Dean’s Notes and Quotes

Welcome to Deans Notes and Quotes
I want to welcome you to the first edition of Dean’s Notes and Quotes! Effective communication is one of the key points I emphasized in my interview for the Dean’s position, and also in interactions I’ve had during my first weeks on the job. Dean’s Notes and Quotes is my chance to share my thoughts with you about issues and opportunities that are critical to our organization. This segment will be a regular feature of our UF/IFAS Extension Comings and Goings e-newsletter.

In addition to Dean’s Notes and Quotes, I will be providing regular updates via video clips that will likely follow a quarterly schedule. These video clips will provide an additional way for me to bring critical topics to your attention. To accomplish this task, I’ll be working with Dr. Ruth Borger and her ICS staff to lay out a plan that will help us use this tool to advance our communication effort. My intention is to kick this off in December.

To help advance our communication efforts, we will be purposively working to make the best use of our Comings and Goings e-newsletter. Our goal is to make new issues of Comings and Goings available the last week of the month. This e-newsletter allows us to ensure timely communication about various items of interest, i.e., new developments,
opportunities, critical dates, awards, recognitions, new hires, retirements, resignations, etc.

Valkyrie Shah, Executive Secretary in the Dean’s Office, is the managing editor of Comings and Goings (thanks Val!), and Tom Obreza is the technical editor. If you have content that is important to share across our organization, I’m asking that you work with Val to include your material. You can reach her via email at: valkyrieshah@ufl.edu.

Some Initial Thoughts
It is hard to believe that I’m now into my third month in this position. (As they say, time flies...!) During these first months, I have been on the road a great deal meeting with many of our state and local partners, commodity groups, agencies, stakeholders, state and local elected officials, IFAS administrators and unit leaders, faculty groups, support units... and I have attended numerous events. I have learned much during these first few weeks on the job. Most of all, I must say that I am very impressed with the quality of people we have, and there is a tremendous amount of pride throughout our organization.

Collectively, we are accomplishing much across our state that is having a strong impact on producers, businesses, families, youth and communities. I have had many constituents make a point of telling me how much they appreciate and value UF/IFAS Extension. There are few other things that make me as proud as when I hear testaments like these from our clientele and stakeholders. For this I am very grateful, so thank you!

With this said, I see my role as building upon these strengths and good work as a foundation. There are many opportunities before us that we can use to shape and grow UF/IFAS Extension into the premier national Extension program. I see that we have the faculty, staff, and supporters to make this happen. Few other states are positioned like we are here at Florida, and I look forward to working with each of you to move our organization onward and upward.

The meetings and discussions I’m having are also bringing to light a number of things we will be working on in the near future. Among these are marketing and branding UF/IFAS Extension, capturing and communicating the impact of our organizational efforts, funding, addressing major emerging issues through interdisciplinary work, professional development, and others. I will be sharing further thoughts about these opportunities next month in my video clip.

EPAF and Professional Development
As I noted above, one of the key issues/opportunities that we need to work on is professional development. To me, timely and effective professional development is foundational to a strong Extension organization. These opportunities must cover the technical subject matter areas as well as teaching and learning, communication, leadership, conflict resolution, etc. There are many related aspects, including sufficient levels of funding support. I’ll be working with key individuals to help move this forward.

One step that we will take next year is providing a professional development concentration at the 2013 EPAF Conference. As a result, the EPAF Conference will run from Monday through Friday, which will provide time for core EPAF business as well as in-service training. Since we no longer hold the Extension Symposium because of cost, this combined strategy provides a great opportunity to bring these two events (EPAF and Extension Symposium) together for greater efficiency and effectiveness.

Further details are being worked out and will be forthcoming. At this point, I’d ask that Extension Faculty (State and County) be sure to hold August 26-30, 2013 open on your calendar. So, stay tuned....
**Journal of Extension**
The Journal of Extension (JOE) is one of our primary outlets for Extension scholarship. JOE is a peer-reviewed journal supported by each Extension institution to provide a scholarly channel for advancing our work. JOE publishes articles in five different categories: Feature, Research-in-Brief, Ideas at Work, Tools of the Trade, and Commentary that afford several publishing options. If you have not used JOE as a resource or scholarly outlet, I’d encourage you to do so. More information is available at [www.joe.org](http://www.joe.org).

