

## Symposium: Extension Education: From 40 Acres and a Mule to Today: Historical Perspective of Extension Programming

**428 ASAS Centennial Presentation: History of extension.** J. Paterson\*, *Montana State University, Bozeman, MT.*

When President Wilson signed the Smith-Lever Act on May 8, 1914, he called it one of the most significant and far-reaching measures for the education of adults ever adopted by the government. Its purpose was to aid in diffusing among the people, useful and practical information on subjects related to agriculture and home economics. Even though most farm people at the turn of the 20th century were literate, many were not comfortable with the printed word and by tradition distrusted book farming. Seaman Knapp has often been referred to as the father of the Extension Service. Then 70 years old, Knapp had been a farmer, professor, and president of Iowa Agriculture College. He believed that the only way to change cotton-farming practices related to the boll weevil was to conduct research on the farmers own land. Starting in the 1980s, the Extension System shifted from a focus on audience to a focus on issues. A more recent Extension mission statement was to enable people to improve their lives and communities through learning partnerships that put knowledge to work. Why the changes? When Cooperative Extension was started in 1914, about 30% of US workers were employed in farming compared to today where approximately one percent of the hired workforce is in farming. Starting in the 1990s, Extension was charged to develop and implement a system based on issue-oriented goals which were: 1) an agricultural production system that is highly competitive in the global economy; 2) a safe, secure food and fiber system; 3) a healthy, well-nourished population; 4) a greater harmony between agriculture and the environment and 5) enhanced economic opportunity and quality of life. Today land use, obesity prevention, responsible use of pesticides, urban revitalization, non-agriculture commerce, and specific attention to the needs of underserved audiences are among the expanded Extension programs. Recently, some observers believe that the Extension Service has experienced mission creep and should return to a focus on agriculture while others argue that the Extension Service is a captive of agriculture interests and should serve a broader national purpose.

**Key Words:** Extension, History of CES, Cooperative extension

**429 ASAS Centennial Presentation: Evolution of delivery methods.** M. Hutjens\*, *University of Illinois, Urbana, IL.*

One of extension's mission is to interpret and deliver research data and results to clientele. Early methods included on-farm demonstrations and field days to stakeholders. The traditional methods included face-to-face discussions and local meetings as travel was limited and on-farm validation important. As technology and transportation improved, delivery methods become more varied including local, regional, and national meetings using flip charts, overheads, slides (glass to plastic), and power points. The use of mass media including dairy magazines, local newspaper, mass media, radio, and television continue to be effective sources of information. Another method focused non-traditional on clientele with programs specifically for veterinarian (such AABP), dairy sanitarians, feed consultants, and A.I personnel. As extension funding becomes more limiting, more delivery systems are sponsored

and funded by industry groups (feed, seed, and A.I. organizations are examples) with extension educators presenting part of the program. Newer clientele groups include Hispanic program in Spanish and international conferences that are translated. The arrival of the Internet has expanded the methods to reach clientele including e-mail, webinars, on-line classes, and face-to-face discussions on-line. In the seminars, two new approaches will be discussed including the University of Illinois Dairy Certificate program (<http://online.ansci.uiuc.edu/>) and pod casts (<http://web.extension.uiuc.edu/podcasts/dairy/>). The dairy certificate program on the Internet was initiated in 1998 with the five classes (nutrition, reproduction, management, milk secretion, and principles of dairy science). Over 350 students have enrolled in classes with three certificates awarded while other students enroll for information and new knowledge, career enhancement, completion of a graduate advanced degree, and continuing education requirements.

