

I. Faculty activities are reported to the University of Florida under 14 county major program initiatives. The goal and focus numbers identify the program with the University of Florida Statewide goals and focus areas. (Primary faculty contact, but many programs are collaborative)

Jordi:

County Extension Community and Leadership Development (Jordi & Favors) 19 attendees

- Developed the Overall Extension Program Monthly report to County Manager
- Attended and participated in monthly Department Head meeting – Kristen Poppell
- Worked in Demonstration Garden
- Monthly staff meeting (7WF) worked on T&P packet statements

State Initiative 2: Enhancing/Protecting Water Quality, Quantity, and Supply

I. **Florida Friendly Landscapes – total 176; 176 participants; volunteer: zero participants**

- Managed Plant clinics by answering questions from the public – 75 participants including plant disease diagnosis and insect and plant identification. The cost for analysis of plant diseases from UF/IFAS would potentially cost clients \$75 per sample for a total savings of \$5,625. Twenty-three of those requiring diagnosis were one-on-one diagnostic office visits for additional value of \$75 per person for a savings of \$1,725. **Total savings to Nassau County residents this month: \$7,350.**
- Organized and managed Master Gardener volunteers who provide telephone coverage by answering questions to the general public on Fridays from 10am to 2pm. The paraprofessional volunteer time is valued at \$22.70* an hour according to 2015 Florida data from the Independent Sector. The volunteer office hours provided Master Gardeners was 12 hours which totaled \$272.40. Additional time was donated to one of the two demonstration gardens for plant selection, plot preparation, planting, watering, fertilizing and general care for a total of 33 hours which totals to \$749.10. **Total number of office hour and demonstration garden valued at \$1,021.50.**
*(http://independentsector.org/programs/research/volunteer_time.html).
- Performed 26 pH soil tests at the local offices from this agent, Office Specialist, and Master Gardener volunteers which saved county residents \$78. Each test also includes phone/e-mail consultation with analysis and best management practices for optimal plant growth and production which may also include appropriate plant selection for the Northeast area. A reasonable cost for a personal consultation in the private sector would be \$25 per person for savings of \$650. **Total savings to Nassau County residents \$728.**
- Taught Landscape Matters Class – Common Garden Pests – 22W, 1B participants; 17F, 6M
- Conducted Master Gardener orientation and interviews – 7WF
- Taught new Multi-county MG class – Basic Botany 43 participants; 37W, 2B, 2H, 2A; 7M, 36F
- Provided 2 homeowner site visits valued at \$150 per visit for providing diagnostics, plant and pest identification, and best management practices. **Total savings to the Nassau County residents valued at \$300.**

Return of Investment: Horticulture agent Teaching - 2 hours x \$50/hour = \$100

Total Return on Investment for Initiative 2 for July was \$9,499.50

Volunteers: Total: zero

Green Industry/Best Management Practices – total 18 participants

- Provided 6 phone/e-mail consultations valued at \$75 per consult, **total savings \$450**
- Conducted 4 site visits - \$200 per diagnostic visit which provided pest identification and best management practices. **Total savings to pesticide businesses and HOA valued at \$400.**
- Conducted two site visits for trees for County - \$200 per visit for **total savings of \$400**

- Conducted two beach surveys for City of Fernandina Beach **value of \$500**
- Conducted survey of North and South Egan's Creek for invasive plants **valued at \$1,000**
- **Total savings for local landscape businesses - \$2,750**

State Initiative 7, Focus 1: 4-H Youth Development – total 45 youth; 3 adult volunteers

- Taught one 4-H Day camp – Sewing 45F participants- 42W; 3B

Return of Investment: Master Gardener Teaching - 12 hours x \$50/hour = \$600. Total Return of Investment: \$600

Other County and University Events:

- Attended EOC meeting
- Conducted tree site visit for County as certified arborist
- **Total Return on Investment: \$12,849.50**

McAlpine:

State Initiative 5: Human Development and Family/Aging Well – total 9 participants

- Provided specialized Medicare clinics to seniors: 9 participants: 2WM, 6WF, 1BF
- **Return of Investment: Teaching – 9 hours x \$50/hour = \$450**

State Initiative 5: Food Safety and Nutrition – total 250 participants: McAlpine 85 participants, Cox 165 participants

