

Online Courses and Publications

Brian Higginbotham and Mike Whitesides

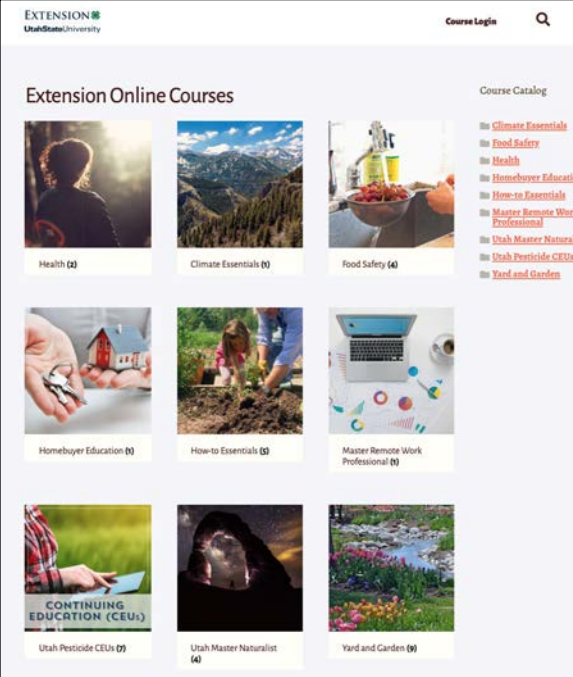
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ONLINE COURSES


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Extension Online Course Catalog

extensioncourses.usu.edu




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NEW Create A Course Website

extension.usu.edu/create-a-course

Purpose:

- Increased Efficiency
- Transparency
- Foster Faculty Ingenuity





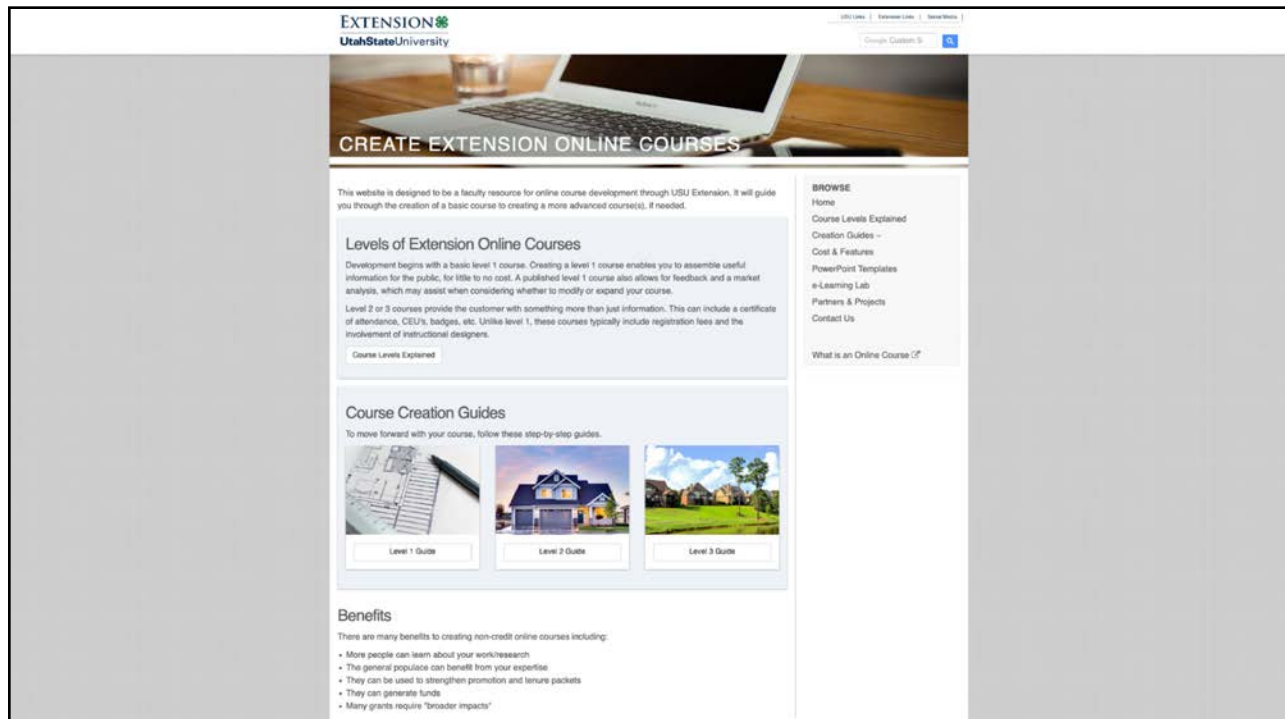
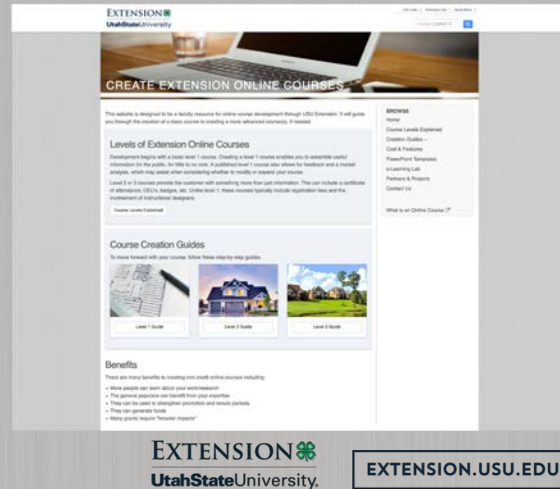
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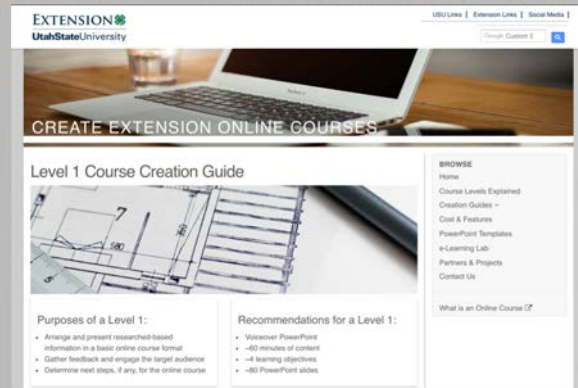
How it Works:

