

**NC COOPERATIVE EXTENSION**

## Mobilizing New Audiences through High Tech & High Touch

Kristin Davis, MA  
Extension Agent  
NC State Cooperative Extension  
Mecklenburg Center

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---



---

---

**NC COOPERATIVE EXTENSION**

## Presentation Objectives

- To introduce new approaches to engaging volunteers into NC Cooperative Extension and their community
- To share innovative methods for reaching new audiences
- To explore the role of virtual education as it relates to engagement

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

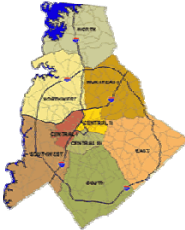
---

---



---

**NC COOPERATIVE EXTENSION**

**Snapshot of Mecklenburg County** POP: 1,054,835



- 14.7% ↑ since 2010
- 45.2%- ages 15 to 44 years
- 89.4%- high school graduate or higher
- 14.5% foreign-born
- 14.2% below the poverty line

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

**Male householder, no wife present.** This category includes a family with a male maintaining a household with no wife of the householder present.

**Female householder, no husband present.** This category includes a family with a female maintaining a household with no husband of the householder present.

**Nonfamily household.** This category includes a householder living alone or with nonrelatives only.

**Mecklenburg County, NC**  
Population by household type

Household Type	Percentage
Married couples	53%
Non-family	21%
Female householder	19%
Male householder	6%

5/2/2017 Mobilizing New Audiences

---

---

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

**Defining “new audience”**  
Audiences that were/have not traditionally targeted by Cooperative Extension

- Non-traditional
- Working and busy
- Young professionals with less interest in 1:1 engagement
- Food enthusiasts
- Immigrant populations

5/2/2017 Mobilizing New Audiences

---

---

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

**Challenges**

- Evening meetings are affected by traffic
- Needs of clientele are different in an Urban county
- Maintaining competitive edge in informal education
- Cooperative Extension not well-known
- Far North clients feel disconnected
- Lengthy volunteer curricula discourage volunteers

5/2/2017 Mobilizing New Audiences

---

---

---

---

---

---

---

---

---


---

**NC COOPERATIVE EXTENSION**

### Selena



- 32 years old
- Single
- No children
- Corporate Executive for Local Bank
- Works 50 – 60 hours per week
- Passionate about food and sustainability

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### Cindy



- 28 years old
- Married
- 3 school-age children
- Stay-at-Home Mom
- Works all day
- Wants to learn more about food and agriculture to teach her children
- Desires alone time

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---


---

---



---

**NC COOPERATIVE EXTENSION**

### Cedric



- 45 years old
- Married
- 2 school-age children
- Engineer
- Runs a sustainability start up
- Passionate about food processes and sustainability
- Eager to volunteer but has limited time available

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

## NEW APPROACHES TO EDUCATION

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**



**Need:** Comprehensive programming regarding gardening and cooking

- Focus: Food Literacy, Gardening, Cooking Skills
- 4th annual series
- Opportunity for volunteer development and recruitment
- Integrative program including Horticulture, Extension Master Gardeners and FCS (volunteers & Agent)

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

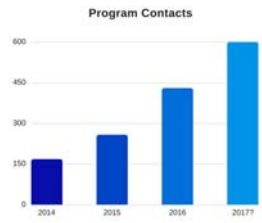
---

**NC COOPERATIVE EXTENSION**



## The Sustainable Living Series: Growth & Success

- Reached new audiences
- Voted Charlotte Magazine's 2015 "Best of the Best" way to learn a new skill
- Similar programs offered in other counties
- New volunteers and volunteer leaders evolved

**Program Contacts**



Year	Program Contacts
2014	~150
2015	~250
2016	~400
2017	~600

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---


---

---

**NC COOPERATIVE EXTENSION**

### How is this program different?

- Target Audience(s): busy working young adults, novice gardeners, food enthusiasts
- Customized to citizen requests and needs
- Offered during non-traditional hours
- Marketed only online and word-of-mouth
- Offers online courses since 2015

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---


---

---



**NC COOPERATIVE EXTENSION**

### Outcomes

- Increased our audience to a new clientele
- Increased interest in EMG and EMFV volunteers
- Increased visibility in the community
- Increased collaboration between programs and community partners
- Behavior change



Learn more: [GO.NCSU.EDU/SLS](http://GO.NCSU.EDU/SLS)

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

**NC STATE** Extension Master Food Volunteer Program

- New program piloted in 8 NC counties
- Adjustment to revisioning plan

Focus:

• Basic Nutrition	• Risk Management	• Food Safety and Preservation
• Cooking Demonstrations	• Teaching Strategies	• Food Systems and Local Food
• Diversity, Inclusion, and Equity	• History of Extension and FCS	• Evidence-based Programming

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### EMFV Program Logistics

- Recruitment**
  - Recruit Volunteers
  - Screening (Interviews and Background Checks)
- Training**
  - 30 hours of core curriculum
  - Mixture of web-based and in-person
- Shadowing**
  - 30 hours internship with agent
  - Assist agent with classes
- EMFV**
  - Continue to assist agent with classes
  - Perform some tasks independently (cooking demos at farmers' markets, etc).
- Con't**
  - 10 hours per year
  - Elective program support

Grow. Cook. Eat.

5/2/2017 Mobilizing New Audiences N.C. A&T NC STATE UNIVERSITY

---

---

---

---

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### How is this program different?

IN-PERSON

SELF-GUIDED

LIVE ONLINE

5/2/2017 Mobilizing New Audiences N.C. A&T NC STATE UNIVERSITY

---

---

---

---

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### EMFV Training: Customized Approach

**Volunteers were interested but could not commit 30 hours in person**

- Clear marketing about program expectations and format
- Created a program that would work for volunteers

**Hard to find a meeting time that was best for everyone**

- Asked volunteers about best meeting times during application process
- Reduced the on-site meeting times

**Technology learning curve**

- Provided recorded and one-on-one trainings for Zoom, Google Hangout and Moodle
- Required volunteers to set up Google account
- Celebrated volunteers' new skills

5/2/2017 Mobilizing New Audiences N.C. A&T NC STATE UNIVERSITY

---

---

---

---

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### Outcomes

- Cohort of 10 volunteers with more diversity
- Increased comfort with technology among volunteers
- Cross-program volunteers
- Learned new forms of communication



Learn more:  
[GO.NCSU.EDU/ExtensionMFV](http://GO.NCSU.EDU/ExtensionMFV)

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### Lessons Learned

- Clients will indicate their needs. Listen to evaluations!
- “High tech” requires appropriate technology.
- Marketing will consume at least 10% + of your time.
- A diverse volunteer pool will attract more diversity.
- Consistent branding is important.

5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---

**NC COOPERATIVE EXTENSION**

### Call to Action:

What new audiences exist in your county or organization?

What are the unique needs of your new audiences?

What are innovative approaches that only your agency can implement?



5/2/2017 Mobilizing New Audiences  

---

---

---

---

---

---

---

---



### References

[http://cber.cba.ua.edu/asdc/households\\_families.html](http://cber.cba.ua.edu/asdc/households_families.html)  
<https://censusreporter.org/profiles/05000US37119-mecklenburg-county-nc/>

5/2/2017

Mobilizing New Audiences



---

---

---

---

---

---

---

---