

I. Faculty activities are reported to the University of Florida under 7 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) 22 attendees

- Developed the Overall Extension Program Monthly report to County Manager
- Worked in Demonstration Garden
- Attended Department head meeting – 15 people
- Reviewed 4 Tenure/Promotion packets for UF/IFAS
- Attended EPAF (State Conference) in Ponte Vedra – abstract day
- Attended Green Team Meeting – planning for 2019
- Attended staff meeting – 7 attendees
- Edited Spotlight on Gardening
- Made desserts for State Farm Bureau Appreciation Dinner
- Tenure and Promotion conference call
- Completed FDACS Grant for new building

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

- **Florida Friendly Landscapes – total 427; 241 agents taught participants; volunteer: 186 participants**
 - Managed Plant clinics by answering questions from public – 123 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 \$9,225. Fifty-two of those requiring diagnosis were one-on-one diagnostic office visits for additional value of \$75 per person for a savings of \$3,900. **Total savings to Nassau County residents this month: \$13,125**
 - 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 per the 2017 Florida data from the Independent Sector. The volunteer office hours provided Master Gardeners was 12 hours which totaled \$278.64. 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 \$1,048.53**
*(http://independentsector.org/programs/research/volunteer_time.html).
 - Performed 8 pH soil tests at the local offices from this agent, Office Administrator I, and Master Gardener volunteers which saved county residents \$24. 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 \$200. **Total savings to Nassau County residents \$224**
 - Taught Crash Course in Florida Gardening – FFL, Insects, Turfgrass & Weed ID: 64 participants: 62W; 2B; 8M; 56F
 - Taught Troubleshooting Landscapes – 16 participants; 4 Master Gardener volunteers assisted; 13W, 2H, 1A; 3M, 13F
 - Three homeowner site visits for trees valued at \$150 per visit for a **total savings for residents of \$450**

Return of Investment: Jordi teaching – 6 hours x \$50/hour = \$300; Horticulture diagnosis, identification and volunteer hours valued at 14,947.53 with overall total savings for citizens for August \$15,247.53.

Volunteers: total: 86

- a. Taught Landscape Matters class – Vegetable gardening – Joseph Smith: participants: 31: 30W; 1B; 12M; 9F
- b. Taught Landscape Matters class – Gardening with Children – Dee McGraw: participants 55 W; 15M, 40F

Return of Investment: volunteer teaching – 2 hours x \$50/hour = \$100

Green Industry/Best Management Practices – total 16 participants

- Provided 12 phone/e-mail consultations valued at \$75 per consult, **total savings \$900**. Water conservation is always discussed as it directly relates to the reduction of disease
- Conducted 4 site visits - \$200 per diagnostic visit which provided pest identification and best management practices. **Total savings to pesticide businesses valued at \$800**
- **Total savings for local landscape businesses - \$1,700**

State Initiative 7, Focus 1: 4-H Youth Development – total 100 youth

- Attended 4-H Open House as IFAS (mascot)
- Volunteers (6) attended, made take-home seeded pots for attendees

Return of Investment: volunteer teaching – 2.5 hours x \$50/hour = \$125 x 6 volunteers = \$750

Other County and University Events:

- PhD consult regarding pond plantings with Wildlight
- PhD orientation in Gainesville
- Edited, wrote and completed MG Legacy grant for “Invasives Out – Natives In!”
- Edited Zoe’s Mission (children’s book) twice – working with Master Gardener illustrator

McAlpine:

State Initiative 5: Human Development and Family/Aging Well – total 21 participants

- Provided specialized Medicare clinics to seniors: 11 participants: 6WM, 5WF
- FCS Volunteer provided specialized Medicare clinics (5 hours): 8 participants: 3WM, 5WF
- Provided training and support to Medicare to FCS volunteer (3 hours): 1 participant: 1WF
- Taught Parenting and Divorce Class: 1WM
- FCS volunteer hours 8

Return of Investment: Teaching – 13 hours x \$50/hour = \$650; volunteer hours x \$23.33=\$186.64

State Initiative 5: Food Safety and Nutrition – total 361 participants: McAlpine 272 participants, Cox 89 Participants

- Taught “ServSafe” Food Managers Certification Program & proctored exam: 2 participants: 2WF
- Taught Gardening basics (planting seeds) at Pak’s Garden and Nutrition Club: 20 participants: 9WM, 11WF
- Presented exhibits (Making Drinking Water Safe; Delicious Canned Chicken Salad) at 4-H Open House: 250 participants

Family Nutrition Program: Denis Cox

- Taught 5 nutrition classes at ARC 89 participants: 56WM, 4BM, 4BF, 25WF

Return of Investment: McAlpine Teaching – 8 hours x \$50/hour = \$400; Cox FNP monthly grant dollars \$2,000

