

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 – Amy Bell
- Worked in Demonstration Garden
- Completed UF Compliance for Success Module
- Met with Facilities Director and Acting County Manager re: Miner Road property

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

I. Florida Friendly Landscapes – total 201; 156 participants; volunteer: 45 participants

- Managed Plant clinics by answering questions from the public – 93 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 \$6,975. Forty-two of those requiring diagnosis were one-on-one diagnostic office visits for additional value of \$75 per person for a savings of \$3,150. **Total savings to Nassau County residents this month: \$10,129**
- 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 \$23.33* an hour according to 2018 Florida data from the Independent Sector. The volunteer office hours provided Master Gardeners was 12 hours which totaled \$279.96. 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 \$769.89. **Total number of office hour and demonstration garden valued at \$1,049.85**
*(http://independentsector.org/programs/research/volunteer_time.html).
- Performed 2 pH soil tests at the local offices from this agent, Office Specialist, and Master Gardener volunteers which saved county residents \$6. 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 \$50. **Total savings to Nassau County residents \$56**
- Edited children's book – "Zoe's Mission" with Master Gardeners – 5WF
- Edited Spotlight on gardening for July – 2WF
- Edited and reviewed graduate student's publications in Featured Creatures
- Taught Project Learning Tree to local teachers and aides 3 hours on various topics: 24WF; 3AF Total 27
- Conducted Master Gardener update meeting – 1WM, 24WF, 1BF; Total 26 attendees
- Conducted Master Gardener orientation and interviews – 3WF; Master Gardener assistance
- Provided zero 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 \$zero**

Return of Investment: Horticulture agent Teaching - 4 hours x \$50/hour = \$200

Total Return on Investment for Initiative 2 for July was \$11,434.85

Volunteers: Total: 45

- Landscape Matters class Living with Alligators - Karl Shaffer, 45W participants: 10M, 35M

Green Industry/Best Management Practices – total 10 participants

- Provided 4 phone/e-mail consultations valued at \$75 per consult, **total savings \$300**. Water conservation is always discussed as it directly relates to the reduction of disease.
- Conducted zero site visits - \$200 per diagnostic visit which provided pest identification and best management practices. **Total savings to pesticide businesses and HOA valued at zero**
- Conducted survey of Seaside Beach for invasive plants **valued at \$250**
- Proctored 6 pesticide tests for municipal and county employees valued at **\$600**
- **Total savings for local landscape businesses - \$1,150**

State Initiative 7, Focus 1: 4-H Youth Development – total 30 youth; 1 adult volunteer

- Taught one 4-H Day camp – Environmental camp with Master Gardener volunteer; 3 hours; 30 youth; 3AM, 6WF, 21WM

Return of Investment: Agent and Master Gardener Teaching - 6 hours x \$50/hour = \$300. Total Return of Investment: \$300

Other County and University Events:

- **ROI for 4-minute Television Spot on First Coast Living at 11am and 2pm valued at: \$2,500**
- **Total Return on Investment: \$12,852.50**

McAlpine:**State Initiative 5: Human Development and Family/Aging Well – total 11 participants**

- Provided specialized Medicare clinics to seniors: 6 participants: 5WM, 1WF
- Provided training and support to Medicare to FCS volunteer (5 hours): 1 participant: 1WF
- FCS Medicare volunteer conducted 4 Medicare clinics to seniors: 4 participants: 4 WM
- FCS volunteer hours 11
- **Return of Investment: Teaching – 6 hours x \$50/hour = \$300; volunteer 11 hours x \$22.70=\$249.70**

State Initiative 5: Food Safety and Nutrition – total 311 participants: McAlpine 87 participants, Cox 163 participants

- Planned, prepared with 4-H Agent, K. Poppell, for 4-H Camp “Teen Boot Camp (two meetings)
- Co-facilitated a 3 – day 4-H Teen Boot Camp: 12 participants: 4WM, 1BF, 7WF
- Taught 4-H campers about Sodium, Time Management, Job Application Skills, First Aid (including hands only CPR/Heimlich maneuver) and automobile basics: 60 participants: 20WM, 5BF, 35WF
- Conducted planning meeting with Family Support Services, L. Rozier, regarding nutrition and food preparation workshop for youth in foster care
- Organized and taught nutrition and food preparation workshop to FSS foster care youth: 15 participants: 1BM, 2WM, 12 WF
- Participated in planning meeting with County 4-H and Natural Resource/Ag Agents regarding Hurricane Preparedness Program

