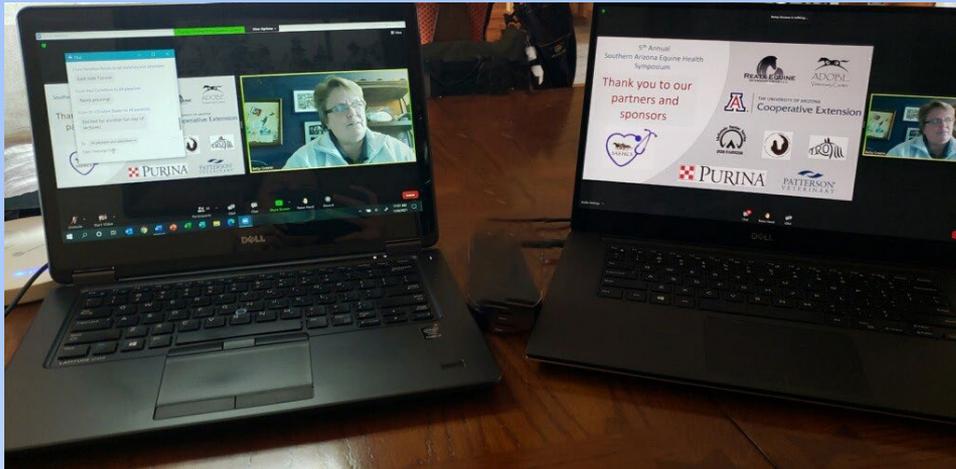




THE UNIVERSITY OF ARIZONA

Cooperative Extension

Successfully Using Webinars to Engage 4-H Youth with Equine and Animal Science Information

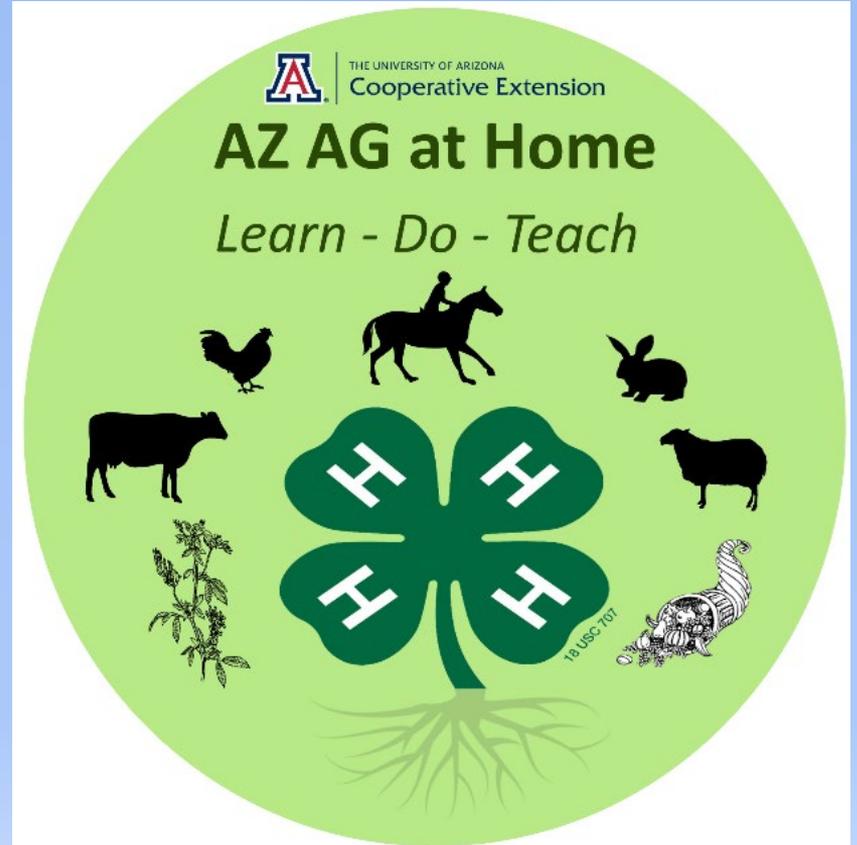


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Background

- March 2020 - University of Arizona went 100% remote and Extension suspended all in-person activities due to COVID-19
- Traditional 4-H animal projects hardest hit
- Webinars created as part of a larger AZ 4-H Ag at Home program