To help advance the utilization of JOE, UF/IFAS Extension will be appointing a liaison to this journal. Our JOE liaison will be responsible for helping to grow the active involvement of JOE across our Extension organization. Overall, our liaison needs to be someone who is highly committed to supporting and advancing JOE. The person should have a strong relationship with JOE as an author, reviewer and/or user; should have an exhibited commitment to professional development, communications and scholarship; and should be highly committed to this organizational service role along with his/her other assigned duties. The JOE liaison appointment is a 2-year term.

If you are interested in this JOE leadership opportunity, please provide a short (one page) write-up of your interest and qualifications to serve as our JOE liaison. Applications are encouraged from any Extension Specialist or Agent. Please send your write-up to Kim Rollins at: rollikr@ufl.edu. **Applications are due by Wednesday, December 12.**

After reviewing the applications we receive, I will appoint a UF/IFAS Extension-JOE liaison that will be effective January 1, 2013.

**Marketing and Branding**
Establishing a strong image and brand is critical for any organization, and Extension is no different. We all can relate to organizations that have strong and highly recognized brands. For example, Coke, Pepsi, IBM, Nike, along with many others, share strong brand identity; i.e., when you see or hear these names or logos, you immediately have an idea in your mind about their products and what these companies stand for. I will have more to say about this regarding Extension with my upcoming December video clip...

In the meantime, see a related article in this month’s Comings and Goings from Dr. Ruth Borger entitled “IFAS Extension Strategic Communications Planning Program.” She and her colleagues will be conducting a series of workshops in each Extension District with the intent of equipping faculty to train others and serve as a core group for strengthening the UF/IFAS Extension brand. We can accept up to 40 people at each workshop. I’m encouraging you to take an active role in this important effort.

**Quote to live by:**
“Sight has to do with what we can see, but vision has to do with what we can be.”

**Deadlines & Events**

*Here is a list of upcoming deadlines and events for the next 6 weeks:*

**DECEMBER 7, 2012**
ROA for county faculty is due.

**JANUARY 7, 2013**
County and state faculty should report in Workload

*From all of us in Extension Administration...*
IFAS Extension
Strategic Communications Planning Program

The IFAS Extension Strategic Communications Planning workshop is a one and one-half day program designed to prepare County Extension Directors and leading state specialists and agents to effectively conceive of and implement successful communication, public relations, and marketing campaigns that will achieve positive outcomes. This workshop is an opportunity to engage in hands-on, experiential learning that will increase your ability to effectively market UF/IFAS Extension programs.

County Extension Directors are strongly encouraged to attend. Please contact your District Extension Director to register. Extension Agents and Specialists are also welcome to attend; these individuals should speak with their Program Leader to discuss their participation, followed by registering with the DED that will host the workshop they are interested in.

1 & 1/2 Day Workshop
Day 1 – 9:00 a.m. – 4:00 p.m.
Day 2 – 9:00 a.m. – 12:00 p.m.

Central District       January 15 – 16       Orlando
Northwest District    January 17 – 18       Tallahassee
Northeast District    January 22 – 23       (TBD)
South District        January 28 – 29       WPalm Beach
South-Central District February 5 – 6       (TBD)

Meet Your Specialist

Elizabeth F. Pienaar
Wildlife Ecology and Conservation
Ph.D. University of California – Agricultural and Resource Economics

Email: efpienaar@ufl.edu
Tel: 352-846-0630

I came to the University of Florida from New York University where I worked as an Economic Fellow in the Institute for Policy Analysis, New York University School of Law. The Institute for Policy Integrity partners with advocacy organizations to use economics and law to better account for the benefits and costs of regulatory interventions. My specialties are Environmental Economics and Development Economics. I also take special interest in applying economic principles to the problems of wildlife conservation and human-wildlife conflict.

In 2009, I received my degree in Agricultural and Resource Economics from the University of California, at Davis.

