WILDLIFE DAMAGE MANAGEMENT IN THE DIGITAL AGE: COLLABORATING WITH OTHERS TO SPREAD THE MESSAGE

Fudd Graham\textsuperscript{1}, Janet Hurley\textsuperscript{2} & Kathy Flanders\textsuperscript{3}

\textsuperscript{1}Department of Entomology & Plant Pathology Auburn University, \textsuperscript{2}Texas AgriLife Extension, Texas A&M University, \textsuperscript{3}Alabama Cooperative Extension System
This presentation will discuss how these 3 seemingly disparate groups came together to promote IPM and WDM by sharing information on websites and through webinars. Originally, each community of practice (CoP) on eXtension was set up to be a unique information source. It became clear very early in eXtension’s development that many of these ‘unique’ sites had or needed information that could be used by others. These 3 CoP’s had the foresight to work together and link information rather than creating new material.

Outline (very rough)

History of eXtension and what it is
  Brief overview of CoP’s - urban, wildlife and imported fire ant
  How we got together
  How we worked together
  The new eXtension and how it will work (this is still up in the air and may be until the meeting)
WHAT IS eXTENSION?

eXtension is an interactive learning environment delivering the best, most researched knowledge from the best land-grant university minds across America. eXtension connects knowledge consumers with knowledge providers - experts who know their subject matter inside out.
Who Are Our Experts?
Leadership teams from the eight Pioneer eXtension Communities of Practice are meeting this week in Louisville KY. The primary focus of the meeting is to train these teams in virtual team building…the art of building and working as teams in a virtual environment. The teams are also seeing demonstrations on how to work together in the eXtension collaborative “wiki” space, hearing some “lessons learned” from some early work as a Community of Practice, learning marketing and financial development strategies, and gaining new insight into the technology resources eXtension offers to Communities of Practice.

The teams represented include: Financial Security for All, Extension Disaster Education Network (EDEN), Imported Fireants, Building Local Economies of the Future, Consumer Horticulture, HorseQuest, Just In Time Parenting, and Wildlife Damage Management.

http://about.extension.org/2006/03/14/pioneer-communities-of-practice-meet-in-louisville/
Imported Fire Ants

Fire Ant Webinars
See the schedule for upcoming webinars or watch one of our previous webinars. Brought to you by the Imported Fire Ant eXtension Community of Practice...

More about this Resource Area

Resources
Controlling Fire Ants
• How to Kill Fire Ants
• Fire Ant Decision Tool: Customized Management Plan
• Fire Ant Control (Management)
• The Two-Step Method and Other Approaches
• Regulatory Information
• Community-Wide Fire Ant Management

Our People

Upcoming Webinars
| April 3 |
2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management

| May 1 |

Latest Tweets
Controlling Fire Ants

- How to Kill Fire Ants
- Fire Ant Decision Tool: Customized Management Plan
- Fire Ant Control (Management)
- The Two-Step Method and Other Approaches
- Regulatory Information
- Community-Wide Fire Ant Management
- Regional Information About Fire Ants
- Fire Ant Museum of Control Methods and Products

About Fire Ants

- What Are Imported Fire Ants?
- Where Are Fire Ants?
- Fire Ant Stings
- Fire Ant Biology
- Natural Enemies of Fire Ants
- Are Fire Ants Good or Bad?

Resources

- Instructional Videos
- Publications
- Top of the Mound Game
- Fire Ant Images from BugMugs.org
- Fire Ant Images from the Bugwood Network
- Fire Ant Art
- Links
- Glossary
- Spanish: Materiales en Español sobre Hormigas Bravas Importadas

Species Information:

- All Species Information
- Rodents
- Carnivores
- Other Mammals
- Birds
- Reptiles
- Amphibians

Training

- Best Practices for Nuisance Wildlife Control Operators
- Pesticide Tutorial

Additional Information:

- Glossary
- Diseases
- Videos

Please fill out our survey

- WDM Survey

Education and Outreach

- Fire Ant Webinars
- Information for Master Gardeners
- Blogs from our CoP Members
  - Bexar County Entomology
  - Dr. Fire Ant’s Musings
  - Urban-IPM
- Youth Content
- K-12 Teacher Content
- Spanish: Materiales en Español sobre Hormigas Bravas Importadas
Pest Management In and Around Structures

Urban IPM Webinars & Events
Learn how to keep bugs and other pests from invading your home, your school or other structure with these nifty webinar recordings. These and other webinars...>Read More

More about this Resource Area

Resources
School Pest Management
Residential Pest Management
Kids Corner

Recognition
Our Partners

Education & Outreach

Our People

Upcoming Webinars

April 3
2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management

May 1
Who is Our Audience?