Webinar Content

- Covered a variety of traditional animal projects (Horse, Rabbit, Swine, Goat, Sheep, Cattle, Cavie, Chicken, Turkey)
- Local talent + leveraged experts from around the country (e.g. Maine, Utah)
- AZ 4-H Agent and/or project leader included
- ~40 minutes information with a strong action/application component followed by 5-10 minutes 4-H project information
- Webinars presented live, recorded and hosted on AZ Extension Website

The screenshot displays the 'AZ 4-H Ag at Home Website' at the URL <https://extension.arizona.edu/az-4-h-ag-home>. The page features a navigation bar, a main content area with a video player showing horses, and a sidebar with a green circular logo for 'AZ Ag at Home' featuring a four-leaf clover with animal icons. Below the video, there is a section titled 'Webinar Series - AZ 4-H Ag at Home: Animal Projects' with a 'Watch this series now' button. The page lists several webinar episodes with their dates and topics, such as 'March 16, 2023 12:00 pm - 1:00 pm AZ 4-H Ag at Home: Animal Projects - Part 1: Equine' and 'April 13, 2023 12:00 pm - 1:00 pm AZ 4-H Ag at Home: Animal Projects - Part 2: Rabbit'.

Encouraging Engagement

- Early on, the traditional 4-H audience was resistant to virtual programming
- AZ 4-H Ag at Home Webinars became one of the most highly attended virtual programs in the state
 - Utilized Polls and Chat extensively
 - T-Shirts for LIVE webinar attendance only - must attend at least 5 in the series
- Webinars on a set schedule (every other week)
- Content targeting 11-15ish age group
 - Not too advanced for the younger kids
 - Not too boring for the older ones

“Loved all the examples of biosecurity problems. It made me see where my own was lacking.”



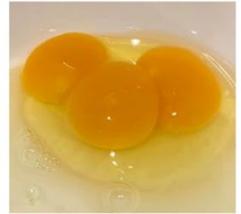
Webinar Management

- Webinar format minimizes distractions
 - participants can't unmute or turn on their video
 - Moderators kept their videos off during presentation (or used spotlight function)
- At least 2 moderators/question wranglers (or 3 if many participants)
 - In addition to the speaker!
- “Etiquette slide” at the beginning of each webinar

“Loved the detail and photos of anatomy. I learned a ton about egg production and weird eggs.”

Double yolks (or triple!)

- 2 Yolks released at the same time
- Caused by new layers, older layers, some breeds are more prone to this than others





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Cooperative Extension

AZ AG at Home

Learn - Do - Teach



Webinar Etiquette

All participants are muted with no camera, since this is a learning experience within a limited time frame.

Please clearly type any questions into the Q & A box.

Questions will be addressed at the appropriate time, please be patient.

Please be polite and respectful in the chat.

The recording will be available later.

If there is inappropriate or harassing behavior, that participant will be removed without warning.

Webinar Set-up for Safety

- Zoom webinar format prevents “zoom bombing” since participants cannot unmute/turn on cameras and have no access to writing tools
- Chat feature is enabled, but co-hosts/panelists can monitor ALL communications (No private chat between participants)
- Attendees are warned and thus can be removed easily

“Keeping a nine year old engaged is no easy task. He stayed with the presentation from beginning to end.”

“Engaging and varied in levels on knowledge, a great experience”



Webinar Marketing

- 4-H member email lists
- Arizona Cooperative Extension Website promotion
- Social media (several 4-H/livestock related facebook pages)
- 4-H county agents promoted within their counties
- Always remind about the next one at the end of each webinar
- Promoted to national colleagues via Facebook

AZ 4-H Ag at Home



AZ 4-H AG at Home provides some fun ways to share knowledge and give youth an opportunity to learn about and then try out some of the skills and projects demonstrated in the videos. Many of the videos show skills or Do It Yourself projects related to animals or plants. For example, learn a new way to tie a quick release knot, practice until you are the expert, and then teach your mother, brother, or friends (with proper social distancing, of course!).