State Initiative 5: Family Financial Management – total 48 participants

- Taught Fresh Start (3-hour financial education program) to unbanked adults: 8 participants: 2WM; 2BM, 3WF
- Taught budgeting class: 2 participants: 2WF

- Assisted low income Medicare recipients complete Federal and State medical and prescription drug subsidy applications (total savings of \$4,000): 2 participants: 1WM, 1WF
- Co-Presented at Extension Professional Conference, St. John's County, "Homemade Entrepreneurship Program:" 36 participants: 4WM, 29WF, 2BF, 1AF

Return of Investment: \$4,000

Other County and University Events – total: zero participants

- Participated in monthly staff meeting
- Participated in BOCC Wellness Meeting
- Attended professional conference, St. John's County, "EPAF" (3 days)
- Recipient of Team Award for Homemade Entrepreneurship Program
- Service to the University: Served on Permanent Status, Promotion Committee; reviewed 22 packets with committee at UF (2 days)

Poppell:

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

Development – total: 29 participants; volunteers – zero

- Led 4-H Association meeting, Total: 9 participants, 8W, 1B, 6F, 3M
- Led "4-H Market Animals" at Yulee Chamber meeting, Total: 20 participants, 18W, 2B, 8F, 12M
- Participated in the Student Leadership Challenge webinar
- Participated in monthly staff meeting
- Participated in EPAF conference (3 days)

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

- Co-led Club Leader Kick-off, Total: 15 participants, 15W, 12F, 3M
- Led New Club Leader Meetings, Total: 2 participants, 2W, 2F

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 – zero

- Taught "Exploring the Great Outdoors day camp" (4 days), Total: 46 participants, 43W, 3AS, 16F, 30M
- Taught "County Council Year in Review", Total: 6 participants, 6W, 3F, 3M
- Facilitated 4-H Open House, Total: 262 participants, 245W, 12B, 5H, 164F, 98M

Return on Investment (ROI)

- Calculation of economic value of trained volunteers' contribution to extension programs: According to 2018 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 28 hours valued at \$681.24**
- 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 August for this 4-H UF/IFAS Extension Faculty is \$1,000 (20 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 \$300 (4 hours)**

Therefore, the total ROI for the month of August is \$1,981.24

Irvine:

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

Development – Total: 285 participants; volunteers – zero

- Co-led 4-H Association Meeting
- Attended NEFFA meeting

- Co-led Youth Market Sale Presentation at Chamber Meeting
- Participated in YET planning meeting with Emergency Management, Total: 1 participant. 1F, 1W
- Led Monthly Staff Meeting
- Co-led 4-H Open House exhibit, Total:261
- Participated in 4-H Young Riders Planning Meeting, Total: 1 participant. 1W, 1F
- Taught NC Youth Emergency Team at EPAF, Total: 22 participants. 4M, 18F, 17W, 4B, 1H

Initiative 7, Focus 2: Volunteer Recruitment, Development, Management, and Retention. Total: 21 participants; volunteers – zero

- Partnership and Volunteer recruitment meeting at Empowerment Ranch, Total: 1 participant. 1F, 1W.
- Co-led Club Leader Kickoff (training), Total: 14. 3M, 11F. 14W
- Taught Youth Emergency Mentors, Total: 6 participants. 2M, 4F, 6W

Initiative 7, Focus 3: 4-H Subject Matter & Preparing Youth to be Responsible Citizens and Productive Members of the Workforce. Total: 434 participants; agent - 152; volunteer – 282

- Co-Taught Youth Emergency Team Interest Meeting, Total: 15 participants. 6M, 9F, 14W, 1B
- Co-Taught 4-H/FFA Market Meeting, Total: 97 participants. 42M, 55F, 94W, 3B
- Co-Taught 4-H University Service Learning Project- Disaster Preparedness, Total: 322 participants. Agent: 40 participants, Volunteer: 282 participants. 85M, 237F, 225W, 31H, 62B, 2A, 2 NA

Volunteers, Total – 60 participants

- Taught Various Subjects at Community Club Meetings, Total: 60 participants. 40M, 20F, 56W, 4B, 2A

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 7 hours valued at \$163.31**
- 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 (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 \$150 (2 hours)**

Therefore, the total ROI for the month of August is \$1,013.31

Other Events: None

Dacey:

Initiative 1: Increasing the sustainability, profitability, and competitiveness of agricultural & horticultural enterprises. Total: 23 agent taught participants; volunteer: zero participants