- Self-service website to create a Level 1 course (talking PowerPoint)
- Step-by-step process that includes templates, forms, and cost estimates
- Test the market for the potential of growing the course into a Level 2 or Level 3 course



Getting Started

- Every course begins at Level 1
- Follow the online guides
- Questions?
 - Program Coordinators
 - Cody Penmen
 - Ashley Hopkins
 - Special Projects
 - Mike Whitesides



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PUBLICATION UPDATES

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UPDATED EEO/Civil Rights Statements

Federal law requires that universities print these statements in

“any bulletins, announcements, publications, catalogs, application forms, or other recruitment materials that are made available to participants, students, applicants or employees.”

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extension.usu.edu/marketing/eo



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Trademarking and Branding

- Use currently approved Extension word marks
- Main campus must approve co-branding with other companies/organizations
- Always use the clover in conjunction with the approved word mark
- Heidi Adams must approve clothing and merchandise

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Current Peer Review Process

1. Submitted to FastTrack
2. Peer reviewed
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4. Posted to Digital Commons

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Process Limitations

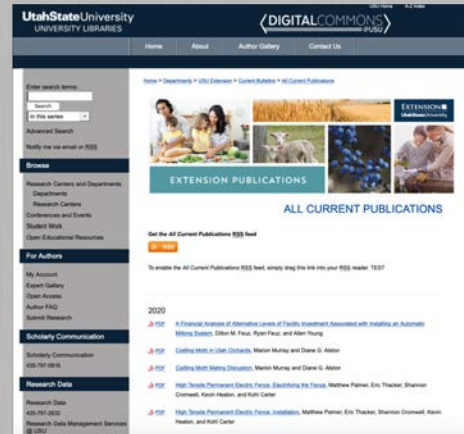
- Managing the volume of submissions
- Reviews take time
 - Lack of participation by reviewers
 - Email invites and reminders sometimes not received
- Posted to Digital Commons
 - Documents are PDFs not HTML
 - Digital Commons is not an Extension website
 - Documents aren't linked on topic-related websites
- Some documents aren't new research, they are summary or collection of past research

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Limitations of Digital Commons

- Hosted by a USU Library website not an extension.usu.edu website
- The user journey is over after downloading the PDF so we can't share related resources
- Can only host PDFs, not HTML
- Can't always preview the document before you download it



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THE LIMITATIONS OF PDFs

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Limitations of PDFs

- Not optimized for mobile
- Requires users to download the document
- Requires Adobe Reader
- Users can download the PDF and re-upload it to their own websites
- Multiple versions of the PDF might exist on the web in a variety of places
- Difficult to update
- Limited search capabilities



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What's Good about PDFs?

- Easy to print
 - * We can print to PDF with the new system
- Fixed format



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PDFs and the Web

- Not optimal for search engines
- Google doesn't rank them as high as HTML web pages
- Google looks for the original source of the unique content and confusion exists with multiple sources of the same content
- Downloading a PDF is a "dead end" after it is downloaded and doesn't allow for cross promotion (e.g., related articles, videos, e-newsletters, online courses, related websites, and blogs, etc.)



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PDFs and Accessibility

- PDFs create challenges for people with disabilities
- HTML format provides optimal accessibility for people with disabilities and a responsive experience for users accessing publications on various devices
- Our materials must be ADA compliant



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HTML PUBLISHING

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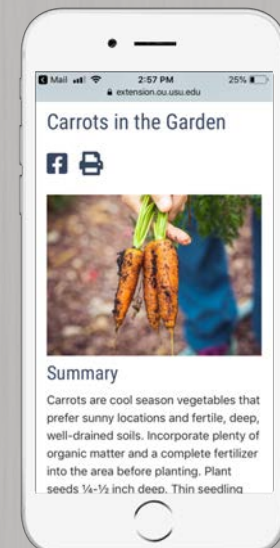
- Google (57%, 595K users)
- YouTube (18,541 subscribers)
- Facebook (24,437 followers)
- Mobile Devices (41%)

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Benefits of HTML Publications

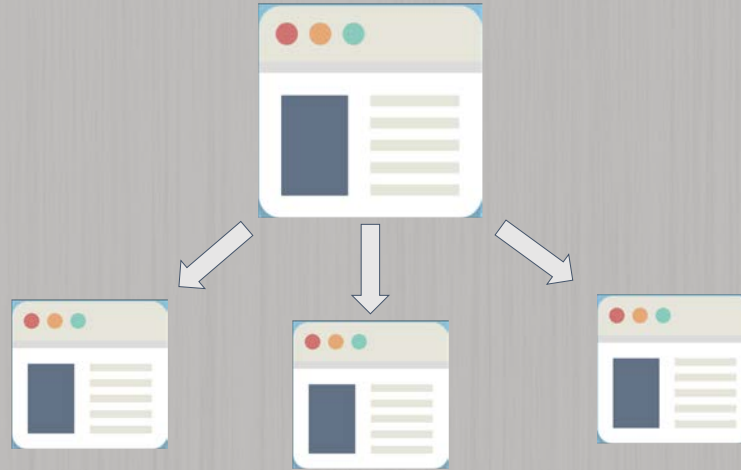
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- Publications appear in more keyword searches
- Optimal mobile viewing
- Accessible for people with disabilities
- Update content and photos easily
- All web format publications are printable
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Carrots in the Garden