- Co-leader of 4-H Food, Fun and Fitness Camp. Taught 4 classes (Importance of Physical Exercise, Reducing Fat, Sugary Drinks, Reading Food Labels): 40 participants: 4WM, 4AM, 28WF, 4BF
- Taught youth at Northeast Florida Community Action Agency Camp "Reducing Fat.": 46 participants: 25BM, 1WM, 1AM, 2WF, 17BF
- Garden Work – garden clean up and fertilizing – Pak's Afterschool Nutrition Program

Family Nutrition Program: Denis Cox

- Taught 15 nutrition classes Dayspring Village, Barnabas Food Distribution Site, Callahan Dinner Site: 165 participants: 79WM, 5BM, 1HM, 64WF, 12BF, 4HF

Return of Investment: McAlpine Teaching – 16 hours x \$50/hour = 800; Cox FNP monthly grant dollars \$2,000. Total Return of Investment: \$2,800

State Initiative 5: Family Financial Management – total 16 participants

- Taught 1 "Employability" classes (Job Applications) to male inmates at Nassau County Detention Center: 9 participants: 6WM, 2BM, 1HM
- Taught 2 Budgeting Classes (referrals from Barnabas Center and Council on Aging): 2 participants: 1WM, 1WF
- Educated and assisted Medicare recipients with Medicare A & B Subsidies & Prescription Drug Plan Savings, food stamps: 5 participants: 4WF, 1BF
- Combined Medicare B subsidies, prescription savings, food stamps for Medicare recipients for 1 year: +\$1,500(Rx) + \$8,140 (Part B) + \$840= \$10,480
- Participated in Homemade Entrepreneur and Family and Consumer Sciences Program development meetings

Return of Investment: McAlpine teaching – 6 hours x \$50/hour = \$300; Medicare Part B Subsidies & Prescription Drug Plan savings, food stamps = \$10,480; Total Return of Investment \$10,780

Other County and University Events – total 0 participants

- Submitted monthly report to CED
- Attended monthly staff meeting
- Professional Development training "Facilitating Collaborative Meetings" 2 days

Poppell:

Initiative 7, Focus 1: Organizational Strategies and Learning Environments to Support Youth Development – Total: 9 participants; volunteers – zero

- Facilitated Whale of a Sale fundraiser
- Led program planning meeting with FBCA curriculum coordinator, **Total: 1 participant, 1W, 1F.**
- Led Youth Leadership Nassau Steering Committee meeting, **Total: 8 participants, 8W, 4F, 4M.**
- Attended monthly staff meeting

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 27 participants; volunteers – zero.

- Taught Project Learning Tree Educator training, Total: 10 participants. 10W, 10F
- Co-taught club leader training, Total: 17 participants. 16W, 1B, 14F, 3M

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 108 participants; agent - 95; volunteer – 13

- Taught County Council lesson and led retreat, Total: 10 participants. 10W, 5F, 5M
- Co-taught Food, Fun, & Fitness Day Camp, Total: 47 participants. 43W, 4B, 39F, 8M
- Co-facilitated livestock weigh-in for the Northeast Florida Fair
- Taught "About 4-H" at the Fernandina Beach Explorers Club, Total: 13 participants. 9W, 4B, 9F, 4M
- Co-taught District Officer Training, Total: 25 participants. 19W, 4H, 3B, 17F, 8M

Volunteers, Total – 13 participants

- Taught Various Subjects at Community Club Meetings, Total: Total: 13 participants. 9W, 4B, 9F, 4M

Return on Investment (ROI)

- Calculation of economic value of trained volunteers' contribution to extension programs: per 2017 Florida data from Independent Sector (http://independentsector.org/programs/research/volunteer_time.html) the estimated dollar value of a volunteer hour is \$22.70. In Extension, trained volunteers are contributing to Extension programs by dedicating their time, skills, talent and expertise under supervision or guidance of faculty. **Volunteers contributed total of 40 hours valued at \$908.00.**
- Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50 an hour, as of 2016. **Therefore, the ROI for instructional hours for the month of July for this 4-H UF/IFAS Extension Faculty is \$950.00 (19 hours).**
- Calculation of economic value of personal consultations including club and project recommendations is valued at \$75/hour. **Therefore, the ROI for the month of July is \$150.00 (2 hours)**

Therefore, the total ROI for the month of July is \$2,008.00.