- Conducted diagnostic site visits and one-on-one discussions involving small farm recommendations on disease and insect detection, best management practices (BMP) to protect water quality
- Assisted owners and producers with goals related to crop production, pasture management, livestock, timber and recreational pond management
 - Provided 13 email/phone consultations valued at \$75 per consult, **total savings to county residents \$975**
 - Provided 3 office visit consultations valued at \$75 per consult, **total savings to county resident was \$225**
 - Conducted 4 pH soil test for 4 clients at the local office from this agent and Office Administrator I which saved county residents \$12. Each client also received a phone/e-mail consultation with analysis and best management practices (BMP) for optimal plant growth and production. A reasonable cost for a personal consultation in the private sector would be \$25 per person for a savings of \$100; **total savings \$112**

- Conducted 2 farm site visits, valued at \$200/hour, to identify grass and weeds in pasture. Provided pasture management and herbicide treatment recommendations, **total savings \$800**
- Created outline on pond management for Homesteading Manual
- Attended North Florida Livestock Agents Group Meeting Gainesville, FL
- Attended Ag Agents Group Meeting Live Oak, FL

State Initiative 7, Focus 1: 4-H Youth Development – total 347 youth

- Presented “Market Rules” – PowerPoint, 37 slides. Adapted from Fair. August 18, 2018. **Total: 97 attendees 94W, 3B, 42M/55F**
- Provided Natural Resource educational interactive exhibit at 4-H Open House. Played “Who am I” trivia game with youth. **Total: 250 attendees**

Volunteers:

- **Return of Investment: Dacey Teaching – 1 hour x \$50/hour = \$50; Volunteer Hours: 0**

Total ROI: \$2,124

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

A. Focus 2: Natural Resource Operations – total 37 agent taught participants

- 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 21 email/phone consultations, valued at \$75 per consult, **total savings \$1,575**
 - Conducted one property site visit, valued at \$200/hr, to sample ponds on property for water quality, **total savings \$200**
 - Attended First Coast Invasive Species Working Group (FCISWG) Quarterly Meeting, Baker County, FL
 - Attended UF/IFAS Invasive Species Council Meeting, Gainesville, FL
 - Attended Proforest Tree Health and Invasive Species In-Service Training, Gainesville, FL
 - Facilitated meeting with St. Johns River Water Management District (SJRWMD) & Florida Fish & Wildlife Commission (FWC) to create Living Shoreline design for Goffansville Park
 - Facilitated meeting with Florida Forest Service (FFS) Biologist to plan Invader Raiders workshop on Pasture Invasive Weeds
 - Met with FMNP Duval Lead Instructor to coordinate upcoming Coastal Systems Module
 - Taught “Invader Raiders” for Invasive Species Removal Program, **Total: 15 attendees 14W, 1A, 12F/2M**
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 \times 1 = \50

State Initiative 7, Focus 1: 4-H Youth Development – total 46 youth

- Taught “Animals of the Swamp” and assisted “Exploring the Great Outdoors” (4 days) **Total: 46 participants, 43W, 3AS, 16F, 30M**

B. Focus 3: Environmental Literacy and Stewardship - total: 71 agent taught participants; volunteer: zero participants

- Facilitated first Florida Master Naturalist Program NE Chapter Meeting. **Total: 25W attendees**
- Taught “Oyster Reefs” for FMNP Coastal Restoration Module. **Total: 11W attendees 10F/1M**
- Taught “Environmental Interpretation” Florida Master Naturalist Environmental Interpretation Module (3 days) **Total: 60W attendees 42F/18M**

Return of Investment: Dacey Teaching – 4 hours x \$50/hour = \$200; Volunteer Hours: 15 x \$23.33 = 349.95

Total ROI: \$2,324.95 for the Environmental Literacy program

The total ROI for this agent in August for all program areas was \$4,448.95

Other Events:

- Created Facebook Events for Master Naturalist Coastal Systems Module, FMNP Northeast Chapter Meeting and Invader Raider events on UF/IFAS Nassau County Extension page
- Attended Staff Meeting
- Attended Extension Professionals Association of Florida (EPAF)

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

Jordi: Total – 130,000 (excluding PSA's)

- Garden Talk – News Leader (2X), Westside Journal, Nassau County Record **Total: 36,000**
- LM Gardening with Children class photos – News Leader, Westside Journal, Nassau County Record **Total: 26,000**
- LM Turf class photos with caption – News Leader **Total: 10,000**
- Troubleshooting Lawns photos with caption – Westside Journal, Nassau County Record **Total: 16,000**
- Edited “Spotlight on Nassau Gardens”/Pete & Barbara Smith – News Leader, Westside Journal, Nassau County Record **Total: 26,000**
- Edited “Harvest Gold” (4 articles) – Nassau County Record **Total: 16,000**
- Wrote UF Blog **24,829**; Pinterest **2,432**
- Facebook: **867**