Summary

Carrots are cool season vegetables that prefer sunny locations and fertile, deep, well-drained soils. Incorporate plenty of organic matter and a complete fertilizer into the area before planting. Plant seeds 1/4-1/2 inch deep. Thin seedling carrots to 3 inches apart in the row with rows 12-18 inches apart. Plant 2-3 weeks before the last frost. Carrots taste best when plants grow rapidly and mature before the heat of summer. Avoid water or fertilizer stress during growth. Irrigation should be frequent and uniform to ensure good growth. Control insect and diseases throughout the year. Harvest carrots when the leaves reach full size.



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Wednesday, February 26, 2020

Native Seed Spreading

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Saturday, February 29, 2020

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Carrot Varieties

There are many good carrot varieties for sale in local gardening outlets and through seed catalogs. Most grow well in Utah. Carrots come in a variety of root types and colors.

Suitable varieties include:

- Danvers
- Chantenay
- Scarlet Nantes
- Imperator

- Thumbelina
- Yellowstone
- Nutired

How to Grow

Soils

Carrots prefer fertile, well-drained, deep, sandy soils rich in organic matter for best growth. Most light soils in Utah are well suited for carrot production. Heavy soils need to be amended with plenty of compost and should be double dug to allow good root development.

Plants

Carrots are always grown from seed. Carrots can be sown after soils reach 40°F. Seeds germinate best at 55-65°F and require 14-21 days to emerge. Temperatures above 80°F reduce seed germination. Carrots grow best when temperatures do not exceed 75°F. Temperatures down to 32°F do not seriously damage plants. High summer temperatures reduce growth, decrease quality, and cause bitter or off-flavors to develop.

Soil Preparation

Before planting, incorporate up to 2-4 inches of well composted organic matter and apply 2-4 cups of all-purpose fertilizer (16-16-8 or 10-10-10) per 100 square feet. [Work this](#)

Water

Water carrots regularly. Water requirements depend on soil

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Hot weather and hot soil temperatures are responsible for poor color formation in the roots. When temperatures go above 85°F, keep the plants well watered and mulch around the roots to cool the soil.

Reviewed by Dan Drost, June 2010

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USU Extension



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Soil Preparation

Before planting, incorporate up to 2-4 inches of well composted organic matter and apply 2-4 cups of all-purpose fertilizer (16-16-8 or 10-10-10) per 100 square feet. Work this into the top 6-8 inches of soil.

Planting and Spacing

Seeds should be planted 1/4 inch deep and thinned when plants have 3-4 true leaves. Crowding soils will limit seedling emergence and affect plant stands. Plant seeds on soil surface, then cover seed with compost or fine sand to help with stand establishment. Maintain a uniform and moist soil surface to ensure good plant stands. Seedlings should be spaced 2-3 inches between plants in the row with rows 12-18 inches apart. Dense plantings will reduce weed pressure. Planting radishes with carrots helps minimize the crowding problem and identifies where the planted rows are. Some gardeners sow seeds in wide beds rather than rows. For season long production, plant carrots every 4 weeks through mid summer.

Plants

Carrots are always grown from seed. Carrots can be sown after soils reach 40°F. Seeds germinate best at 55-65°F and require 14-21 days to emerge. Temperatures above 80°F reduce seed germination. Carrots grow best when temperatures do not exceed 75°F. Temperatures down to 32°F do not seriously damage plants. High summer temperatures reduce growth, decrease quality, and cause bitter or off-flavors to develop.

Water

Water carrots regularly. Water requirements depend on soil type. Use drip irrigation if possible. Avoid over-watering as heavy roots will form and forking will occur. Mulching around the plants helps to conserve soil moisture. Moisture fluctuations can also cause root disorders, slow leaf development, and contribute to bitterness. Wet and dry periods favor root cracking.

Fertilization

Apply 1/4 cup per 100 feet of row of a nitrogen based fertilizer (21-0-0) 6 weeks after emergence to encourage rapid plant growth and root enlargement. Place the fertilizer to the side of the plants and irrigate it into the soil.

Problems

Weeds

Carrots do not compete well with weeds. Weed control is particularly important during germination and establishment. Avoid deep cultivation near the plants as root pruning and damage will affect growth and yield.

Insects and Diseases

Most carrots are fast growing and have few production problems. Rotating planting locations in the garden each year helps control many diseases.

Insect	Identification	Control
Carrot Fly	Small white maggots that feed on and burrow into the developing root.	Use soil applied chemicals at planting or cover young emerging seedlings with fabric row covers to exclude egg-laying adults.
Leaf Blights	Fungal diseases that cause spotting on infected leaves.	Occur when foliage remains wet for long periods.
Root Rot and Spots	Fungal diseases that cause decay and rotting of the root. Leads to forking and off-shaped roots.	Crop rotation. Soil solarization.
Yellows	Multiple tops per plant, yellow discoloration	Caused by leafhoppers. Cover plants with

Harvesting and Storage

Carrots can be harvested when the roots begin to size. Generally roots are mature in 70-100 days from seeding. Use a digging fork to loosen soil and pull up needed plants by the tops and trim off leaves. Wash and store the roots at 32°F and 95% relative humidity for 2-4 weeks. Plants can be left in the garden after light frosts. Many gardeners overwinter carrots in the garden under heavy mulches and harvest them as needed. Carrots can be stored in moist sand in a cool cellar for several months. Do not store carrots with apples or pears as the fruit gasses cause the roots to go bitter.