Irvine:

Initiative 7, Focus 1: Organizational Strategies and Learning Environments to Support Youth Development – Total: 22 participants; volunteers – zero

- Facilitated Whale of a Sale fundraiser
- Attended monthly staff meeting
- EOC/4-H YET planning meetings (x2), Total: 3 participants. 4W, 3M, 1F.
- Attended ESF-17 MOU meeting, Total: 6 participants. 6W, 4M, 2F.
- Participated in County Disaster Planning meeting, Total 13 participants. 1B, 12W, 4F, 9M.

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 17 participants; volunteers – zero.

- Co-taught club leader training, Total: 17 participants. 16W, 1B, 14F, 3M

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 176 participants; agent - 137 volunteer – 39.

- Taught Wild Hearts SPIN camp (3 meetings), Total: 27 participants. 21W, 3B, 3AS, 6M, 21F.
- Led SEW Much Fun summer camp, Total: 39 participants. 33W, 6B, 39F.
- Led Wild Hearts presentation night, Total: 34 participants. 4B, 28W, 2AS, 20F, 14M.
- Facilitated 4-H University
- Co-led YET interest meeting, Total: 29 participants. 24W, 3H, 2B, 15F, 14M.
- Taught Exploring Equine Science at 4-H University, Total: 29 participants.

Volunteers, Total – 78 participants

- Taught Various Subjects at Community Club Meetings, Total: Total: 78 participants. 76W, 1A, 1NA; 38M, 38F.

Return on Investment (ROI)

- Calculation of economic value of trained volunteers' contribution to extension programs: According to 2017 Florida data from Independent Sector (http://independentsector.org/programs/research/volunteer_time.html) the estimated dollar value of a volunteer hour is \$22.70. In Extension, trained volunteers are contributing to Extension programs by dedicating their time, skills, talent and expertise under supervision or guidance of faculty. **Volunteers contributed total of 30 hours valued at \$681**
- Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50 an hour, as of 2016. **Therefore, the ROI for instructional hours for the month of July for this 4-H UF/IFAS Extension Faculty is \$1325 (26.5 hours).**
- Calculation of economic value of personal consultations including club and project recommendations is valued at \$75/hour. **Therefore, the ROI for the month of July is \$75 (1 hours)**

Therefore, the total ROI for the month of July is \$2,081

Kolluri:

Initiative 3: Enhancing and conserving Florida's natural resources and environmental quality

1) Focus 1: Informed Community Decision Making

- Coordinated with faculty from UF's Program for Resource Efficient Communities on the 121 Site project for Weyerhaeuser. The project will involve collection and analysis of hydrological and ecological data on Weyerhaeuser land in Alachua County slated for development. Data will be used to pick an appropriate site plan for the Florida Friendly Landscaping Platinum pilot program and will serve as a model for future developments looking to enroll in the program, as well as provide tools for Extension.

2) Focus 2: Natural Resource Operations

- Provided 10 email/phone consultations, valued at \$75 per consult, **total savings \$750**
- Provided 6 office visit consultations, valued at \$75 per consult, **total savings \$450**
- Provided 3 pH soil tests for 1 client at the local office from this agent and Office Specialist which saved county residents \$9. The client also received a phone consultation with analysis and best management practices for optimal plant growth and production. A reasonable cost for a personal consultation in the private sector would be by \$25 per person, **total savings \$34**

Total ROI: \$1,234.00

3) Focus 3: Environmental Literacy and Stewardship

- Taught about invasive species and specific invasive reptiles in Florida at the Wildhearts 4-H camp (2WM, 1AM, 5WF, 1AAF). Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50 an hour, as of 2016. Therefore, the ROI is \$50.00 x 1 hr = **\$50**. The agent also chaperoned and facilitated the camp on 7/17.
- Taught about edge effects and invasive/nuisance vine control at the Master Gardener meeting on 7/19 (1WM, 11WF). Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50 an hour, as of 2016. Therefore, the ROI is \$50.00 x 0.5 hr = **\$25**.