Total PSA's published: 565,124

McAlpine: Total – 10,176 (excluding PSA's)

- Newspaper article “How to Select and Store Fresh Fruit” published in Fernandina Beach Newsleader **Total: 10,000**
- Homemade Entrepreneurship Program: 22 slides; 36 participants
- How to Plant Vegetable Seeds **Total: 20**
- Purifying Water **Total: 50**
- Medicare Packets **Total: 20**
- Delicious Canned Chicken Recipe **Total: 50**
- FCS Blogs **Total: zero**
- FCS Facebook **zero**

Total PSA's published: 20,000

Poppell: Total: 16,335 (excluding PSAs)

- Developed the Friday Flyer (2 issues), **Total: 335**
- Wrote “Youth Leadership Nassau” for Westside Journal: 12,000, Nassau County Record: 4,000, **Total: 16,000**
- Wrote “4-H Open House 2018” for Nassau County Extension blog, **Total: 318 views**
- Wrote “Get Involved in Nassau County 4-H” for Nassau County Extension blog, **Total: 297 views**

Total PSA published: 16,000

Irvine: Total: 14,488 (excluding PSAs)

- Wrote “Hippo What?” for UF/IFAS Extension Nassau County blog, **Total: 168**
- Wrote “Are You Ready, YET?” for UF/IFAS Extension Nassau County blog, **Total: 180**
- Wrote “Starting a 4-H Club” for UF/IFAS Extension Nassau County blog, **Total: 140**
- Wrote “YETies at 4-H University”, Nassau County Record (Total: 4,000). **Total: 4,000**
- Wrote “Are your teens ready YET?” Fernandina Beach Newsleader (10,000). **Total: 10,000**

Total PSA published: zero

Dacey: Total: 60,247 (excluding PSAs)

- “Oyster Reefs” - Powerpoint, 31 slides. Adapted from FMNP Coastal Restoration Module. August 13, 2018 **Total: 11 attendees**
- “Fair Rules Presentation” – Powerpoint, 40 slides. Adapted from Market Rules Powerpoint. August 18, 2018. **Total: 97 attendees**
- “Invasive Species Along the Coast” – Powerpoint, 66 slides. Created for Invader Raiders Workshop. August 25, 2018 **Total: 15 attendees**

- “Environmental Interpretation” Florida Master Naturalist Environmental Interpretation Module (3 days)
Total: 60 attendees
- “Invasive Species” published in Westside Journal, News-Leader, County Insider, Chamber, Nassau County Extension Facebook page **Total: 30,000**
- “Florida Master Naturalist Environmental Interpretation Module” published in Westside Journal, News-Leader, County Insider, Chamber, Nassau County Extension Facebook page **Total: 30,000**
- Wrote “Invasions” For UF/IFAS Nassau County Extension Blog, **Total: 7**
- Wrote “Preparing Your Waterfront Property for the Big Storm” For UF/IFAS Nassau County Extension Blog, **Total: 57**
- Posted on Nassau County Extension Facebook page (8 posts, 215 followers) **Total: 403**

Total PSA published: 60,650

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	7	427	2/96	50	52	7	130,000	24,829/3,299
McAlpine	16	430	1/15	17	0	0	10,176	0/0
Poppell	7	360	0/78	15	7	0	16,335	615/3,010
Irvine	14	800	0/96	19	0	1	14,000	488/6,801
Dacey	10	524	0/52	15	3	2	60,247	64/403
Total:	54	2,541	3/337	116	62	10	230,758	25,996/13,513
*ROI								\$37,406

***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:

September	zero	
October	10	Master Gardener Customer Service – Clay County Extension
	12	Multi-County MG training – Duval County Extension

McAlpine:

September	29	Duval County Ext. – District Meeting
October	30, 31	UF Gainesville – PST Committee Packet Presentation to Deans

Poppell:

September	11	Camp Cherry Lake Advisory Meeting, Madison, Florida
	20-23	Southern Region Teen Leadership Conference, Crossville, Tennessee
October		None

Irvine:

September	10	Camp Cherry Lake Advisory Meeting, Madison County
October	31	POW/ROA Crash Course, Gainesville

Dacey:

September	8	Small Ruminant Workshop, Gainesville, FL
	12	Area 4 BMP Team Meeting, Palatka, FL
	18	Northeast Estuarine Restoration Team Meeting, New Smyrna Beach, FL

October	19	Florida Master Naturalist Freshwater module, Ponte Vedra, FL
	21	Northeast Pesticide Group meeting, Jacksonville, FL
	25-26	GTM Water Quality Task Force, Ponte Vedra, FL
	2-4	Extension Faculty Academy Development, Gainesville, FL
	8-9	Living Shoreline Workshop, GTMNERR Ponte Vedra, FL