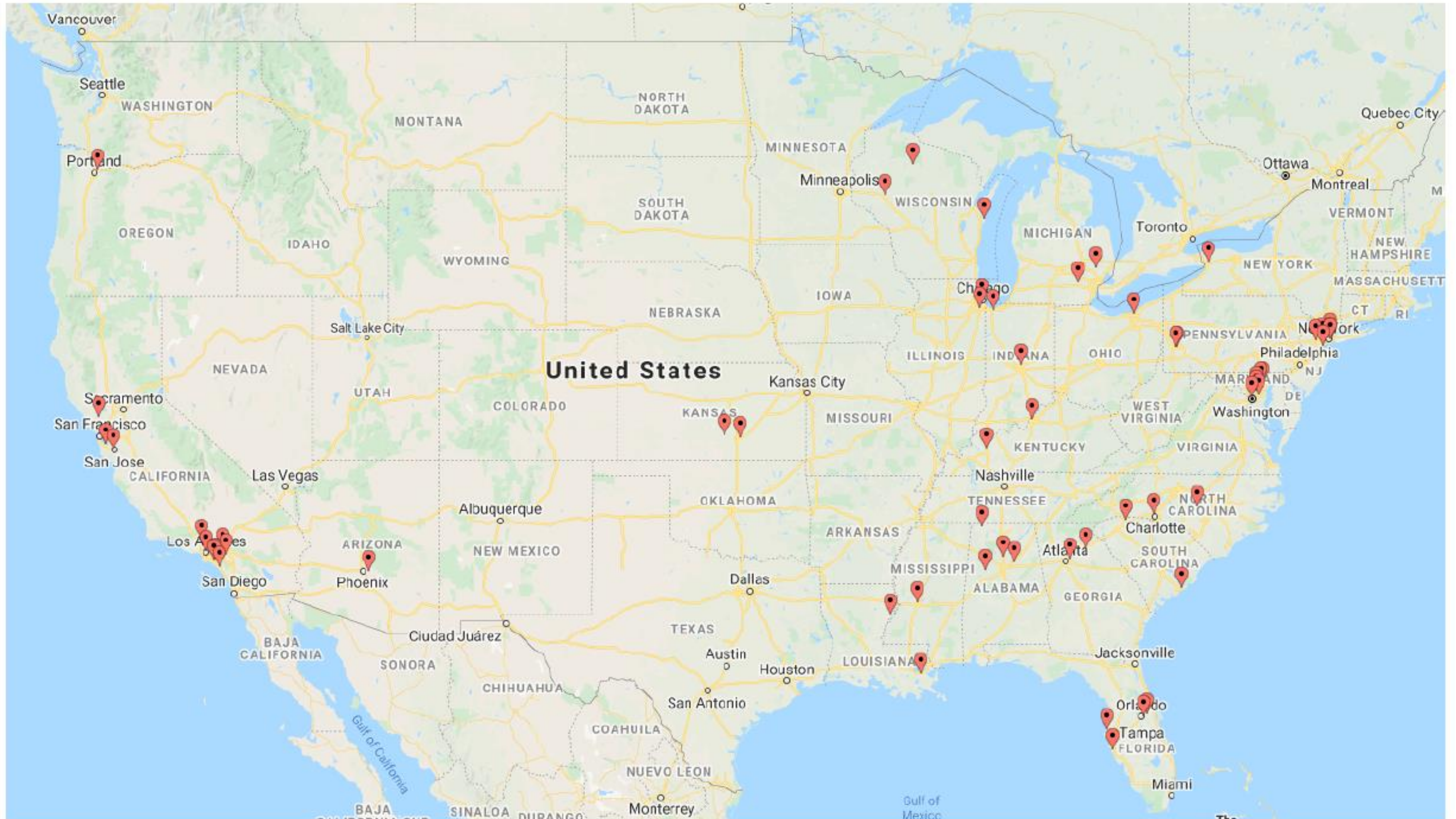


The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, or any other classification protected by federal, state, or local law and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife.