**Key Words:** Extension, Internet, Delivery

**430 ASAS Centennial Presentation: From 40 acres and a mule to today: Historical perspective of extension programming: Horse-Quest.** E. A. Greene\*, *University of Vermont, Burlington.*

eXtension (pronounced e-extension) is a web-based educational tool created by extension specialists, agents, and educators for the purpose of providing a complementary resource for use by extension personnel and clientele. This national extension initiative provides information divided by content areas (e.g. Horses, Dairy, Beef, Financial Planning, etc.). "Community of Practices" (CoP), made up of extension experts in each specific area of interest, develop the peer reviewed content for the site. The HorseQuest CoP, which has content contributed by more than 40 experts at over 30 institutions, was the first CoP to publicly launch their content in September 2006. The website ([www.extension.org/horses](http://www.extension.org/horses)) provides clientele a variety of methods and learning opportunities related to the care, management, and training of horses. Areas on the site include: Interactive Learning Lessons, Web Chats, Frequently Asked Questions, Basic Information, and News. Content is delivered through text, photos, videos, podcasts, flash applications, and interactive chats. The HorseQuest CoP has led the way in providing unique educational opportunities to reach their clientele. Through self guided Learning Lessons, horse enthusiasts can move at their own pace, or alternatively, research the topics through the "best of the best" articles available on the site. The "Ask the Expert" mechanism allows for individual questions to be addressed. Our experts also facilitate quarterly live chats on highly requested topics (e.g. Horse Care on Small Acreage, Feed Supplements, Exercise Physiology, etc.). Site usage statistics were evaluated by month from September 2006 through January 2008 using simple linear regression. Unique visitor traffic ( $R^2 = .847$ ), Number of Visits ( $R^2 = .836$ ), Pages Visited ( $R^2 = .758$ ), and Page Hits ( $R^2 = .753$ ) all significantly increased over time ( $p < .001$ ). Finally, with eXtension site's recent conversion to Web 2.0 format, site users will be able to provide additional feedback through improved evaluation and ranking systems.

**Key Words:** Horse, eXtension, Internet

**431 ASAS Centennial Presentation: DAIReXNET - Method of delivering extension programming for the dairy industry which transcends traditional methods of information delivery and state/regional borders.** D. M. Amaral-Phillips\* and L. McClanahan, *University of Kentucky, Lexington*.

DAIReXNET was launched in October 2007 at the World Dairy Expo in Madison, WI. This national, extension-driven web resource was developed using the latest in Web 2.0 technologies as a part of the eXtension effort and is designed to meet the educational and decision-making needs of dairy producers, allied industry partners, extension educators and consumers. Through collaboration amongst dairy professionals, relevant, cutting-edge information and learning opportunities are provided which are science-based and peer-reviewed in a format accessible 24/7. Informational resources include (1) **answers** to frequently asked questions, (2) **access** to information by top experts in their fields of expertise, (3) access to cutting-edge **content** currently in 13 subject areas, (4) **searchable** state and regional **newsletters**, (5) **consumer links** about the dairy industry and its products, and (6) news and lists of dairy events. Currently, resources are provided in the areas of business management and farm labor, calf and heifer management, facilities, food safety, genetics, health and diseases, mastitis and milking management, milk marketing, nutrient management, nutrition of milking and dry cows, organic dairy production, and reproduction. Several of these materials are available in Spanish for Spanish-speaking farm workers. Plans for 2008 are to continue to expand these resource areas and include pilot areas in the form of learning modules, hold webinar meetings for dairy producers and allied industry on cutting-edge, timely topics, and hold a webinar training session for county extension educators across the US. Leadership for this project is provided by 10 dairy extension professionals from across the United States. Additionally, our subject areas are led by 13 dairy experts from across the country. To date, 211 dairy professionals representing 35 universities and allied industries and the top 25 states for milk production have contributed to DAIReXNET. DAIReXNET can be accessed through the following web address: <http://www.extension.org/dairy+cattle>.

