

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) 6 attendees

- Developed the Overall Extension Program Monthly report to County Manager
- Worked in Demonstration Garden
- Met with County Manager regarding annual report
- Attended building design, land usage meetings for Miner Rd.
- Attended landscape design meeting with UF Shands – 6 W participants; 4M; 2F
- Attended landscape design meeting with Wildlight planners; currently on the Wildlight Community Engagement Committee
- Hosted and participated in UF/IFAS annual appraisals with DED (Dr. Simonne)

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

I. Florida Friendly Landscapes – total 443; 420 participants; volunteer: 23 participants

- Managed Plant clinics by answering questions from public – 130 participants including plant disease diagnosis and insect and plant identification. Water conservation is always discussed as it directly relates to the reduction of disease. The cost for analysis of plant diseases from UF/IFAS would potentially cost clients \$75 per sample for a total savings of \$9,750. Forty-one of those requiring diagnosis were one-on-one diagnostic office visits for additional value of \$75 per person for a savings of \$3,075. **Total savings to Nassau County residents this month: \$12,825**
- Organized and managed Master Gardener volunteers who provide telephone coverage by answering questions to the public on Fridays from 10am to 2pm. The paraprofessional volunteer time is valued at \$22.70* an hour according to 2016 Florida data from the Independent Sector. The volunteer office hours provided Master Gardeners was 12 hours which totaled \$264.96. 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 \$728.64. **Total number of office hour and demonstration garden valued at \$993.60**
*(http://independentsector.org/programs/research/volunteer_time.html).
- Performed thirty-seven pH soil tests at the local offices from this agent, Office Specialist, and Master Gardener volunteers which saved county residents \$111. 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 \$925. **Total savings to Nassau County residents \$1,036**
- Taught Crash Course in Florida Gardening – 168 white attendees; 140 W, 48M, 120F, topics included FFL, wildlife, vegetables, lawn grass, perennials, annuals, trees, palms, and citrus
- Taught class Pruning: 23W attendees, 4M, 19F
- Taught St. John's County Master Gardeners: 60 attendees; 58W, 2B; 8M; 62F
- Conducted 2 homeowner site visits – provided plant identification, plant replacement and tree diagnostic visit valued at \$150 per visit for **total of \$300**
- **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 3 instructional hours for the month of February for this UF/IFAS Horticulture Extension faculty is \$150.00**
- **Total savings to the Nassau County residents valued at \$15,303.60**

Volunteers: Total: 50 participants

- Taught Landscape Matters class – Roses in the Home Landscape – 23 participants; 23W, 4M, 19F

II. Green Industry/Best Management Practices – total 25 participants

- Provided 10 phone/e-mail consultations valued at \$75 per consult, **total savings \$750**. Water conservation is always discussed as it directly relates to the reduction of disease
- Conducted 1 diagnostic site visit to North Hampton (5W; 2M; 3F) HOA/Martex - \$200 per hourly diagnostic visit which provided pest identification and best management practices for local landscape company and HOA. **Total savings to pesticide businesses valued at \$300**
- Conducted examination of plants to be used at lift station #3, across from Omni. **Value of examination \$200**
- Conducted diagnostic site visits at Osprey Village to 7 homes and memorial gardens on site. 4WF, 2WM; **value of visit \$1,400**
- Conducted 3 pH soil tests and Inspected trees and plants for Substation #3 for County. Value of inspection and soil testing is **\$300**
- Conducted review class for County O&T licenses. 4WM. **Value of training is \$50 per attendee for total value of \$200**
- **Calculation of total savings for local landscape businesses and municipal entities is \$3,150**

