

NDSU Extension Program Initiatives

Final Ranking by SBARE – May 3, 2018

NDSU

EXTENSION

ONE-TIME FUNDING REQUEST

Extension Web and Digital Delivery

JUSTIFICATION: SBARE's review of Extension recommended that Extension optimize the use of technology and target younger age demographics to enhance the effectiveness and efficiency of delivery methods. To accomplish this goal, Extension needs a new web strategy and reimagining of content options to meet future opportunities and ever-changing user needs.

Reimagining the Extension web presence is a significant undertaking because of the complexities of the diversity of materials, the diversity of who generates and manages content, how Extension users access the content (for example, computer, smartphone), and how users interact with the apps and information.



NDSU Extension's current web presence has evolved into a decentralized system that allows specialists, and Research Extension Center (REC) and county staff to post directly to their websites with a focus on localized content. This approach has relied on staff expertise because Extension lacked sufficient web

specialists to manage all of the content contained on 123 topic, 13 REC and 52 county sites. Web delivery is a critical component of Extension's educational delivery system; NDSU Extension websites had 953,897 users and 3,546,916 page views in 2017.

NDSU Extension's web presence serves as an important platform to support a diverse array of electronic media. Extension has about 645 publications available online, of which about 300 are available only on the web. Online publication access is popular; 59,482 users made 307,912 page views in 2017. Nearly all publications are available in html format for easy smartphone and tablet use, along with a PDF option for high-quality printing.



Extension has 722 YouTube videos on 11 channels, and the videos had 261,759 views in 2017. Extension also posts podcasts covering crop and livestock issues. These podcasts



are available as feeds via iTunes, Google, Yahoo or NDSU, and are used by radio stations and directly by producers.

Extension uses multiple platforms for online meetings, webinars and trainings, such as the interactive video network, Blackboard Collaborate, Moodle and Skype for the public and staff. Blackboard Collaborate is used more for training the public, and counties often provide local viewing sites with additional in-person training.



Several traditional newsletters have transitioned to electronic distribution and posting. For example, the Crop and Pest Report is emailed as a PDF to a listserv (4,865 subscribers) and articles are cross-posted on the web (215,133 page views in 2017). Other newsletters are distributed by Mailchimp as an e-newsletter.

Finally, Extension has a strong social media effort, with 81 NDSU Extension-related Facebook pages and numerous NDSU Extension Twitter accounts.



A new web strategy and reimagining of content will allow Extension to:

- Optimize content for smartphones and tablets, and emerging technologies such as voice-assisted search and augmented reality, especially to reach younger audiences
- Optimize navigation and search features
- Add more social media use
- Incorporate more apps
- Feature more interactive educational modules

Extension needs this enhanced web presence to augment transformational education, which is the foundation of Extension's mission.

NEED: This one-time funding request will add temporary support to overhaul and reimagine NDSU Extension's online presence.

One-time operating support – \$345,000

Reimagining:

Transforming complex sources and content to simple access and media

NDSU Extension Program Initiatives

Final Ranking by SBARE - May 3, 2018

NDSU

EXTENSION

PROGRAM INITIATIVE

Extension Operational Support

JUSTIFICATION: NDSU Extension is structured to respond to locally identified needs with science-based education through Extension agents who have strong relationships in their communities. Extension agents are supported by specialists on campus and at Research Extension Centers. These specialists have specialized expertise to develop science-based recommendations and training programs for agriculture, natural resources, families and communities. The Center for 4-H Youth Development supports youth programs across the state.

COUNTY DELIVERY/EXTENSION AGENTS VALUED

In late 2017 and early 2018, the State Board of Agricultural Research and Education solicited citizen input on priorities for the upcoming legislative session. The board received nearly 150 pieces of written or oral testimony, which emphasized the importance of Extension to the citizens of North Dakota and highlighted the value of the local presence of Extension in communities across the state.

Because NDSU Extension funding was reduced by 13.9 percent for the 2017-2019 biennium, Extension and the North Dakota County Commissioners Association collaborated on a new cost-share agreement to fund Extension agents. Under that agreement, the counties would fund 40 percent of the agent's salary and benefits, and Extension would fund the remaining 60 percent.

This agreement increases the support that counties provide by approximately \$820,000 on a statewide basis for the biennium. While the counties are very supportive of the services of their local Extension agent, they are on record in seeking *"to restore state funding so that a longer-term funding model that reduces the property tax burden can be achieved."*

STATE PROGRAM SUPPORT VITAL

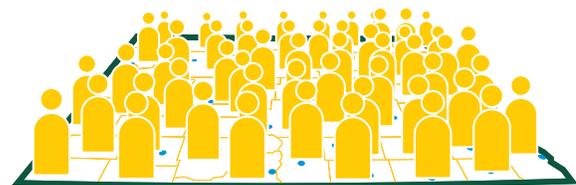
NDSU Extension specialists provide valuable leadership for complex issues such as soil health, nutrient management, cropping systems, herbicide and insect resistance, drought response and livestock management, and leadership programs such as Rural Leadership North Dakota. Specialists rely on operating funds to develop and travel to training workshops and field events, soil health café talks and training events on nitrate testing for drought damaged forages, etc. They train Extension agents, ag professionals and consultants, and agency partners, which is multiplied to help support the \$9 billion agricultural industry in North Dakota.

NEED: North Dakota receives incredible public value from Extension agents in their local counties. To sustain local delivery of Extension programs and services, additional funding is needed so Extension can continue to partner with counties to fund Extension agents. To maintain the effectiveness and efficiency of Extension specialists, they need increased operating support to continue their development and delivery of high-impact programs for North Dakota.

**Operating support - \$870,000
(\$670,000 for county programming and
\$200,000 for state programming)**

Extension Team Serves North Dakota

4-H Youth Development | Crop Management
Family Economics | Farm Business Management
Horticulture and Forestry | Human Development and Family Science
Leadership and Civic Engagement | Livestock Management
Natural Resource Management | Nutrition, Food Safety and Health



Agents serve local needs



Supported by specialists with
in-depth expertise

NDSU EXTENSION

EXTENDING KNOWLEDGE >> CHANGING LIVES