Family Nutrition Program: Denis Cox

- Taught 5 nutrition classes at ARC 103 participants: 65WM, 4BM, 3BF, 31WF
- Taught 3 nutrition classes to America’s Youth: 60 participants: 21BM, 3WM, 32BF, 4 WF
- **Return of Investment: McAlpine Teaching – 22 hours x \$50/hour = \$1,100; Cox FNP monthly grant dollars \$2,000**

State Initiative 5: Family Financial Management – total 12 participants

- Assisted with Real Life Financial Management Simulation with 4-H Teen Boot Camp: 12 participants: 4WM, 1BF, 7WF
- **Return of Investment: \$0**

Other County and University Events – total zero participants

- Participated in monthly FCS meeting

- Appointed by VP of IFAS to be committee member of PS/P and T University Committee
- Awarded \$1,600 4-H/FCS collaborative grant for 2019 4-H Teen Boot Camp

Poppell:

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

Development – Total: 46 participants; volunteers – zero

- Taught “What is 4-H?” at Westside Chamber of Commerce meeting, Total: 40 participants, 38W, 2B, 21F, 19M
- Led YLN Steering Committee meeting, Total: 6 participants, 6W, 4F, 2M
- Participated in camp planning meeting

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 51 participants; volunteers – zero

- Co-led Camp Cherry Lake family orientation, Total: 42 participants, 42W, 24F, 18M
- Taught Project Learning Tree Educator Workshop, Total: 9 participants, 8W, 1AS, 9F

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 75 participants; agent – 75; volunteer – 0

- Facilitated Camp Cherry Lake (2.5 days), Total: 26 participants, 26W, 18F, 8M
- Taught “Teen Life Skills Boot Camp” (3 days), Total: 36 participants, 24F, 12M, 30W, 3B, 3AI
- Taught “Public Speaking” at District Council Retreat, Total: 13 participants, 12W, 1B, 11F, 2M

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 12 hours valued at \$272.40**
- 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 July for this 4-H UF/IFAS Extension Faculty is \$750 (15 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 hour)**

Therefore, the total ROI for the month of July is \$1,097.40

Irvine:

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

Development – Total: 7 participants; volunteers – zero

- Participated in 4-H University Service Learning planning meetings, Total: 3 participants. 3F, 3M
- Participated in 4-H University Equine Science planning meetings, Total: 4 participants. 4F, 4W
- Presented at the Nassau County Chamber Meeting
- Co-facilitated NEFF market animal weigh-in

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 0 participants; volunteers – zero

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 175 participants; agent - 175; volunteer – 0

- Taught Love a Horse Summer Camp (x 3 days), Total: 33 participants. 3M, 30F, 30W, 3B
- Led Wild Hearts Presentation Night, Total: 31 participants. 14M, 17F, 16W, 13B, 2A
- Taught Wild Hearts Summer Camp, Total: 7 participants. 3M, 4F, 4W, 1B, 1A

- Co-led Camp Cherry Lake Orientation, Total: 42 participants, 42W, 24F, 18M
- Co-facilitated Camp Cherry Lake (2.5 days), Total: 26 participants, 26W, 18F, 8M
- Co-taught 4-H University Equine Sciences workshop, Total: 16 participants
- Facilitated 4-H University, Total: 7 participants. 2M, 5F, 7W
- Taught show readiness/positive thinking at Young Riders Club Meeting, Total: 13 participants. 9M, 4F, 13W

Volunteers, Total – 21 participants

- Taught Various Subjects at Community Club Meetings, Total: Total: 21 participants. 20W, 1B, 6M, 15F

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 \$23.33. 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 8 hours valued at \$186.64**
- 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 \$1,650 (33 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 \$150 (2 hours)**

Therefore, the total ROI for the month of August is \$1,986.64

Other Events:

- Created an abstract which was submitted and selected for State conference - EPAF- Youth Emergency Team