State Initiative 7, Focus 1: 4-H Youth Development – total 104 youth

- Taught, facilitated, managed Top Tomatoes - volunteers Libby Wilkes and Jacqui Galbreath - Yulee Jr. MG 4-H club with Boys and Girls club – 36W youth; 20WM, 16WF
- Taught, facilitated, managed America's Youth – volunteer Wendy Priesand - FB Jr. MG 4-H club – 56 youth; total: 12W, 44B; 36M, 20F
- Taught Garden Planting at America's Youth, Total: 12 participants, 10B, 1W, 1H, 7F, 5M
- **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 February for these Master Gardeners is \$650 (13 hours)**

Other County and University Events:

- Provided appropriate plant material ideas for proposed park in downtown Fernandina Beach.
- Attended Keep Nassau Beautiful Board meeting

ROI for teaching is 8 x \$50 per hour for total value of \$400. Total ROI for all Horticulture programs for the month of February is valued at \$15,008.60.

McAlpine:

State Initiative 5: Human Development and Family/Aging Well – total 3 participants

- Provided specialized Medicare clinics to seniors: 2 participants: 2WF
- Provided training on Medicare to FCS volunteer in preparation for Volunteer to provide Medicare Outreach clinics in the community; total of 4 volunteer hours
- **Return of Investment: Teaching – 3 hours x \$50/hour = \$150; volunteer 4 hours x \$22.70 = \$90.80**

State Initiative 5: Food Safety and Nutrition – total 706 participants: McAlpine 473 participants, Cox 233 participants

- Taught 4 "Take Charge of Your Diabetes" Classes (Lessons 5,6,7,8) at Callahan MCCI Building: 44 participants: 4WM, 40WF
- Volunteer provided support during 3 Take Charge of Your Diabetes Classes for a total of 9 volunteer hours
- Worked in afterschool garden at Pak's Karate
- Taught 4 Garden and Nutrition Lessons to Pak's Afterschool Garden and Nutrition Club: 61 participants: 24WM, 37WF
- Taught 4 YUM lessons (Grains and Dairy Group) to 2nd grade students at Southside Elementary: 64 participants: 4BM, 18WM, 4BF, 36WF, 2HF
- Taught ServSafe, Food Manager's Food Safety 8-hour class: 1 participant: 1WF

- Taught 10 classes “Eat for Health” (Grains; Dairy) at Callahan Middle School – Girls’ PE class: 303 participants: 278WF, 14BF, 7HF, 4AF

Family Nutrition Program: Denis Cox

- Taught 16 nutrition classes at Yulee Primary School and Callahan Elementary School: 233 participants: 110WM, 1HM, 3BM, 111WF, 7BF, 2HF, 1AF, 1HF
- **Return of Investment: McAlpine teaching – 46 hours x \$50/hour = \$2,300; volunteer 9 hours X \$22.70= \$204.30, Cox FNP monthly grant dollars \$2,000**

State Initiative 5: Family Financial Management – total 13 participants

- Established partnership with United Way/IRS Volunteer Income Tax Assistance Program
- Provided income tax assistance to 8 individuals: 8 participants: 3WM, 2BM, 3WF
- Taught and assisted Medicare Savings Programs to 2 individuals: 2 participants: 2WM
- Taught budgeting class: 3 participants: 1WM, 2WF
- Completed and submitted award application to National Extension Association of Family and Consumer Sciences for the Homemade Entrepreneurship Course/Program
- **Return of Investment: McAlpine teaching – 15 hours x \$50/hour = \$750; Tax Preparation fees saved \$150 per tax return x 8 returns = \$1,200; Medicare Part B Subsidies & Prescription Drug Plan = \$3,000**

Other County and University Events – total 0 participants

- Completed and submitted monthly report to CED
- Attended and participated in Monthly Staff Meeting
- Participated in Annual Performance Appraisal with UF/IFAS District Extension Director – Dr. E. Simonne

Poppell:

Initiative 7, Focus 1: Organizational Strategies and Learning Environments to Support Youth

Development – Total: 7 participants; volunteers – zero

- Participated in Permanent Status and Promotion workshop
- Participated in sponsor meeting at Marine Corps Leagues of Nassau County
- Co-led 4-H Association meeting, Total: 7 participants, 7W, 4F, 3M
- Participated in Annual Appraisal with DED
- Facilitated monthly staff meeting
- Participated in Citizenship Leadership Action Team meeting

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 5 participants; volunteers – zero.