Productivity

Plant 5-10 feet of row per person for fresh use and an additional 10-15 feet for storage, freezing, or canning. Expect about 50 lbs of roots per 50 linear feet of planted row.

Nutrition

Carrots are low in calories and are an excellent source of vitamin A. One 7 inch long root has only 35 calories, nitrate, and supplies 270% of the daily vitamin A and 10% of the vitamin C requirement.

Frequently Asked Questions

Why do carrots flower rather than form a usable root?
Carrots require cold weather (chilling) to form flowers. If planted too early, this can occur.

Why do some of my carrots form many roots rather than one long root?
Carrots form multiple roots (forks) when damage to the primary root occurs. Forking is associated with rocky, stony, or heavy soils. Carrot fly damage can also cause this problem. Deep digging, the addition of compost, and pest control will help reduce this disorder.

Carrots in the Garden

USU Extension

Summary

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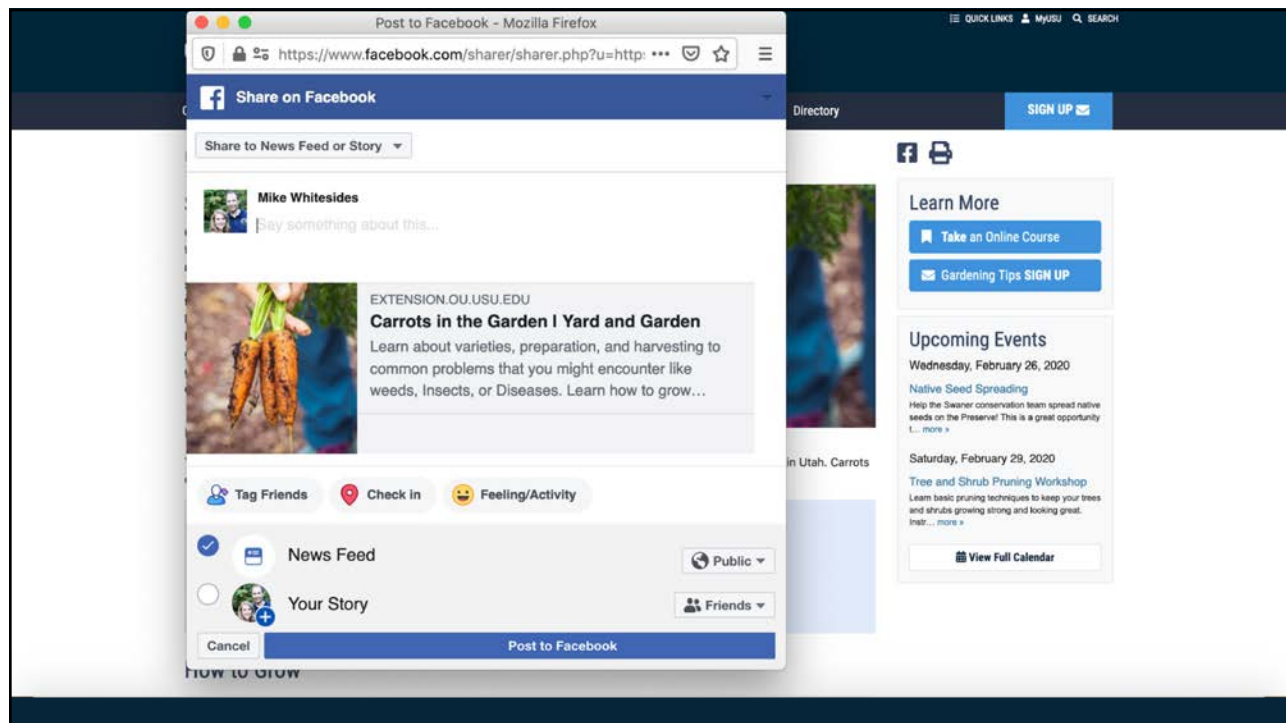
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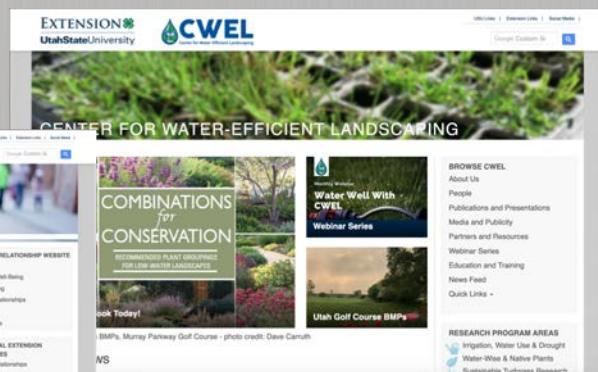
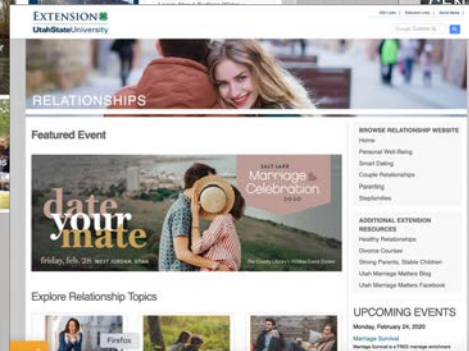
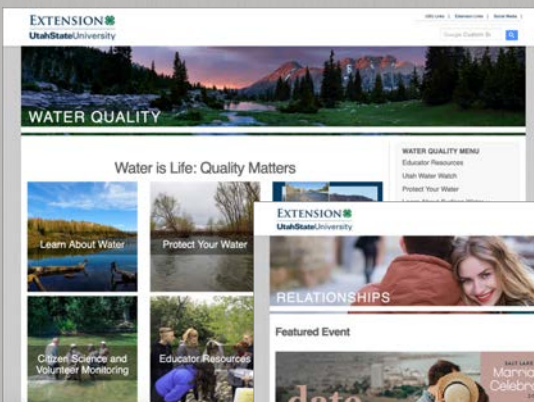
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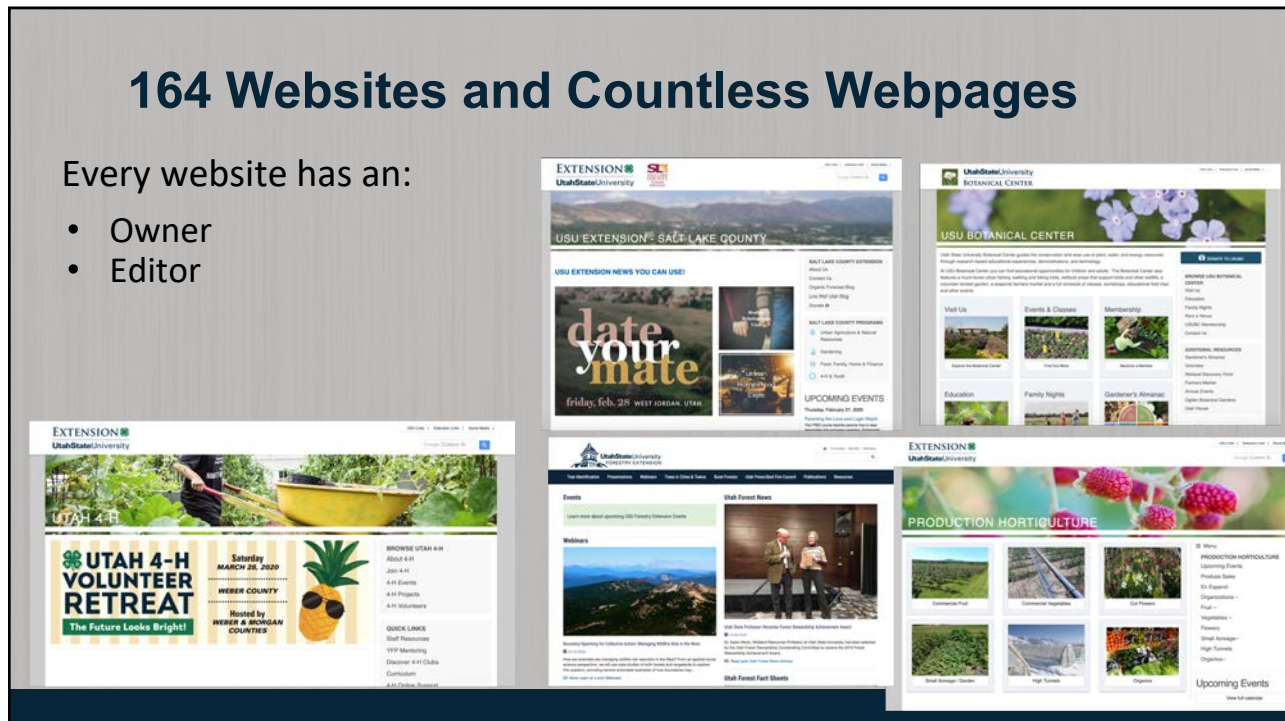
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- Editor