**Key Words:** Dairy, DAIReXNET, Extension programming

**432 ASAS Centennial Presentation: Beef Cattle Clearinghouse: An eXtension Website.** R. Rasby\*<sup>1</sup>, G. Selk<sup>2</sup>, L. Anderson<sup>3</sup>, R. Weaber<sup>4</sup>, T. Marston<sup>5</sup>, C. Wright<sup>6</sup>, J. Paterson<sup>7</sup>, C. Mathis<sup>8</sup>, G. Lardy<sup>9</sup>, J. Whittier<sup>10</sup>, D. Strohhenn<sup>11</sup>, T. McCollum<sup>12</sup>, S. Paisley<sup>13</sup>, C. Lane<sup>14</sup>, D. Hamernik<sup>15</sup>, <sup>1</sup>*University of Nebraska, Lincoln*, <sup>2</sup>*Oklahoma State University, Stillwater*, <sup>3</sup>*University of Kentucky, Lexington*, <sup>4</sup>*University of Missouri, Columbia*, <sup>5</sup>*Kansas State University, Manhattan*, <sup>6</sup>*South Dakota State University, Brookings*, <sup>7</sup>*Montana State University, Bozeman*, <sup>8</sup>*New Mexico State University, Las Cruces*, <sup>9</sup>*North Dakota State University, Fargo*, <sup>10</sup>*Colorado State University, Fort Collins*, <sup>11</sup>*Iowa State University, Ames*, <sup>12</sup>*Texas A&M University, Amarillo*, <sup>13</sup>*University of Wyoming, Laramie*, <sup>14</sup>*University of Tennessee, Knoxville*, <sup>15</sup>*USDA-CSREES, Washington, DC*.

A core Community of Practice (CoP) from Land Grant Universities organized to design a national website who's target audiences are producers, extension educators, and clientele with beef cattle interest. The goal of the CoP is to provide on-demand access to unbiased, research-based

information via the internet. This national effort allows for expertise to engage with clientele using the Beef Cattle Clearinghouse website. Beef cattle production systems vary tremendously across the United States due to the wide variety of resources available. Therefore, input into the Beef Cattle Clearinghouse website from a large number of faculty members from universities throughout the United States is imperative for the success of this educational effort. The Beef Cattle Clearinghouse website is database driven. All the material entered into the website is stored in a database that visitors can access via the online search engine. The website functionalities will consist of Cattle Questions (Frequently Asked Questions and Answers), Beef Pros (Ask the Expert), Beef Trains (Learning Modules) and Beef Tips (Timely Topics). Currently, there are 650 Cattle Questions and 200 Beef Tips in the data base. Our goal is to expand the CoP membership nationally to make the content more inclusive and to better serve the wide variety of clientele who access information through the Beef Cattle Clearinghouse eXtension website (<http://www.extension.org/beef+cattle>).

**Key Words:** Beef cattle, eXtension, Website

**433 ASAS Centennial Presentation: Pork Information Gateway in eXtension.** D. J. Meisinger\*, *US Pork Center of Excellence, Iowa State University, Ames*.

Extension has always been about outreach. The goal is to interpret and convey research information and best management practices to users. The US Pork Center of Excellence (USPCE) is dedicated to this same goal through traditional means and using new technologies. This public/private partnership has a mission to add value to the pork industry by facilitating research and learning for U.S. pork producers through national collaboration. Indeed, the Pork Information Gateway (PIG) was initiated to serve pork producers with the latest information all in one place and to bring it to them with electronic technology. This web based interactive system is multi-disciplinary, multi-functional, and national in scope and utilizes all the best knowledge and interpretive abilities of extension specialists across the country. The goal was to utilize peer reviewed fact sheets, a question and answer format, and reference publications in a library format and add a glossary, images, and upcoming events to reach producers with all their needs. When the opportunity arose to link with eXtension to be part of a much bigger program, PIG became the community of practice for swine in eXtension. Most recently, a PIG Opportunities portal was added which provides students information on careers in the pork industry, a listing of swine science courses available, and a listing of internships which can be applied for throughout the country. Work is underway to add a weather and markets portal to encourage daily visits by pork producers. The current bank of knowledge on PIG is comprised of 232 peer reviewed fact sheets, over 2000 frequently asked questions and answers, and over 1500 reference documents including manuals, speeches, and swine day reports. The user friendly search function has been updated to provide users with the ability to find their answers immediately. A newly added feature allows partners to obtain impact reports which show the use of PIG in their state or by their co-branded site. This feature will be especially popular among extension specialists to demonstrate the use of their information in their states.

**Key Words:** Swine, Extension, Information