- Participated in NE District Volunteer Taskforce meeting
- Led archery club information and planning meeting, Total: 2 participants, 2W, 2F.
- Led club planning and compliance meeting with volunteers, Total: 2 participants, 2W, 2F.
- Led in Youth Leadership Nassau March planning meeting, Total: 1 participant, 1W, 1M.

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 470 participants; agent - 405; volunteer – 65

- Taught Diversity Activities at County Council, Total: 16 participants, 16W, 10F, 6M
- Taught Parts of a Plant at America’s Youth, Total: 12 participants, 11B, 1H, 7F, 5M
- Taught Grains/Reading Labels at Callahan Middle School, Total: 144 participants, 131W, 7B, 4H, 2A, 144F
- Taught Grains at Bryceville Elementary, Total: 62 participants, 57W, 3H, 2B, 30F, 32M
- Taught Garden Planting at America’s Youth, Total: 12 participants, 10B, 1W, 1H, 7F, 5M
- Taught Sugary Drinks at Callahan Middle School, Total: 159 participants, 147W, 7B, 3H, 2A, 159F

Volunteers, Total – 65 participants

- Taught Various Subjects at Community Club Meetings, Total: 65 participants. 61W, 4B, 36F, 29M

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 52 hours valued at \$1,180.40**
- 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 February for this 4-H UF/IFAS Extension Faculty is \$850.00 (16.5 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 February is \$150.00 (2 hour)**

Therefore, the total ROI for the month of February is \$2,180.40

Irvine:

Initiative 7, Focus 1: Organizational Strategies and Learning Environments to Support Youth

Development – Total: 6 participants; volunteers – zero

- Attended Promotion and Permanent status workshop
- Attended Ranch Horse Clinic in Gainesville
- Participated in Regional Envirothon meeting
- Participated in Area B planning meeting
- Attended webinar on Best Practices of Day and Residential Camps
- Participated in revenue enhancement event at the Marine Corps League- Nassau Detachment
- Participated in DED annual appraisal
- Participated in staff meeting
- Participated in 4-H Association Meeting, total: 6 participants, 3M, 3F, 6W.

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 13 participants; volunteers – zero.

- Taught Embryology Teacher Volunteers Yulee Primary, Total: 13 participants, 12F, 1M, 12W, 1B.

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 2,163 participants; agent - 218; volunteer – 1,945

- Taught Hippology (x2), Total: 17 participants, 12F, 4M, 14W, 1B, 2H
- Taught Embryology Introduction at Emma Love Hardee Elementary, total: 131 participants. 67M, 64F, 98W, 17B, 10H, 1A, 5MULTI
- Taught Candling at Emma Love Hardee Elementary, total: 131 participants. 67M, 64F, 98W, 17B, 10H, 1A, 5MULTI
- Taught Embryology Introduction at Yulee Primary School, total: 942 participants. 501M, 425F, 712W, 60B, 48H, 19A, 63Other
- Taught Candling at Emma Yulee Primary School, total: 942 participants. 501M, 425F, 712W, 60B, 48H, 19A, 63Other

Volunteers, Total – 105 participants

- Taught Various Subjects at Community Club Meetings, Total: Total: 105 participants. 100W, 1H, 2A, 65M, 40F

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 611 hours valued at \$13,869.70.**

- 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 November for this 4-H UF/IFAS Extension Faculty is \$700.00 (14 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 August is \$75.00 (1 hours)**

Therefore, the total ROI for the month of August is \$14,644.70.