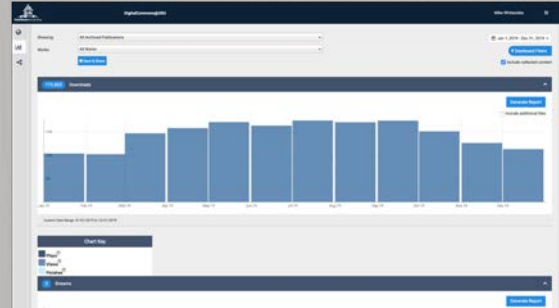
"I can tell you that since implementation (of HTML publications) we've had a steady **600% increase** in traffic, and it's still growing. We're getting about 3 million pages viewed per year. Approximately 60% of our traffic is from mobile devices, which as you know, don't really work for PDFs."

- Rod Ladd, IT at NC State



Digital Commons Analytics

- Tracks publication downloads
- Tracks where the publication was downloaded
- Monthly readership reports

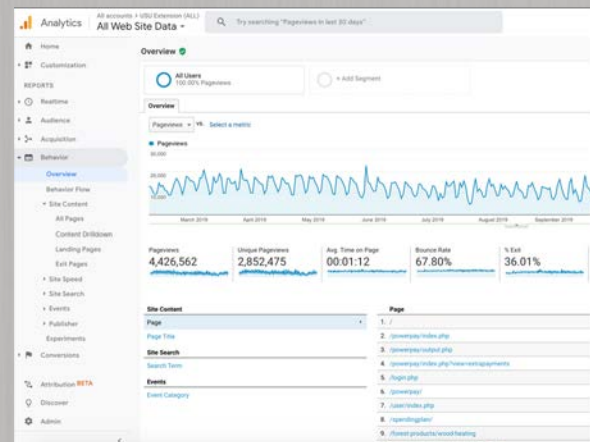


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HTML Publication Analytics (Google Analytics)