In addition to my prior appointment at New York University, I have worked as a consultant for the National Oceanic and Atmospheric Administration (NOAA). My research foci include improving the performance of integrated conservation and development programs in southern Africa, environmental attitudes towards wildlife, and economic solutions to human-wildlife conflict and wildlife conservation.

As part of my extension appointment, I will work to establish strong relationships and programs with the Florida Fish and Wildlife Conservation Commission (FWC) and UF/IFAS/WEC. My responsibilities are to develop and manage a Human Dimensions of Wildlife (HD) program. My research will focus on understanding and incorporating information about people’s attitudes, beliefs, opinions, and behavior about fish and wildlife and their management into fish and wildlife management decisions and policies. As part of my extension appointment, I will develop a strategy to integrate social science research with existing scientific work to support wildlife and fisheries management in Florida.
Tree Planting Ceremony

GAINESVILLE, Fla. — University of Florida Faculty Senate Chair Cheri Brodeur is definitely a product of UF, having been a student, staffer and faculty member here.

So when it came time to honor her latest achievement with a tree-planting ceremony, it was natural that Brodeur chose a tree that hails from her alma mater. It’s the Southern Rose nectarine, a variety developed by plant breeders with UF’s Institute of Food and Agricultural Sciences and released in summer 2011.

For more on this story, please visit http://news.ifas.ufl.edu/2012/10/uf-bred-nectarine-tree-planted-to-honor-new-faculty-senate-chair-cheri-brodeur/

Schoolyard Garden Project

This project exposes students to floating water gardens, raised bed vegetable gardening, and citrus growing. The project began in 2009 and it has expanded to include five 3rd-grade classes with the objective of teaching young students about home farming and nutrition while supporting STEM education through a variety of project-based learning activities. Students grew lettuce plants in floating water gardens and monitored the progress of the crop by taking measurements at weekly intervals and graphing the results. A pumpkin project teaches students about pumpkin farming, with each class dissecting a pumpkin to examine the parts before discussing pumpkin nutrition and finally preparing a pumpkin snack. A raised-bed garden was installed in the schoolyard, allowing students to plant and grow a wide variety of vegetables for several months.

Most recently, a generous donation allowed these students to expand their garden by planting a citrus orchard on school grounds in hopes of one day providing all students on campus with fresh fruit.

Throughout the project, each student kept a science journal. Students began asking higher order questions as they observed the garden, discussed the nutritional value of fresh produce, and enjoyed new vegetable snacks. When the final large harvest came, one teacher made a stew with their vegetables and her own home-grown beef, creating a meal that was entirely from the farm.

For 97% of students this was a first, creating a lifelong experience and commitment to home farming. Teachers also noticed improved critical thinking skills of their students, and teachers were highly satisfied with the increased physical activity in the learning environment.

Alicia Lamborn, Hort EA I, Baker Cty
4-H Youth Think Like Engineers

4-H Science is one of three main program initiatives in Florida 4-H Youth Development. Through the efforts of the 4-H Agent and trained volunteers, the Duval County 4-H program hosted a Gear-Tech-21 summer day camp to promote the experiential learning of science, technology and the process of inquiry. Participating youth were paired into teams, built a Lego NXT Mindstorms Robot, and programmed it to complete challenges while learning about engineering, sensor technologies and real-world applications of robotics.

They also learned about GPS/GIS, with activities centered on reading maps, geocaching, and GIS software. They mapped points of interest at Camp Milton (a local park) and imported the points into ArcGIS Explorer to create maps of their own.

Youth developed life skills including team work, communication, problem solving, and critical thinking that can be applied to other aspects of life.

This program included pre and post-tests that evaluated knowledge gain in the areas of robotics and GPS/GIS technologies. The robotics and GIS/GPS challenges in the schedule were mainly used to assess skill development.

The methods used and completion of these challenges allowed volunteer instructors to evaluate how well the youth applied the skills they learned in the activities to the corresponding challenges and how well they worked as a team. This assessment showed that the youth improved significantly in their ability to think critically, solve problems, and communicate with their teammates.

Stacie Sachs, 4-H EA I, Duval Cty

Aquatic Plant Managers

Management of algae, hydrilla and other aquatic vegetation is often necessary for even the healthiest of Florida's waterways. This vegetation, if not properly maintained, can lead to flooding during the rainy season. Improper management may also result in fish kills, decreased aesthetics, and lower property values.