School Personnel

Families & Individuals

PMPs
WHAT WE CURRENTLY OFFER

www.extension.org/urban_integrated_pest_management
### What We Currently Offer

- Bats
- Bed Bugs
- Carpenter Ants
- Fire Ants
- German Cockroaches
- Head Lice
- Honey Bees
- Mosquitoes
- Nuisance Birds
- Outdoor Cockroaches
- Carpenter Ants
- Small Flies
- Eastern Ticks
- Western Ticks
- Tramp Ants
- Yellowjackets

[www.extension.org/urban_integrated_pest_management](http://www.extension.org/urban_integrated_pest_management)
WHAT WE CURRENTLY OFFER

Webinar to Help You Control Mice and Rats in Your Structures

GOT A MOUSE OR RAT PROBLEM?!

This 60 minute webinar will help you learn how to control mice and rats in where you work, go to school, live, and play. http://learn.extension.org/events/1202.

Keep 'EM OUT! Watch this webinar.
WHAT WE CURRENTLY OFFER

2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management

- Upcoming - Friday, April 3, 2015 at 1:00 pm CDT - Presented by Robert Puckett, Mallory Kelley, Ellen Huckabay

Learn about how termites live and why they cause problems for people in this webinar presented by Dr. Robert Puckett from Texas A&M AgriLife Extension. Dr. Puckett will explain how to reduce your risk of having termite problems, and what to do if you find them attacking...

2015 All Bugs Good and Bad Webinar Series: Fire Ant Management Using Baits

- Friday, March 6, 2015 at 1:00 pm CST - Presented by Fudd Graham, Vicky Bertagnolli, Bethany O’Rear, Charles Pinkston

Learn how to make the biology of fire ants work for you not against you. This webinar presented by Dr. Lawrence "Fudd" Graham from Auburn University will discuss fire ant baits and other control methods. It will also provide the latest information on the Pseudacteon...

2015 All Bugs Good and Bad Webinar Series: Pesticide Strategy - the Good, the Bad, and the Ugly

- Friday, February 6, 2015 at 1:00 pm CST - Presented by Kaci Buhl, Charles Pinkston, danielle carroll

Pesticides are useful tools if we use them properly. Improper use can harm the user and the environment and lead to secondary pest outbreaks. Learn how to use pesticides safely and effectively in this webinar presented by Kaci Buhl from Oregon State University. Moderated by...
WHAT WE CURRENTLY OFFER

Wildlife in the Backyard - a Double-edged Sword

Upcoming - Friday, December 4, 2015 at 1:00 pm CST - Presented by Scott Hygnstrom, Gerald McQueen, danielle carroll

It is wonderful to have wildlife in your backyard until that wildlife damages your plants, disfigures your lawn, or invades your house. In this webinar Dr. Scott Hygnstrom from the University of Wisconsin, Stevens Point will explain how to minimize problems from small mammals.

Control of Mice and Rats in Structures

Friday, September 20, 2013 at 11:00 am CDT - Presented by Stephen M. Vantassel

Stephen Vantassel, University of Nebraska, will review the biology and capabilities of house mice and Norway rats and provide tips on how to identify their presence. Learn how to eliminate mice and rats in structures through Integrated Pest Management. Vantassel will discuss...
The NEW eXtension: A New Model, A New Opportunity
The NEW eXtension has made commitments with goals and strategies designed to help Cooperative Extension realize its vision for the 21st century.
The NEW eXtension

ADVANCING EXCEPTIONAL TECHNOLOGY ENHANCED LEARNING ENVIRONMENTS...

while building on Cooperative Extension Service’s content, educator, and leadership resources
The NEW eXtension

- Primary customers are Cooperative Extension members,

- A member-based nonprofit

- Multiplies diverse learner engagement across the Cooperative Extension system
The NEW eXtension

● Keeping Cooperative Extension members current with ever changing technology environments

● Preferred place for:
  – Exploration and adopting new technologies
  – Integrating technology with member content
  – Technology-based professional development
  – Network learning
The NEW eXtension