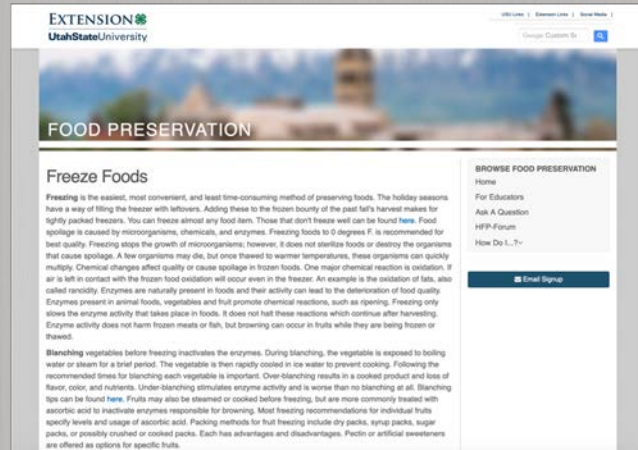
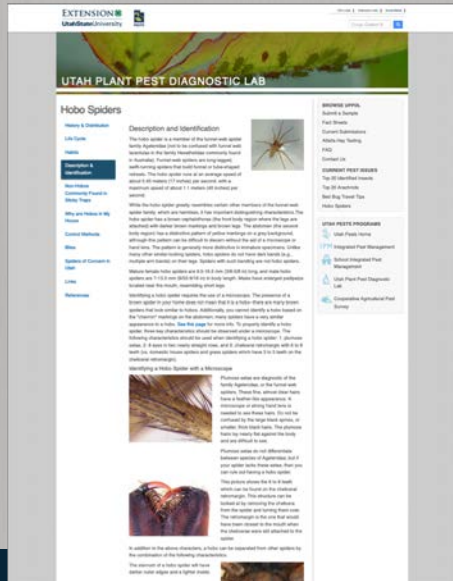
- Unique users
- Page views
- Average time on page
- Bounce rate on site
- User behavior
- Better for evaluation
- Customizable reporting for faculty



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Publishing HTML = Creating a Webpage



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Extension Online Publishing

Topic Based Content

- Research-based
- e.g. previously peer reviewed content, handouts, time sensitive bulletins, news alerts, newsletter articles, etc.
- Unbiased and no advocacy