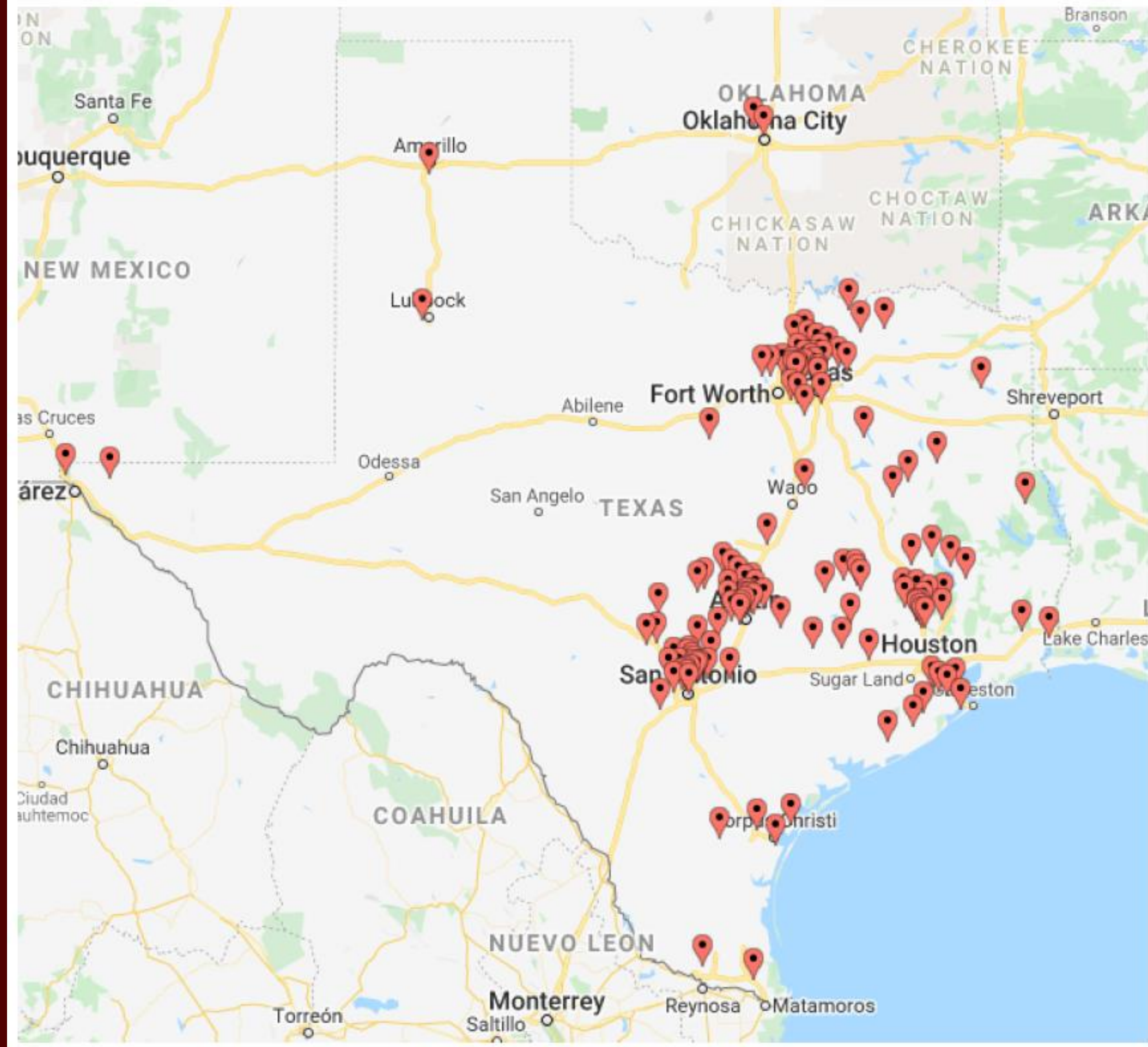
*68% of participants filled out surveys

