

# Livestock and Poultry Environmental Learning Center: Connecting with Clientele Using Web 2.0

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Teams include more than 160 experts from around the country

# LPE Learning Center Principles

- Connect national experts with those advising producers
- On-demand access to our best science
- Build on existing partner resources
- Utilize emerging technologies to enhance information transfer



# Our Primary Products

- eXtension web site - 204,539 page views in first 10 months
- Monthly web seminars – 27 live and archived presentations by 60 experts
- Monthly newsletter – 1300 subscribers



# LPELC Website

<http://www.extension.org/animal+manure+management>

[Home](#) | [About](#) | [Resource Areas](#) | [News](#) | [Answers](#) | [Calendar](#) | [Self Learning](#) | [Feeds](#) 

## Animal Manure Management

sponsored by Livestock and Poultry Environmental Learning Center

Here are some of our featured articles and activities...



### Livestock and Poultry Environmental Learning Center Webcast Series

The Livestock and Poultry Environmental Learning Center offers a free monthly webcast on a variety of issues related to animal manure management.

[More...](#)

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This resource area was created by the:  
Livestock and Poultry Environmental  
Learning Center community



### In The News...

February 03, 2009

Nitrogen Conservation in Animal Housing is Free Webcast Topic Feb. 20

January 27, 2009

Crop Residues Have Value

January 26, 2009

Texas A&M System Recognizes Air Quality Research Team

# What Have We Already Accomplished?



# Webcast Series

- 100+ sites per live webcast
- Extensive views of archived webcasts
- National audience representative of multiple sectors of target audience
- Each viewer influences the decisions of more than 140 animal producers
- CEUs



Impact Evaluation, Spring, 2008

# Did They Use the Knowledge?

Did LPELC Resources Contribute to.....

- Improved Nutrient Management Plans?  
78% said “yes”
  - 51% said moderately or significantly
- Improved permit application/compliance?
  - 67%; 31% moderately or significantly

Impact Evaluation, Spring, 2008

# Did They Use the Knowledge?

Did LPELC Resources Contribute to.....

- Improved application of emerging technologies?
  - 93%; 65% moderately or significantly



Impact Evaluation, Spring, 2008

# Did They Use the Knowledge?

## Did LPELC Resources Contribute To...

- Improved policy development?
  - 75%; 49% moderately or significantly
- Better advice to producers?
  - 94%; 69% moderately or significantly



# Connecting to Our Clientele Using Web 2.0

*What is Web 2.0?*



# Web 2.0 is *Very Human*...

People want to...

- Consume and manage knowledge in flexible ways
- Create and influence content
- Find, interact & collaborate with others that share your ideas and interests



# Web 2.0 Has Opened New Frontiers (& Challenges) in Education



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There is no turning back...



# LPELC and Web 2.0

- Team Collaboration
  - Inservice trainings
- Communicating with our clientele
  - Webcast interaction
  - Ask an expert
- Delivering educational programming
  - Webcasts



# LPELC and Web 2.0

- Assessing Impact
  - Electronic surveys
- Expanding the audience
  - Search engine optimization
  - Participating in Web 2.0 communities (Flickr, Wikipedia, and more)



# Where Can We Go From Here?

- Online learning lessons (virtual classroom)
  - Very high interest level among audience
- Networking
- User generated content
  - Virtual tours
  - Research summaries



# Virtual Classroom

- Our best science presented by our best experts
- Sense of community- Interactive environment among students and between students & teachers
- Certify completion by participants
- Moodle-through eXtension



# Creating a Virtual Classroom



# Why Utilize LPELC for Outreach?

- Large established audience
- eXtension connection – supports critical CSREES & LGU priority
- Audience is expanding through search and other means



# Why Utilize LPELC for Outreach?

- Collaborative environment for peers
  - Less travel
- Delivery expertise
- Access to your resources for ongoing updates and improvement



# How to Get Involved

- Content author, reviewer, contributor
- Ask an Expert
  - Goal is to cover all 50 states
- Calendar of events
- Subscribe to newsletter (at website)



# Questions?