Other Events: None

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

Jordi: Total – 200,500 (excluding PSA's)

- “Garden Talk” – Yulee Bugle (3X), AmeliasIslandLiving.com; **total: 56,900**
- Jordi on TV-14/First Coast Living – TV-14 telecast, TV-14 website*, BOCC/County Insider, Nassau County Government/Facebook, Westside Journal, Fernandina Beach News Leader; **total: 31,600**
- “Spotlight on Nassau Gardens”/Lopez – Fernandina Beach Observe; **total: 30,000**
- Fruit Class photos (3) – Westside Journal; **total: 12,000**
- Rose Class photos (3) – Fernandina Beach News Leader, Westside Journal, Nassau County Record; **total: 26,000**
- Jordi Speaks to AIP Garden Interest Group – Westside Journal; **total: 12,000**
- Pruning class photo – Fernandina Beach News Leader; **total: 10,000**
- MG Candace Bridgewater at Callahan Garden Club– Fernandina Beach News Leader, Westside Journal; **total: 22,000**
- UF/IFAS Blog **6,714**; Pinterest **1,620**; Facebook **109**

Total PSA's published: 878,930

McAlpine: Total – 604 (excluding PSA's)

- Submitted Newspaper Article “Income Tax Scams” to Fernandina Beach Newsleader, Westside Journal, N.C. Record
- Grains, Sugary Drinks, Dairy: 428
- Carbohydrate Counting, Glycemic Index, Health Care Team, Cardiovascular Disease: 176
- 1 Blog: Income Tax Assistance 76
- 1 Facebook: Tax Scams 83 friends

Poppell: Total: 14.422 (excluding PSAs)

- Developed the Friday Flyer (2 issues), Total: 300
- Edited “Youth Leadership Nassau News”, Westside Journal: 12,000
- Edited “Local 4-H Learn about Bark Beetles”, Westside Journal: 12,000
- Wrote “4-H'er of the Month – Madison”, Westside Journal: 12,000, Fernandina Beach News-Leader: 10,000, Yulee Bugle: 9,300, Total: 31,300
- Wrote “4-H'er of the Month – Madison” for Nassau County Extension blog, Total: 180 views
- Wrote “Public Speaking – Don't Be Afraid” for Nassau County Extension blog, Total: 32 views

PSA total: zero

Irvine: Total 177 (excluding PSAs)

- Wrote “Do You Have the Time” for Nassau County Extension Blog, Total: 119
- Wrote “Chicks: Coming to a Classroom Near You!” for Nassau County Extension Blog, Total: 58

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	Blogs or Social media
Jordi	12	478	5/50	56	41	12	200,500	8,443

McAlpine	44	722	2/13	7	0	0	604	83
Poppell	11	482	0/75	10	2	0	55,600	5,373
Irvine	15	2,182	0/97	16	1	0	177	5,787
Total:	82	3,864	7/235	95	89	12	256,881	19,686
ROI								\$45,624

***Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50, as of April 26, 2016. 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:

March 9 Interview of Natural Resource/Ag position - Gainesville
12 Alan Hallman – site visit Fish/Wildlife Camp Blanding
21- 22 Master Gardener update – Savannah GA
28 MG advanced training – Duval County Extension
April 11 Green Team meeting – Duval County Extension
16-18 Orange County Review – Orange County Extension Office
19-20 EPCOT with MG Orlando, FL

McAlpine

March 28 Clay County Extension – Fair Judging
April None

Poppell

March 1 Envirothon Meeting, Duval County
8 Regional Envirothon, Lake Fretwell Park, Jacksonville
16-18 Southeastern Environmental Education Alliance Conference, St. Petersburg, FL
April 5 Envirothon Meeting, Duval County
19 Camp Counselor Training, Duval County
21 District Events, Flagler County
28 State Envirothon, Alachua County

Irvine

March 8 Regional Envirothon
16-17 LEEF Conference- Presenting-
April 7-8 Hippology State Event – Gainesville
21 District Events- Palm Coast