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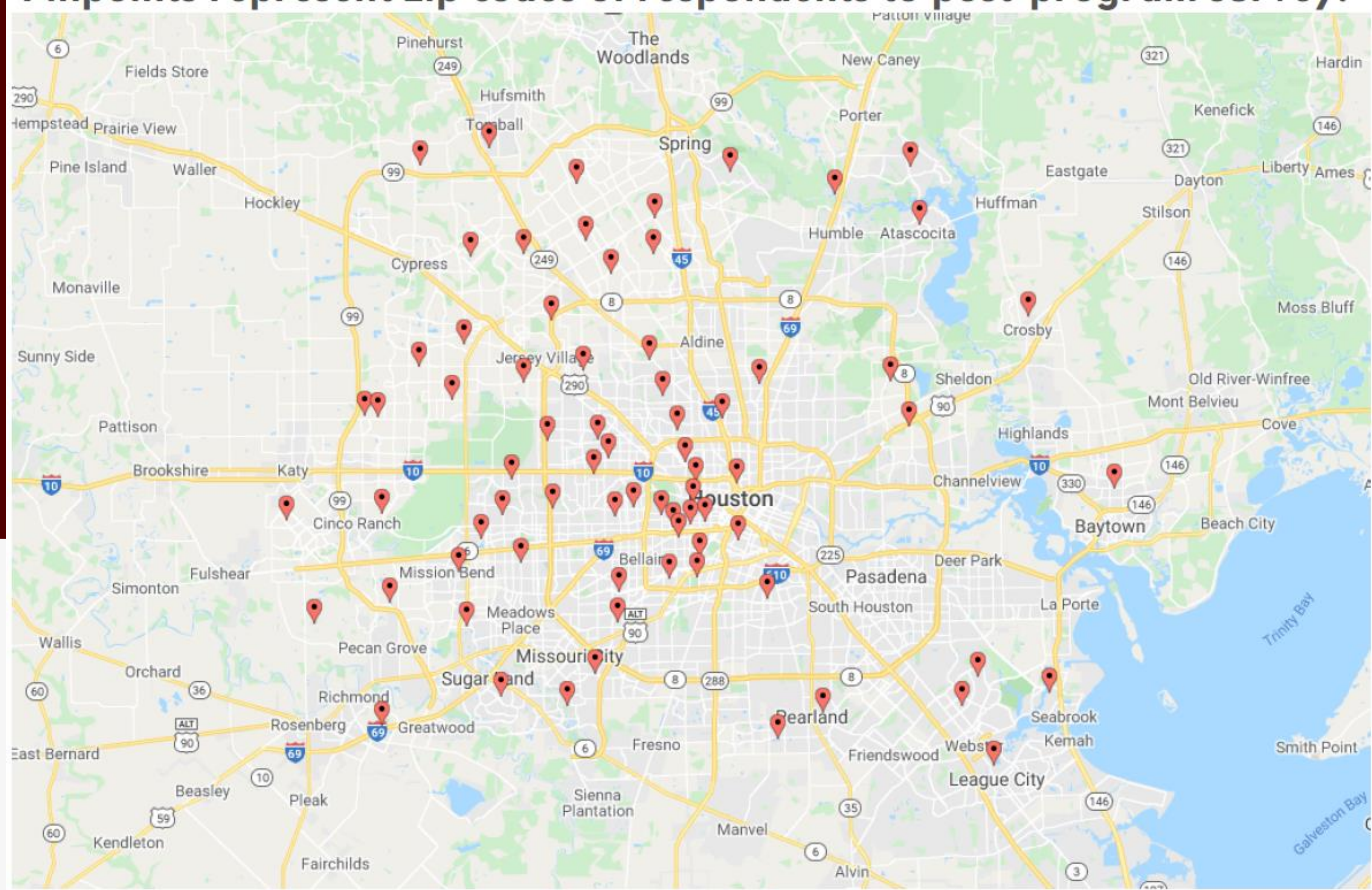
Where is our reach?