Dacey:

Initiative 1: Increasing the sustainability, profitability, and competitiveness of agricultural and horticultural enterprises

- Conducted diagnostic site visits and one on one discussions with this agent involve small farm recommendations on disease and insect detection, best management practices to protect water quality
- Assisted owner and producer with goals related to crop production, pasture management, livestock, timber and recreational pond management
 - Provided 18 email/phone consultations valued at \$75 per consult, **total savings to county residents \$1,350**
 - Provided 6 office visit consultation valued at \$75 per consult, **total savings to county resident was \$450**
 - Conducted 4 pH soil test for 4 clients at the local office from this agent and Office Specialist which saved county residents \$6. Each client also received a phone/e-mail 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 \$25 per person, **total savings \$124**
 - Conducted 2 farm site visits, valued at \$200/hr, to identify weeds in hay and sample pasture grasses for a mycotoxin in rhino pastures at White Oak Conservation. Provided pasture management and herbicide treatment recommendations, total savings **\$1,000**
 - Taught "Toxic Weed Identification" for Pasture Management Seminar, 20W participants. Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50/hour, as of 2016. Therefore, the ROI is \$50.00 x 0.50 hr = **\$25**
 - Sampled Forage grasses for mycotoxin under a grant with Dr. Ann Blount
 - Participated in online meeting on Homesteading Manual
 - Assisted North Florida Livestock Agents Livestock & Forages Field Day, Santa Fe River Ranch, FL

4-H Youth Education Programming Activities

- Attended Fair Luncheon

Total ROI: \$2,949

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

A. Focus 2: Natural Resource Operations

- Conducted diagnostic site visits and one on one discussion with this agent involve disease and insect detection, best management practices to protect water quality and conservation in addition to reducing run-off and leaching of pesticides and chemicals into water bodies. Each of these meetings include providing clients with University of Florida research-based information.
 - Provided 17 email/phone consultations, valued at \$75 per consult, **total savings \$1,275**
 - Conducted one property site visit, valued at \$200/hr, to sample ponds on property for water quality, **total savings \$200**
 - Taught "Aquatic Weed Management" for Summer Pond Workshop, 40W participants. Calculation of economic value of instructional hours of extension programs using the median hourly wage for a Professor – Science is \$50/hour, as of 2016. Therefore, the ROI is \$50.00 x 2 hr = **\$100**
 - Attended Hurricane Preparedness Workshop, Yulee, FL
 - Attended River Rising Workshop, Jacksonville, FL
 - Created two events for Invader Raiders program to include invasive plant identification and removal
- **4-H Youth Education Programming Activities**
- Assisted Exploring the Great Outdoors Camp

B. Focus 3: Environmental Literacy and Stewardship

- Coordinated a meeting to initiate Florida Master Naturalist Program NE Chapter formalization
- Coordinated Coastal Systems Master Naturalist Course for November/December with Duval County Lead Instructor.
- Coordinating with Guana Tolomato Matanzas National Estuarine Research Reserve (GTMNERR), Florida Fish and Wildlife Commission & St. Johns River Water Management District (SJRWMD) about potential Living Shoreline at Goffinsville Park and partnering with St. Mary's Riverkeeper to build a Living Shoreline in Fernandina Beach.
- Created Hurricane Preparedness Workshop event for August, partnering with Nassau County Emergency Operations Center (EOC)

Total ROI: \$1,575

The total ROI for this agent in July was \$4,524

Other Events:

- Created Facebook Event for Summer Pond Workshop, Hurricane Preparedness Workshop, Master Naturalist Courses and Invader Raider events on UF/IFAS Nassau County Extension page

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

Jordi: Total – 153,000 (excluding PSA's)

- "Garden Talk" Series published in News Leader, Westside Journal (2X), Ameliasland.com; **Total: 63,000**
- "Spotlight on Nassau Gardens" News Leader, Nassau County Record, Fernandina Observer; **Total: 44,000**
- "Harvest Gold: 4 articles on Summertime recipes – Nassau County Record; **Total: 16,000**
- Barbara Noden Memorial Garden Fernandina Observer; **Total: 30,000**
- First Coast Living Live TV Broadcast with Master Gardener Karl Shaffer on "Living with Alligators" **Total: 12,500 viewers**
- Pinterest 2,205; Facebook 41
- UF Blogs 23,427

