



EXTENSION

COVID-19 RESPONSE IMPACT

Over the past three years, OSU Extension used state, federal and grant funding to improve technology and technology training for its personnel. As a result, OSU Extension professionals were equipped when the COVID crisis began in spring 2020.

OSU Extension has worked throughout the pandemic to assist families, youth, agricultural producers, communities and local government. Extension's focus on service during these unprecedented times has been pivotal to provide educational information, programs and resources to Oklahoma. While services such as traditional newsletters continued, adaptations in other cases were necessary, including virtual drop-offs for soil samples and 4-H materials.

ONLINE PROGRAMMING



Online programming continued training and certification programs for the Oklahoma public while keeping health and safety a priority.

VIRTUAL MEETINGS



Virtual webinars, symposiums, tours and conferences provided information from experienced professionals to individuals across the state.

SOCIAL ENGAGEMENT



Social media, emails, phone calls and additional remote communications tactics continued community engagement on a state and local level.

DIGITAL RESOURCES



Digital resources provided through social accounts, the Extension website and coronavirus Extension website furthered education despite pandemic constraints.



Featured Impacts by Program Area

Agriculture and Natural Resources



ONLINE PROGRAMMING

- Dicamba trainings were adapted to an online format to ensure pesticide applicators could continue to meet legal requirements.

VIRTUAL MEETINGS

- The Rancher's Thursday Lunchtime Series provided information for the beef industry from experienced professionals. Average attendance of the weekly series exceeded **50 participants**.
- Annual field days continued during the pandemic by transitioning in-person tours to Facebook Live or Zoom sessions.

SOCIAL ENGAGEMENT

- Extension educators in Choctaw County utilized Facebook to create a learning environment through educational contests. In the first week, the educators reached **3,393 individuals**.

DIGITAL RESOURCES

- Extension personnel developed materials to address COVID-19 impacts on the food industry and local businesses. The resources reached over 19,000 people on social platforms.

Family and Consumer Sciences



ONLINE PROGRAMMING

- Community nutrition educators adapted adult and youth programming into a remote education format, allowing active participants to graduate without in-person meetings.

VIRTUAL MEETINGS

- Recipe demos held at the Weatherford Food and Resource Center were transitioned to weekly Facebook Live sessions, with the first session reaching over **1,000 views**.

SOCIAL ENGAGEMENT

- FCS educators provided social engagement to older adults through phone calls, personal notes, virtual meeting trainings and social activity challenges.
- Oklahoma Home and Community Education volunteers sewed **49,564 masks** donated to essential workers, including military, government, medical and educational personnel.

DIGITAL RESOURCES

- Educational publications ranging from stress management to sanitization and financial plans, plus videos, were developed and shared for public use on the Extension Coronavirus webpage.

Oklahoma 4-H Youth Development



ONLINE PROGRAMMING

- **Over 700 families** received the newly developed Food, Fun, 4-H at-home kitchen skill and meal prep mailing. The monthly mailing included recipes, educational lessons, activities and more.

VIRTUAL MEETINGS

- The annual State 4-H Roundup continued through local small-group and virtual alternatives. 4-H'ers participated in virtual workshops, contests and additional sessions.

SOCIAL ENGAGEMENT

- 4-H educators developed a new Virtual Clovers Facebook page that features educational videos and hands-on virtual activities. The page has **over 1,000 followers** and averages **33,000 views per week**.

DIGITAL RESOURCES

- Virtual camps were developed to promote STEM (science, technology, engineering and mathematics) during the pandemic. The **15 camps** included educational videos, activities, Zoom sessions and additional resources. STEMist camp videos have received **over 1,740 views**.