Properly working storm water management systems are especially important during tropical storms or hurricanes. According to the NOAA National Hurricane Center, in August 2008, tropical storm Fay delivered 14.7 inches of rain in the Ft. Pierce area and 12.4 inches of rain in Port St. Lucie. These rainfall volumes resulted in significant flooding throughout St. Lucie county. Scripps news reported that Ft. Pierce, Port St. Lucie, and St. Lucie County requested $2.6 million of federal disaster recovery funds for flooding and storm damage that occurred from Tropical Storm Fay.

To help waterway managers maintain their storm water systems, Natural Resource Extension Agent Ken Gioeli trains aquatic plant managers in St. Lucie County. He offers aquatic weed pesticide license applicator training and examinations as well as continuing education programs. In 2012, Ken offered an intensive 13-hr “Pond Appeal” training program designed to teach licensed applicators the latest information about water chemistry as well as biological control and integrated pest management of aquatic plants.
Pre and post-tests were used to determine knowledge gained from participation in Pond Appeal.

Before the training, 50% (7/14) of the students understood that nitrogen and phosphorous limit plant growth in lakes. Upon training completion, 100% (13/13) of the students understood this concept. (Knowledge gain = 50%.)

Before the training, 21% (3/14) of the students understood that measuring water quality in the field more accurately represented real-world conditions compared with measuring it in a laboratory. Upon completion, 100% (14/14) of the students understood this concept. (Knowledge gain = 79%.)

Before the training, 14% (2/14) of the students understood that turbidity can affect weed control efficacy of aquatic herbicides by altering bioavailability of herbicides. Upon completion, 86% (12/14) of the students understood this concept. (Knowledge gain = 72%.)

Before the training, 57% (8/14) of students understood that hydrilla can be identified with a hand lens by looking for leaves with saw-tooth margins and two bumps on the midrib. Upon completion, 100% of the students understood this technique. (Knowledge gain = 45%.)

Before the training, 64% (9/14) of students understood that host specificity testing was the most important characteristic of a weed biological control agent. Upon completion, 100% of students understood this concept. (Knowledge gain = 33%.)

Overall, pre and post test scores indicated that students increased their knowledge of water chemistry and its impacts on plant growth and herbicide efficacy as well as the use of integrated pest management and biological control of aquatic plants. This increased knowledge will enable these applicators to more effectively manage aquatic plants in the storm water management systems they are charged with maintaining.

Ken Gioeli, Nat Res EA III, St. Lucie Cty

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**Adopt a Tree**

Miami-Dade County has an average tree canopy cover of less than 10%, compared with the national average of more than 30%. Some areas of the county have only 2% canopy cover. This low tree canopy coverage is due in part to losing one-half million backyard trees to the Citrus Canker Eradication Program. Countless additional trees have been lost from hurricanes, urban development, and floods.

To help replace lost tree canopy, Miami-Dade county received a $6 million grant from the Florida Department of Environmental Protection that was used to create the “Adopt-A-Tree” Program. This allows Miami-Dade county homeowners to “adopt” two high-quality, locally-grown trees per year. Tree adoption events are held throughout the year.

Homeowners learning how to plant and care for their adopted trees
the county, with priority given to areas with the poorest tree canopy. University of Florida/IFAS Miami-Dade County Extension faculty provided input on program development and horticultural advice, conducted grades and standards workshops for nursery growers, developed trilingual (English, Haitian Creole, and Spanish) educational materials, and staffed “adoption” events with Master Gardeners.

Extension educational materials are distributed to participants as part of the “adoption” process. A 24-page bilingual (English/Spanish) Citizen Forestry Manual is given to each tree adopter. This booklet shows proper tree planting, best placement for maximum shading of the house, tree care, and species information, as well as the environmental benefits of planting trees. Other educational materials included species-specific tree care tags and posters used at tree planting demonstrations.

As part of the “adoption” process, homeowners must attend an educational component before receiving trees. This education includes a hands-on demonstration of the correct planting procedure, which is important for our very shallow soils.