[Project Page](#)

Results and Impact



COLLEGE OF AGRICULTURE & LIFE SCIENCES
Animal & Comparative
Biomedical Sciences

What are you jumping into??



Date	Animal Species	Live Views	Recorded Views
11/19/2020	Rabbit	60	58
12/3/2020	Swine	51	89
12/17/2020	Horse	27	99
1/14/2021	Chickens	122	63
1/28/2021	Beef	59	29
2/11/2021	Horse	46	31
2/25/2021	Sheep	56	19
3/18/2021	Turkeys	100	28
3/25/2021	Goats	84	16
4/8/2021	Cavies	19	18
4/22/2021	Carcass Judging	16	7

Average Live Attendees: 58

Average Recorded Views: 42

T-Shirts

As of 5/5/21

- 15 shirts earned
- Another 7 will qualify for shirt with 1 more webinar

“This was the best in the series I've watched so far (only done a couple yet though and watched ones I missed). It was right up my alley because wool judging was what I've been personally researching. I learned SO much and I like that we had questions (and that I knew some)”



Attendee Demographics:

States Represented:

Arizona
Alaska
Arkansas
California
Colorado
Connecticut
Illinois
Maryland
New Hampshire
Vermont

International Attendees:

Canada
Chile
China
Portugal
Sri Lanka

On Average:

- 40% of attendees identify as a 4-H member
- 40% of attendees identify as a 4-H parent, leader, or volunteer

We expect this is skewed slightly high to the “adults” as they may be the ones filling out the evaluation on behalf of their kids.

In future, we would like to collect this data at registration rather than on the evaluation form.

“It's always impressive how these presenters can hold the attention of young kids. The whole family gathers around the computer. These presentations have really been a fun family night in.”

Evaluation and Impact

Collected demographics and impact for each webinar. The overall data from the most impactful questions are presented here:

Q1. I found this information useful in the management/care of my animals (% strongly agree + agree)	92%
Q2. Based on this information I plan to make at least one change in my animal's daily care, vet decisions, and/or farm operations (% strongly agree + agree)	79%
Q3. Before this presentation I knew... (1 = very little to 5 = very much; average)	2.73
Q4. After this presentation I know... (1 = very little to 5 = very much; average)	4.16
Average Knowledge Change (AKC). Average Knowledge Change = (Q4 minus Q3)	1.43

Tips for Success

Practice session - enables hosts/panelists to enter early and prep, then open webinar to participants when ready

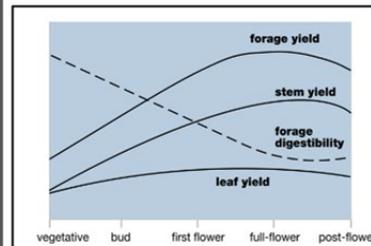
Use **zoom auto reminders** and follow up emails - 1 day and 1 hour before, and then can include reminder about evaluation 1 day after webinar

Used **Qualtrics for evaluation**...and they needed to check the box for species, but same eval throughout.

“It was great - my 10 and 11 year old girls were engaged, as was I. It's hard to hit such a big age range of 4-H kids, but speakers did a great job.”

Physical Evaluation

- As maturity increases, quality tends to decrease



Tips for Success

Moderators should **monitor chat closely** to keep it on topic and ensure a safe and welcoming environment

The **Zoom Q&A feature** keeps questions from being buried in the chat - can type answers (typed can be answered private or allowed to be viewed by the group) or answer live

Consistent patterns and schedule make for comfortable attendees who know what to expect

“I wanted a pig after this class!”



Future directions and Final Thoughts

We anticipate that this platform can continue to be used post-COVID as an opportunity to get youth involved in existing clubs, programs, or projects in their state

1. New webinars as needed
2. Promotion and viewing of completed webinars to help new members learn what to expect from animal projects

Overall, this program was a successful way to keep youth engaged with 4-H and agriculture during a pandemic.



Thank you for the opportunity to present today!