- Keeping Cooperative Extension members current with ever changing technology environments
- Preferred place for:
  - Exploration and adopting new technologies
  - Integrating technology with member content
  - Technology-based professional development
  - Network learning
Mission

Help Cooperative Extension: **AMPLIFY** learner access to reliable, evidence-based information and knowledge; **EXPAND** collaborations and use of technology innovations; **MULTIPLY** learner engagement and sustainable networked learning.
COMMITTED TO:  

INNOVATION as a means to keep ahead of learning markets 
COLLABORATION that builds new levels of synergy 
FLEXIBILITY to move at the pace of change 
TRANSPARENT and engaging 
SYSTEM-WIDE solutions 
RETURN ON INVESTMENT
VALUE PROPOSITION

Innovative opportunity for Extension educators and strategic partners to marry content and concepts with technology that appeals to and attracts new audiences to Cooperative Extension
New eXtension Actions

• New User Communities
  – Big Data
  – Unmanned Aerial Systems
  – Wearable Technology
  – Virtual Reality
  – 2014 Farm Bill
  – Google Suite

• New Learning Networks
  – Educational Technology
  – Women in Agriculture
  – Ag & Climate Variability

• RFP for Innovation Projects
• RFP for web conferencing
• Status change for some CoPs
What’s Sort of the Same

- Ask an Expert
- Innovation Teams
- Learn with enhancements are on the way
- Search
- Campus/Moodle
- Communities of Practice/Learning Networks
GATEWAY TO The NEW eXtension MEMBER BENEFITS

Premium Membership
75% of previous payment

Basic Membership
60% of previous payment

- Consulting
- Moodle/Course Development
- Prototyping
- Innovation Tanks
- Learning Networks
- Fellowships
- First Right of Refusal
- Partnerships and Funding
- Innovation Hubs

- Professional Development – Learn
- Board Position
- Sponsored Conferences
- Evaluation and Reports

Targeted Communities of Practice
- Ask an Expert
- Learn
- Search

STANDARD BENEFIT
BASIC MEMBER
PREMIUM MEMBER

+ additional benefits, ● standard benefits
Non-Members
(Standard Benefits)

- Participate in eXtension Professional Development at full price
- Ask and answer questions on Ask an Expert
- View and post webinars on Learn
- Use Search
- Apply for NIFA funding opportunities (AFRI, OREI, etc.)
- Participate in a Learning Network/Community of Practice (cannot be a leader or PI)
• Ask and answer questions on Ask an Expert
• View and post webinars on Learn
• Use Search
• Apply for NIFA funding opportunities (AFRI, OREI, etc.)
• Participate in a Learning Network/Community of Practice

**BASIC Members**

• Participate in eXtension Professional Development at a reduced rate
• Access Evaluation tools, such as Qualtrics and Google Analytics, and access to Learn and Ask an Expert reports
• Directors/administrators can serve on the New eXtension Board of Directors
• Participate in a Learning Network/Community of Practice (can be a leader; cannot serve as PI)
Premium Members

- Participate in eXtension Professional Development at a reduced rate
- Participate in, serve as a leader, and serve as a PI in a Learning Network/Community of Practice
- Access Evaluation tools, such as Qualtrics and Google Analytics, and access to Learn and Ask an Expert reports
- Apply for NIFA funding opportunities (AFRI, OREI, etc.)
- Directors/administrators can serve on the New eXtension Board of Directors
- Participate in the Fellowship Program
- Participate in the Innovation Hubs, Innovation Tanks and Prototyping new or evolving technologies and strategies for delivering Extension programming
- Develop and deliver courses in Moodle/Campus

• Ask and answer questions on Ask an Expert
• View and post webinars on Learn
• Use Search
• Apply for NIFA funding opportunities (AFRI, OREI, etc.)
• Participate in a Learning Network/Community of Practice
Membership
38 Premium
20 Basic
The NEW eXtension Governing Board

51% Cooperative Extension Directors/Administrators
- 1890s: Vernon Jones, Langston
- North Central: Jason Henderson, Purdue
- Northeast: Dennis Calvin, Penn State
- Southern: Doug Steele, Texas AgriLife Extension
- Western: Fred Schlutt, Alaska-Fairbanks

49% Strategic members
Next... a new CEO

Elbert Dickey departs
April 30