Miami-Dade Master Gardeners also hold “Plant Clinics” where plant questions are answered, and MGs help homeowners choose the appropriate species for their yard. Master Gardener Bertila Ramos broadcasts gardening and tree care information during her gardening radio show “El Mundo de las Plantas” in Spanish at each adoption event. Master Gardeners plant trees for the disabled and elderly. As part of this portion of the Adopt-A-Tree program, the homeowner is educated on proper tree care. Some of the Master Gardeners who assist the elderly are older than the people they are planting trees for!

Since 2001, more than 220,000 people have been taught basic tree care and more than 164,000 trees have been distributed at “adoption” events. Fruit trees are the most popular choices, and nonflowering native trees the least popular. Program participants were surveyed 1 to 2 years post-adoption. An average of 79% trees survived, 96% of participants stated that the program met or exceeded their expectations, and 94% said that the educational materials were useful.

This successful program has been "adopted" by several other UF/IFAS Extension County Offices, and educational materials have been modified to suit the needs of other tree give-away programs in Florida. Miami-Dade County earned a NACo (National Association of Counties) award for the Adopt-A-Tree program, and the Miami-Dade Urban Horticulture Agent received the FACAA (Florida Association of County Agricultural Agents) 2012 Search for Excellence in Natural Resources Programming award.

In addition to the main goal of reforesting the county, this program has produced several additional outcomes, including increased public awareness of the Extension office as an educational resource, improved quality of nursery trees, and increased knowledge of proper tree care. The number of trees to be distributed will eventually reach 184,000. This urban reforestation project is by far the largest of its kind in Florida.
**Escambia County Sustainable Garden**

UF/IFAS Extension at Escambia County’s “Sustainable Garden” will be an interactive exhibit for youth and adults that will emphasize the concepts of recycling, energy conservation, and pollution reduction. It will be a collection of several ecosystems that function together and will emphasize productivity in an environmentally friendly manner. Special features will include aquaponics, hydroponics, a green roof, and a porous concrete walkway. The exhibit is funded by a grant from International Paper. The exhibit will support extension educational sessions for the community that combine food production, nutrition, and natural resource conservation.

*Beth Bolles, Hort EA III, Escambia Cty*

**NW District Extension Faculty Participate in the 2012 Sunbelt Ag Expo**

In October of each year, UF/IFAS Northwest Extension District Faculty participate in the annual [Sunbelt Ag Expo](#) in Moultrie Georgia. This event is the largest of its kind in the southeast, typically receiving more than 200,000 visitors.

In addition to more than 1,200 commercial exhibitors, visitors learn from the many university displays on hand throughout the expo. The University of Florida has its own permanent building for interactive educational displays at the Expo. Our 2012 theme was “Small Farms, Big Opportunities.”

During this 3-day event, 22 faculty and six Master Gardeners from the Northwest District assisted the UF/IFAS Sunbelt Team as resources by manning displays, answering questions, and promoting UF/IFAS Extension. The group helped distribute well in excess of 10,000 complementary tupelo honey sticks and Orchid Island orange juice bottles.


If you have never seen the UF/IFAS Building at the Sunbelt Ag Expo, make a point to visit next year’s exhibit, October 15-17, 2013 in Moultrie, GA!

*Judy Ludlow, CED EA II, Calhoun Cty*
Reef Development in Taylor County Stimulates Local Economy

Artificial reef construction is widely popular among anglers and divers. Reefs are highly effective in attracting visitors to coastal counties designated as rural areas of critical economic concern (RACEC zones).

However, grant funding to build reefs is very limited, requiring careful planning and marketing to make a successful volunteer-led program. Until 2006, funding was available from trailer license sales (Florida Boating Improvement Program) to be used for reef construction, and it required monitoring. This change left some counties with no support for volunteer groups so it had to be suffused by private donations, fundraising events, and grants from other local sources (e.g., Tourism Development Councils). Some Gulf of Mexico county reef programs have virtually no support from government. These counties are no longer able to keep active reef permitting underway due to a lack of technical expertise, even though state and federal grant funds are potentially available for a well-prepared grant proposal.