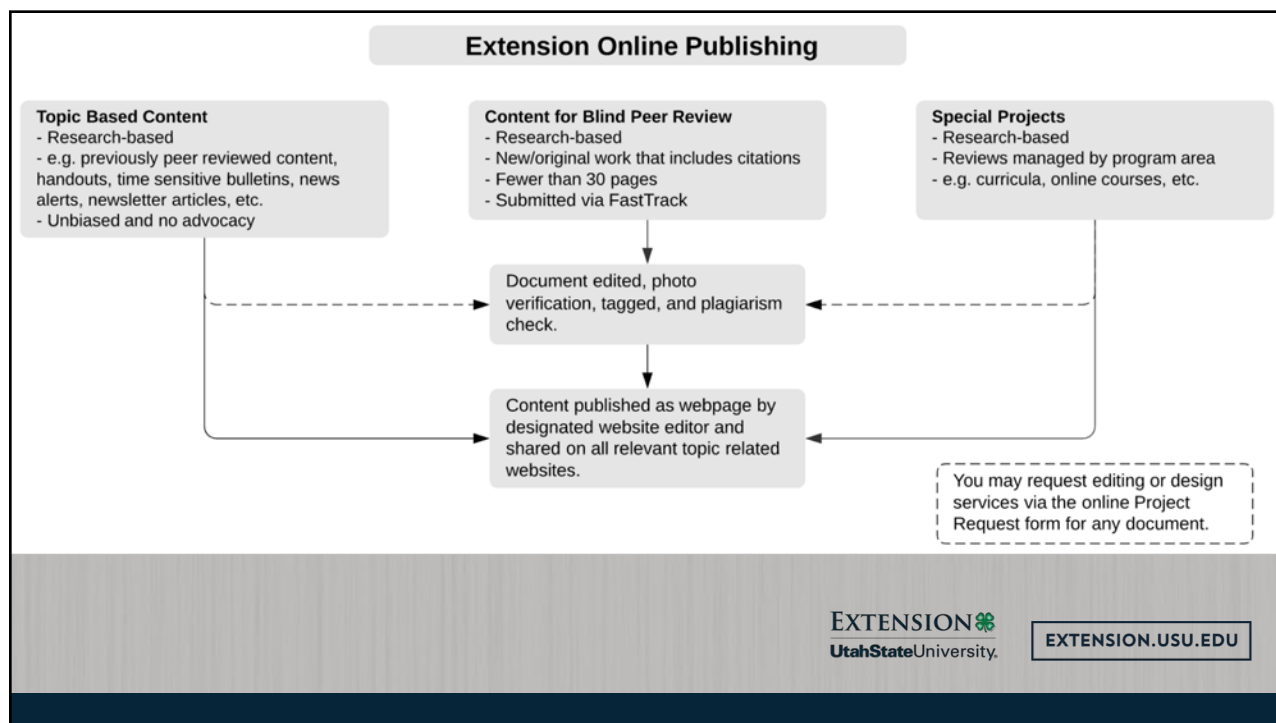
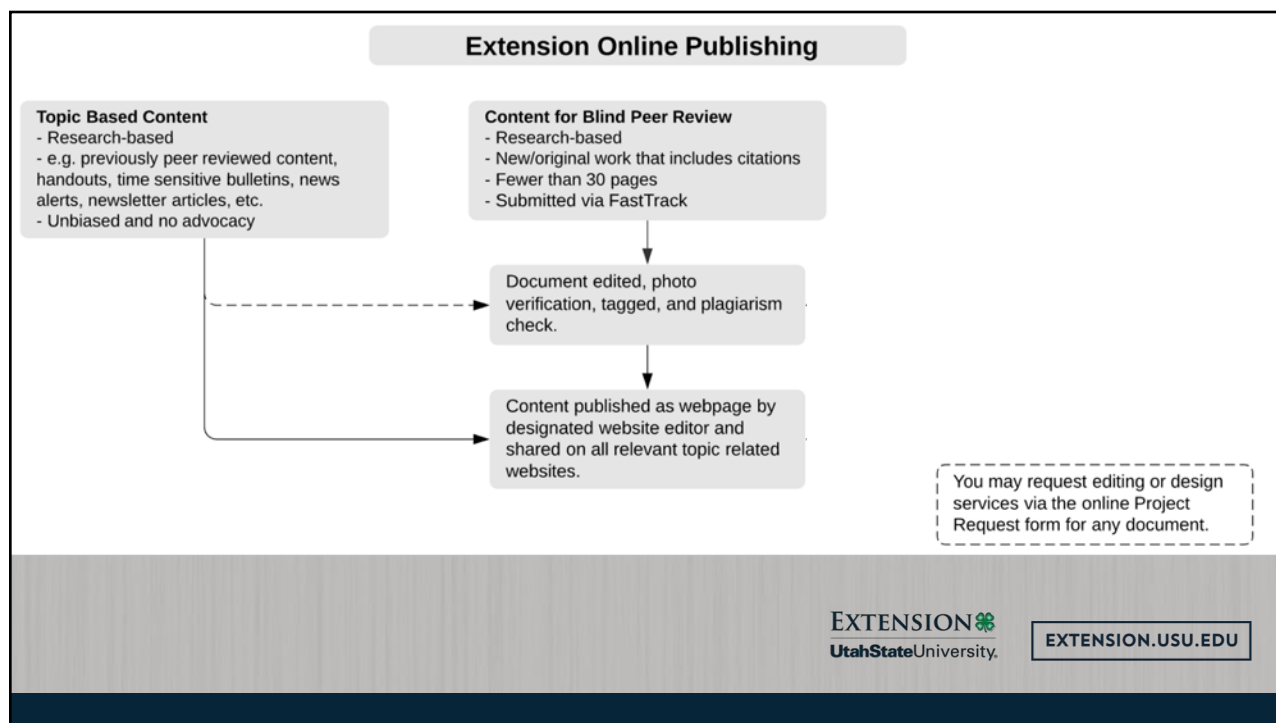
Document edited, photo verification, tagged, and plagiarism check.

Content published as webpage by designated website editor and shared on all relevant topic related websites.

You may request editing or design services via the online Project Request form for any document.

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Culture Shift

External Culture Shift

- We must optimize for Google because that's how people are searching for information

Internal Structural Shift

- The old way was linear and narrow
- The new way is dynamic and broad

Responsibilities

Administration	Faculty
<ul style="list-style-type: none"> • Steward publications submitted via FastTrack • Set up new websites • Train website editors to post content • Set up and train on Google Analytics for each website 	<ul style="list-style-type: none"> • Provide reviewers for publications submitted via FastTrack • Maintain websites and manage webpages • Website editors will post content to assigned websites • Access Google Analytics and run reports

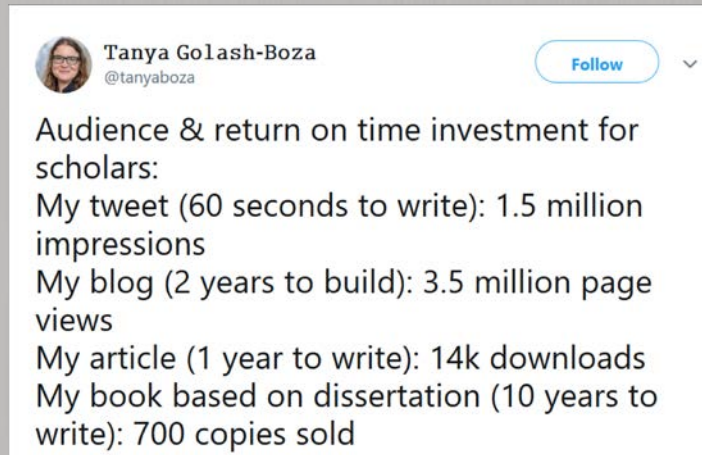
I Have New Content. Now What?

- What is the goal of the content?
 - Who's the audience?
 - How will it be used? (printed or online)
- Where will the content be published online?
 - Which topic related website(s)?
- Who puts the content on the website?
 - The website owner/editor of the topic page
- If in doubt, submit a Project Request on the marketing website

Questions

- Will HTML publications work for every publication? What about long documents or curricula?
- What will happen to all the Extension publications currently in Digital Commons?
- Will all current PDF publications be converted into HTML?
- When will this go into effect?
- How does this affect me in the Extension publishing process?