- Provided 1 email consultation, valued at \$75 per consult, **total savings \$75**

Total ROI: \$150.00

The total ROI for this agent in June was \$1,384.00

Other Events:

- Attended monthly staff meeting

II. Number of Publications, original or adapted educational materials prepared:

Jordi: Total – 46,934 (excluding PSA's)

- "Garden Talk" Series published in News Leader (2X) **Total: 20,000**
- "Green Thumb Guidelines" article published in North Hampton Living **Total: 556**
- "Ask the Experts Q&A" - Florida Gardening, July/August Vol. 22, No. 4 **Total: 18,000**
- "Harvest Gold: 4 articles on Summertime recipes – Nassau County Record **Total: 16,000**
- Horticulture News e-newsletter **Total: 378**
- LM Turf class photos – Peterson 10 yr anniversary Nassau County Record **Total: 4,000**
- LM Palm Class photos (2) – Nassau County Record **Total: 4,000**
- MGs on Eco Tour/Amelia River – Nassau County Record **Total: 4,000**
- Wordpress 406; Pinterest 1,943
- UF Blogs 3,381

Total PSA's published: 152,940

McAlpine: Total – 12,152 (excluding PSA's)

- Homemade Entrepreneurship Program, West Side Journal: 12,000
- FCS July Newsletter: You Can Prevent T2 Diabetes
- Blog: Preventing T2 Diabetes – 21
- Blog: Nutrition Facts Label Make Over – 0
- Facebook: Preventing T2 Diabetes – 65 friends
- Sugary Drinks – 10
- Reducing Fat - 56

Total PSA's published: 11,500

Poppell: Total: 16,606 (excluding PSA's)

- Developed the Friday Flyer (2 issues), Total: 606
- Wrote "4-H'er of the Year", Fernandina Beach Newsleader: 10,000. Westside Journal: 12,000. Nassau County Record: 4,000. Total: 26,000.
- Wrote "Congratulations to our 4-H'er of the Year" for Nassau County Extension Blog, Total: 166
- Wrote "We Need YOU to Volunteer" for Nassau County Extension Blog, Total: 46

Total PSA's published: 29,000

Irvine: Total: 16,606 (excluding PSA's)

- Non-PSA Facebook posts, **Total: 1,062**
- Wrote "4-Hers Go to Camp", **Fernandina Beach Newsleader: 10,000.**
- Wrote "Summer Long Summer Camp" for Nassau County Extension Blog, **Total: 275.**

Total PSA's published: 29,000

Kolluri: Total: 527 (excluding PSA's)

- Posted on UF/IFAS Extension Nassau County Natural Resources Facebook page (2 posts, 46 followers), **Total: 92**
- "What is an invasive species", Powerpoint – **presented to 9**
- "Edge Effects", Powerpoint – **presented to 12**
- "Know Your Invaders: Air Potato", UF/IFAS Extension Nassau County Blog, posted 7/6– **97 views**
- Views on previous blog posts: **317**

PSA total: zero

III. Key Productivity Indicators Totals for Month:

Number of educational contacts by phone, mail, newsletter, groups, or personal consultation:

Educator	Number of groups	Number of participants	Mail and e-mail	Phone calls	Walk in visits	Site visits	Media contacts	Website /Social Media
Jordi	6	221	3/47	43	23	8	46,934	9,698
McAlpine	26	276	5/16	12	0	0	12,021	/65
Poppell	8	144	1/70	10	1	1	26,000	/7,280
Irvine	13	293	0/60	17	1	0	26,000	275/1,062
Kolluri	2	21	0/6	6	6	0	0	414/92
Total:	55	955	9/199	88	31	9	110,955	9,698/251
*ROI	\$12,849	\$14,030	\$2,008	\$2,081	1,384			\$32,352

***Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50. In addition, the value of diagnostics visits, soil analysis, Continuing Educational Units (CEU), volunteer hours, grants, and Medicare savings are also included.**

IV. Projected (2-month) out-of-county travel, all at no cost to county except use of county vehicles:

Jordi:

August	2	New Multi-county MG training – Duval County Extension
	14	Fleming Island Garden Club - Ferns
	28-30	EPAF FT Meyers
September	6	New MG training Suwanee County - weeds
	20	New MG training – Duval County Extension – Citrus
	21	LCLM training – weeds, IPM
	27	New MG training – Customer Service; lab practical

McAlpine

August	1	Jacksonville: Real Sense Steering Meeting
	14	Clay County: Blog Training
September	16 & 23	Duval County Extension Service: Homemade Entrepreneur Program
	6	Duval County Extension Service: Homemade Entrepreneur Program

Poppell:

August	1-2	4-H University, Gainesville, FL
	7	Editing Video Training, Alachua County Extension
September	12	Cohort Meeting, Bradford County Extension
	21-24	Southern Region Teen Leadership Conference, Tennessee
	25	District Council meeting, Duval County Extension

Irvine:

August	1-3	4-H University, Gainesville, FL
	28-31	EPAF – Ft. Meyers, FL
September	12	Cohort Meeting, Bradford County Extension