An education and training program by UF/IFAS Extension at Taylor County has led to a core group of local businesses and a non-profit corporation that support marine industries and help advertise the local coastal communities as a destination for fishing and diving recreation.

This program is heavily supported by the local Chambers of Commerce and it has led to more than $250K in grant construction funding for 2012-2013. Social media sites show that reef construction posts typically reach more than 500 people on a weekly basis, which helps to tie communications to other volunteer reef organizations.

*Dr. Frederic Vose, RSA Wildlife EA II, Levy Cty (formerly Taylor Cty Marine Agent)*
Open Call for Membership into Epsilon Sigma Phi (ΕΣΦ)

Epsilon Sigman Phi (ESP) is one of the oldest and is the largest organization of Extension Professionals. Since ESP is a cross-curricular organization, all extension programs are represented in its membership. On behalf of the Board of Directors and Membership of the Alpha Delta Chapter of Epsilon Sigma Phi, the National Extension Fraternity, we would like to extend a membership call to all eligible Extension Faculty in Florida.

Membership in ESP is open to UF and FAMU county and state faculty and professional or administrative staff who have held full or part-time Extension appointments for a total of 3 or more years on June 1 of a given year. Benefits of membership include networking with fellow Extension Professionals, scholarships, mini-grants, regional workshops such as JCEP, and the National and Galaxy Conferences. Applying for membership is easy… simply fill out a new membership application and a membership invoice. Please include your payment with these documents and send them to William Sheftall (address is on Invoice). Links for the application, invoice, and the ESP site are included below. The deadline date for full membership benefits in 2013 is December 31, 2012.


http://epaf.ifas.ufl.edu/esp/

New Scholarship to Honor the Memory of Steven Gaul

On August 31, 2012 we lost a well-respected and highly-valued County Extension Agent. Throughout his 6 years with UF/IFAS Extension at Nassau county, Steven taught naturalist courses while serving as the Natural Resources and Agriculture Agent. To honor his memory, FANREP and the Florida Master Naturalist Program have created the Steve Gaul FMNP/FANREP Memorial Scholarship. For more details, please visit this webpage: http://anrep.ifas.ufl.edu/Scholarship.shtml
New Faculty

Please welcome the following new faculty:

Haley Worley, 4-H EA I, Okaloosa Cty
Ricki McWilliams, FCS EA II, Walton Cty
Guillermo Salazar, FFL EA II, Miami-Dade Cty
Amy Mullins, FCS/EFNEP Prog EA II, Leon Cty
Sean McCoy, Rural Agri Deb EA II, Suwannee Cty
Amy Morie, Env Hort EA II, Clay Cty
Erin Alvarez, Com Hort/PM Edu EA II, Sarasota Cty
Nicole Crawson, 4-H EA I, Holmes Cty
Dr. Christian Miller, Veg Crops EA II, Palm Beach Cty
Julie McConnell, Comm Hort/Res Hort EA I, Bay Cty
Melinda Morgan-Stowell, Com Dev Ctsy EA I, Brevard Cty

Transfers

Fred Vose, from Taylor Cty Marine to Wildlife RSA
Linda Seals, from Brevard Cty Comm Hort/Small Farms to Brevard Cty CED and Com Dev/Public Policy Ed

Resignations

We would like to wish the following faculty the best of luck in their future endeavors:

Debra Kinsella, CED EA IV, Hillsborough Cty
Bradley Burbaugh, Ag/Nat Res EA I, Duval Cty
Matt Lenhardt, Com/Res Hort EA I, Citrus Cty
Brent Jeansonne, Com Hort EA I, Volusia Cty

Retirement

We would like to give our best wished for an enjoyable retirement after many years of service and dedication to:

John Alleyne
Com Hort EA III

Bill Heltemes
4-H RSA IV

Extension Comings and Goings is a monthly newsletter distributed by the Office of the Dean for Extension via e-mail and on the Extension website at http://extadmin.ifas.ufl.edu.

If you have any suggestions or would like to submit your own recognition, short article of interest or event, please send them to Valkyrie Shah.

Please feel free to also forward any questions or comments about this periodical to Valkyrie Shah at valkyrieshah@ufl.edu.