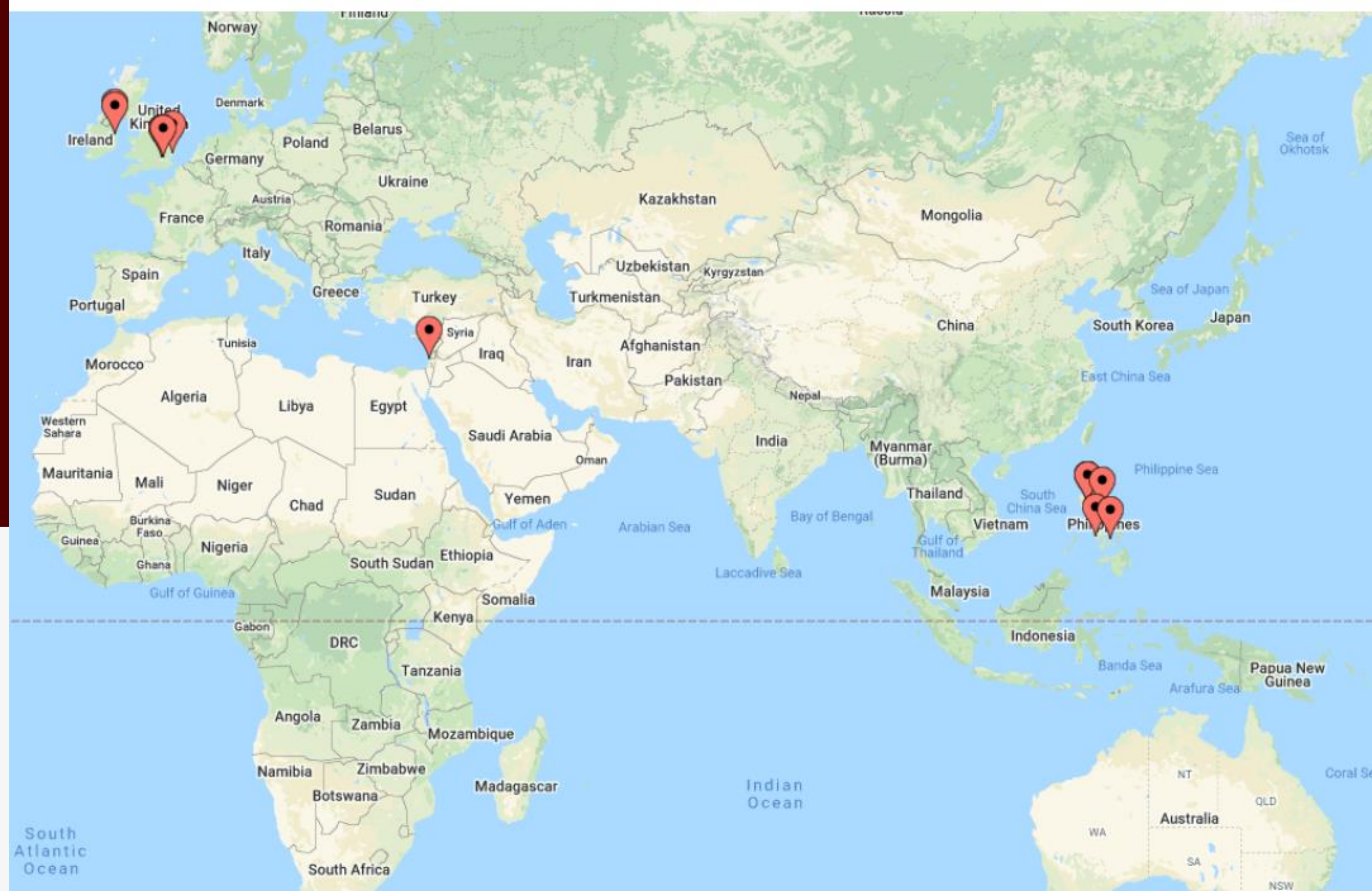
**Drill down
further**



**And still
further...**



Even
global...



Survey flexibility... Gardening & COVID

GARDENING HABITS & COVID-19



Since the start of the COVID-19
a majority of Home Grown Lecture Series
participants are gardening **MORE** than in the past