Total PSA published: 1,167,932

McAlpine: Total – 63 (excluding PSA's)

- Submitted July's Savvy Consumer monthly article "How to Select and Store Fresh Fruit" to Fernandina Beach Newsleader: It was not published for July
- MyPlate: total 15
- Sodium: 12
- Time Management: 12

- Job Application Skills: 12
- First Aid: 12
- FCS Blogs: 2: Storing Fresh Fruit and Vegetables; Countertop Storage of Fruits and Vegetables: 100 views
- FCS Facebook: 2 postings: Storing Fresh Fruit and Vegetables; Countertop Storage of Fruits and Vegetables: 61 Friends

Total PSA published: 10,000

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

- Developed the Friday Flyer (2 issues), **Total: 335**
- Wrote "4-H Celebrates Award Winners and Receives Donations", Westside Journal: 12,000, Nassau County Record: 4,000, **Total: 16,000**
- Wrote "In Case You Missed It" for Nassau County Extension blog, **Total: 230 views**
- Wrote "Teen Life Skills: Not Your Typical Boot Camp" for Nassau County Extension blog, **Total: 76 views**

Total PSA published: 12,000

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 published: 29,000

Dacey: Total: 30,060 (excluding PSAs)

- "Toxic Weed Identification" - PowerPoint, 18 slides. Presented at Pasture Management Seminar. July 6, 2018 **Total: 20W attendees**
- "Aquatic Weed Management" – PowerPoint, 41 slides. Presented at Summer Pond Workshop July 24, 2018 **Total: 40W attendees**
- "Summer Pond Workshop" published in Westside Journal, Nassau County Record, News-Leader (10K), County Insider, Chamber, Nassau County Extension Facebook page **Total: 30,000**
- Wrote "Preparing Your Waterfront Property for the Big Storm" For UF/IFAS Nassau County Extension Blog, **Total: 3**
- Posted on Nassau County Extension Facebook page (8 posts, 191 followers) **Total: 393**

Total PSA published: 72,393

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	UF Blogs /Social Media
Jordi	6	241	5/43	40	42	0	155,000	23,427/2,246
McAlpine	21	261	1/12	16	0	0	63	100/61
Poppell	7	175	0/35	8	2	0	16,306	/7,280
Irvine	12	203	0/52	19	0	1	0	0/2,678
Dacey	2	60	0/18	15	6	3	102,450	5/393
Total:	48	940	5/160	98	50	4	273,819	23,532/12,658
*ROI								\$25,410

***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	13	Duval County Extension – desserts for Farm Bureau Dinner
	17	UF Graduate Orientation – mandatory
	21	Green Team Meeting – Clay County Extension

	27	AEC Leadership Education Communication - Gainesville
	28-30	EPAF Ponte Vedra
September	3, 10, 17, 21	AEC Leadership Education Communication - Gainesville
McAlpine:		
August	8 & 9	UF/IFAS – PS/P and T Committee
	28 - 30	St. John’s County – EPAF Conference
September	20	Duval County – District Meeting
Poppell:		
August	27-30	EPAF, Ponte Vedra Beach, Florida
September	11	Camp Cherry Lake Advisory Meeting, Madison, Florida
	20-23	Southern Region Teen Leadership Conference, Crossville, Tennessee
Irvine:		
August	20	New Agent Cohort, TBD
	27-30	EPAF, Palm Coast
September	10	Camp Cherry Lake Advisory Meeting, Madison County
	19	NE District Faculty Meeting
Dacey:		
August	6	Agriculture Agents Meeting, North Florida REC, Live Oak, FL
	7-8	Forage Workers Tour, Marianna, FL
	13	Florida Master Naturalist Coastal Restoration, Ponte Vedra, FL
	14-16	Tree health and invasive species in times of change, IST Gainesville, FL
	28	EPAF, Ponte Vedra, FL
September	19	Florida Master Naturalist Freshwater Module, Ponte Vedra, FL
	25-26	GTM Water Quality Task Force, Ponte Vedra, FL