



*2009 CSREES National Water Conference; St. Louis, MO*

**Livestock and Poultry Environmental Learning Center - Connecting with Clientele Using Web 2.0**

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Abstract:

A CSREES funded national facilitation grant has allowed the development of the Livestock and Poultry Environmental Learning Center. This center has assembled the collective expertise of more than 100 individuals from land grant institutions, EPA's Ag Center, USDA NRCS and ARS, US Geological Survey, Environmental Defense and other organizations. The center has produced more than 20 live and archived web casts on animal manure issues, connecting with approximately 1200 individuals monthly, and 200 web pages within eXtension launched March 2008 ([www.eXtension.org](http://www.eXtension.org), then click on Animal Manure Management).

This presentation will highlight the outcomes and impacts of the Learning Center to date to utilize web 2.0 technologies to create an engaged learning environment. It will also present a vision for using Web 2.0 tools to connect and engage our clientele in unique learning experiences. Finally, we will discuss opportunities for other projects and teams to partner with the Learning Center to utilize powerful web and eXtension educational tools.

Impact Statement:

**Partnerships:** This center has assembled the collective expertise of more than 100 individuals from land grant institutions, EPA's Ag Center, USDA NRCS and ARS, US Geological Survey, Environmental Defense and other organizations. Each of the previously mentioned groups is actively represented on our primary planning team for this project.

**Leverage Resources:** This project has accessed funding from the National Agricultural Library for a planning grant and eXtension for web development. It is partnering with the organizations listed above to utilize the technical expertise of a large team of individuals.

**Outcomes and Impacts:**

As of July 18 2008, the Learning Center has hosted 22 web cast seminars on animal manure management issues for a national audience. The comments received in the post-web cast evaluations are overwhelmingly positive. Fifty national experts from 16 universities, US EPA, USDA (ARS, CSREES, and NRCS), and USGS have contributed to the web casts. Approximately 100 individuals participate in our webcasts live each month. Archived webcast are viewed approximately 1100 times each month. The average individual viewing a webcast reports that they interact with 198 producers during a calendar year. Participants include Extension (21% of participants), regulatory agencies (21%), NRCS (13%), public sector research and education (14%), and private sector and producers (14%).

The eXtension web site <http://www.extension.org> (then click on animal manure management) was launched in March 2008. During the first six months, clientele have viewed more than 94,000 pages on this web site. Promotional materials are being shared through several agricultural media outlets this fall to further expand awareness and usage of the web site. A survey of clientele impact will be implemented in early 2009.

Category: Agricultural BMPs

Type of Presentation: Oral Presentation