Participants **ADDED** gardening time each week during COVID-19



10%



24%



23%



21%



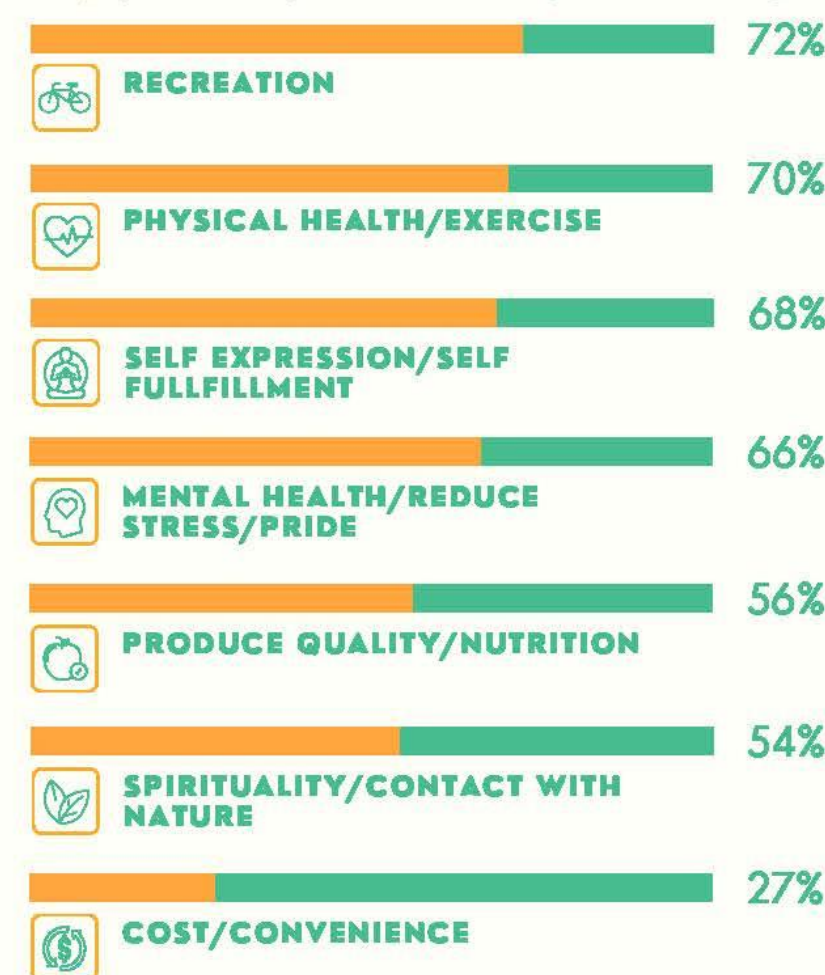
8%



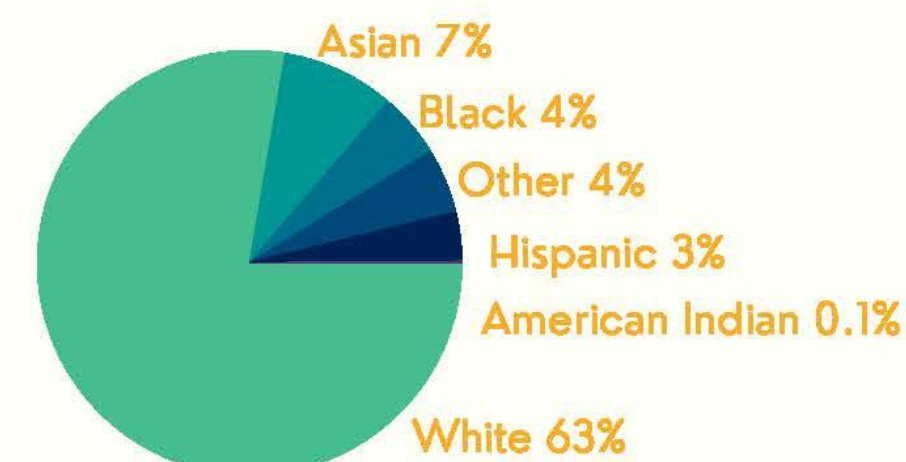
13%

66% of participants added 1 or more hours

Why participants are gardening



84% of
attendees
were women



1032 Attendees
November 2020 to March 2021
9 Lectures
from the Home Grown Lecture Series



DATA GATHERED FROM:

TAMU AgriLife Extension - Harris County
Ag & Natural Resources Unit



Home Grown Newsletter

Home Grown Newsletter August 2020

- Welcome to the first edition of the Home Grown monthly newsletter! You have been a supporter of our Home Grown online series and we thought you would enjoy some additional information on horticulture and urban agriculture. We appreciate your support and hope that you
- find this newsletter helpful and enjoyable. ●



Home Grown Newsletter *May 2021*

Landscape Update From The February Freeze
Paul Winski, Harris County Extension Agent, Horticulture

It has been just over 2 months since the February freeze event, and I am sure some of your plants are returning and some are still in the "wait and see category". I know it has been hard waiting to see what will return but these plants are quite resilient and many that I thought would not recover are making comeback. So, let us see who the potential winners are and if there are any losers at this point.



Changes for 2021

- Reduce programs: 1st & 3rd Thursday
- Switch to MS Teams Live Event

	2020	Q1&2 – 2021
Attendees	2,490	1,213
Programs	30	10
YouTube Views	5,229	2,673
YouTube Subscribers	360	680
Newsletter Editions	5	7
Newsletters Sent	15,890	27,244
Podcast Downloads		88

Expand Focus Social Media

01

Face Book Reach 2020

- Posts reached 410,623 residents
- 181% increase over 2019

02

Face Book Followers 2020

- May 2020 – 3695
- December 2020 – 5570
- 51% increase during pandemic

03

Face Book Live

- 5 events = 24,732
- Master Gardener “Green Thumb Series” monthly program shifted FB Live with HC Public Library
 - 1x vs 4x / month
 - Improved reach
- @Home Gardening – Houston Community College pilot program