Case Study 1



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Case Study 2

- *Effective 5/8/2018*
- 30-3-11.3. Mandatory educational course for divorcing parents
- (4) The court may require unmarried parents to attend this educational course when those parents are involved in a visitation or custody proceeding before the court
- (5) The mandatory course shall instruct both parties...
- (6) The course may be provided through live instruction, video instruction, or an online provider

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divorce.usu.edu

Extension Online Courses:

Higginbotham, B. & Schramm, D. (2017). Divorce Education. Hosted by Utah State University Extension. Developed for the Utah Administrative Office of the Courts. Salt Lake City, Utah.

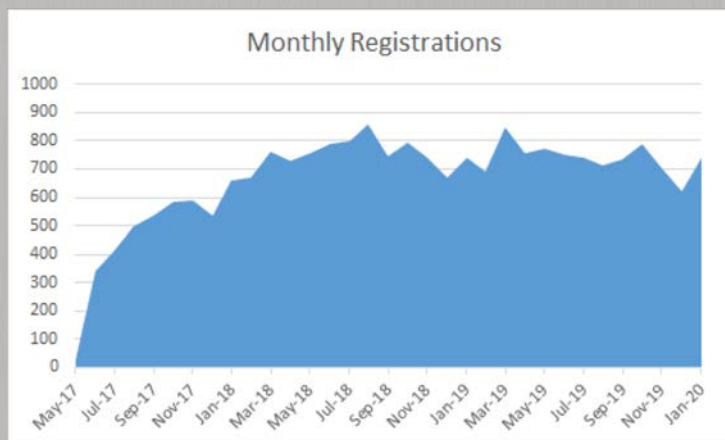
Higginbotham, B. (2014). Divorce Orientation. Hosted by Utah State University Extension. Developed for the Utah Administrative Office of the Courts. Salt Lake City, Utah.

Peer Reviewed Extension Curriculum, Programs, and Reports:

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80.813

Active Students Per Day



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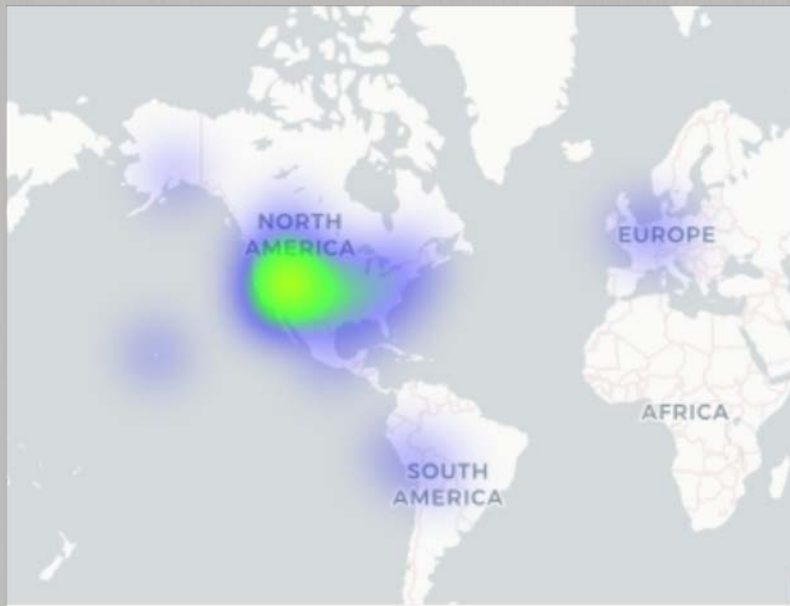
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- Published in peer-reviewed journal: 1
- Accepted in peer-reviewed journal: 2
- Submitted to peer-review journal: 2
- Manuscripts in progress: 2

- Referred Presentations: 3

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Individual Impacts

- “The information was clear, uplifting, and very informative. I appreciate all the hard work they did to make it and helping me be a better father figure to my children.” —Male age 24
- “Knowing how to speak to my child about divorce letting her know that it wasn't her fault and letting her know that I am always here to listen to her when she needs to talk about her feelings or anything in general.” —Female age 28
- “Information about Utah laws regarding child support and information regarding domestic violence.” —Female age 25

Economic Impact

- The average divorce in Utah costs \$13,200
 - Including \$10,400 in attorneys' fees
- When minor children are involved \$19,800
 - Including \$16,700 in attorneys' fees
- If 10% of the approximate 700 monthly participants proceed without lawyers, the annual cost savings is **\$14 million**
 - Not including those who reconcile

<https://www.lawyers.com/legal-info/family-law/divorce/how-much-does-divorce-cost-in-utah.html>

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Demonstrate Scholarship in Extension

- Demonstrating scholarship is broadly defined creative activity in the development and/or application of Extension materials. Demonstrate scholarship primarily through peer-reviewed professional and Extension publications and curricular materials. Extension scholarship goes beyond the simple delivery of prepared Extension materials, and involves a measure of needs assessment, either the development of new instructional material or the *significant* adaptation of existing instructional material, appropriate delivery, thorough evaluation, and continued revision as warranted.
- Disseminate your Extension information in its originality and validate quality by your peers. Accomplish this external validation in many ways, including (but not limited to):
 - Adoption by other Extension personnel
 - Publication of application programs or curricula in peer-reviewed journals or in other peer-reviewed outlets
 - Presentation of programs or curricula to peers at professional meetings
 - Receipt of awards from Extension professional associations at the state, regional, or national level
 - Outside funding that supports your major programs
 - Review by external evaluators as part of the promotion/tenure processes

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- It is important that your Extension information is disseminated and that its originality and quality is validated by your peers. **This external validation can be accomplished in many ways, including (but not limited to):**
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QUESTIONS

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