**Texas A&M Agrilife Extension - Harris County
Horticulture**

@HarrisCountyHorticulture · Nonprofit Organization

Edit Send Message

About Photos Live More ▾

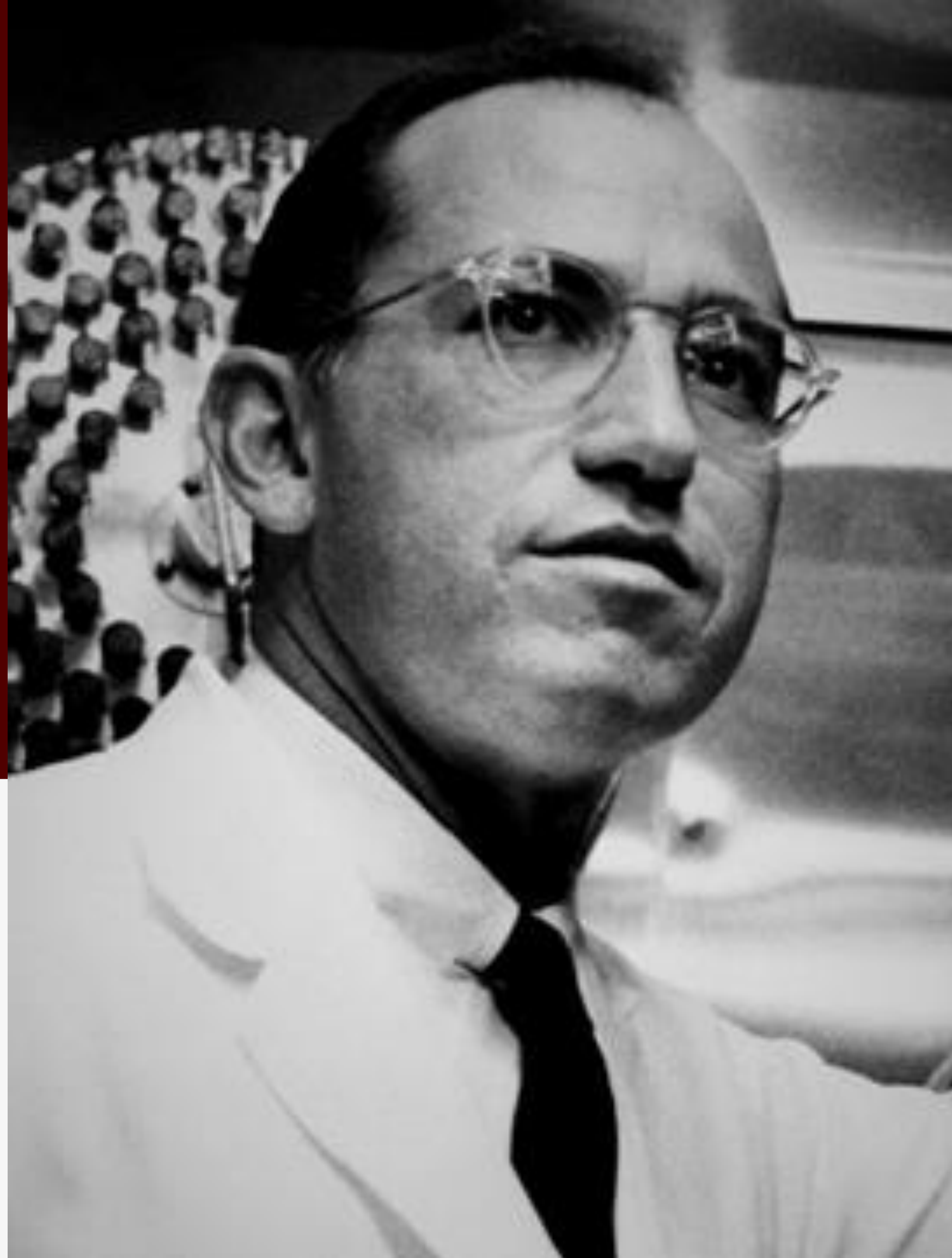
Promote

Search icon

More options icon



***Going
forward...***



*"The reward for
work well done is
the opportunity
to do more."*

– Jonas Salk

Next step...



Look into 2022

- Does getting back to normal mean reverting to outdated practices?
 - Incorporate methods to involve both in-person & virtual attendees (flexible learning environment)
 - Efficient use of resources
 - AgriLife Specialists
 - External/Industry Specialists
 - Program Area Committees
 - Master Gardeners
 - Additional partnerships
- Flexibility: focus on results vs. activity
 - How/when/where work is done
 - Tools allow us to work anywhere with positive results
 - Productivity & engagement



In the end...



I believe that if life gives
you lemons,
you should make lemonade...
And try to find somebody whose
life has given them vodka,
and have a party.

~Ron White