



urban  
integrated  
**pest**  
management

**eXtension.org**

# **WILDLIFE DAMAGE MANAGEMENT IN THE DIGITAL AGE: COLLABORATING WITH OTHERS TO SPREAD THE MESSAGE**

**Fudd Graham<sup>1</sup>, Janet Hurley<sup>2</sup> & Kathy Flanders<sup>3</sup>**

<sup>1</sup>Department of Entomology & Plant Pathology Auburn University, <sup>2</sup>Texas AgriLife Extension, Texas A&M University, <sup>3</sup>Alabama Cooperative Extension System

This presentation will discuss how these 3 seemingly disparate groups came together to promote IPM and WDM by sharing information on websites and through webinars. Originally, each community of practice (CoP) on eXtension was set up to be a unique information source. It became clear very early in eXtension's development that many of these 'unique' sites had or needed information that could be used by others. These 3 CoP's had the foresight to work together and link information rather than creating new material.

## **Outline** (very rough)

History of eXtension and what it is

Brief overview of CoP's - urban, wildlife and imported fire ant

How we got together

How we worked together

The new eXtension and how it will work (this is still up in the air and may be until the meeting)



# WHAT IS EXTENSION?

eXtension is an interactive learning environment delivering the best, most researched knowledge from the best land-grant university minds across America. eXtension connects knowledge consumers with knowledge providers - experts who know their subject matter inside out



# WHO ARE OUR EXPERTS?

urban  
integrated  
pest  
management

TEXAS A&M  
**AGRI**LIFE  
EXTENSION

  
AUBURN  
UNIVERSITY

TEXAS A&M  
**AGRI**LIFE  
EXTENSION

**UF** UNIVERSITY of  
FLORIDA

 THE UNIVERSITY  
OF ARIZONA

WASHINGTON STATE  
UNIVERSITY  
EXTENSION

Colorado  
State  
University

TEXAS A&M  
**AGRI**LIFE  
EXTENSION

 THE UNIVERSITY OF GEORGIA  
COOPERATIVE  
EXTENSION

**UF** UNIVERSITY of  
FLORIDA

  
THE UNIVERSITY of TENNESSEE  
KNOXVILLE, CHATTANOOGA, MARTIN, TULLAHOMA, MEMPHIS

 UNIVERSITY OF MINNESOTA  
Driven to Discover<sup>SM</sup>

# Pioneer Communities of Practice meet in Louisville

Terry Meisenbach, March 14th, 2006 | [One Comment](#)



Leadership teams from the eight Pioneer eXtension Communities of Practice are meeting this week in Louisville KY. The primary focus of the meeting is to train these teams in virtual team building...the art of building and working as teams in a virtual environment. The teams are also seeing demonstrations on how to work together in the eXtension collaborative “wiki” space, hearing some “lessons learned” from some early work as a Community of Practice, learning marketing and financial development strategies, and gaining new insight into the technology resources eXtension offers to Communities of Practice.

The teams represented include: Financial Security for All, Extension Disaster Education Network (EDEN), Imported Fireants, Building Local Economies of the Future, Consumer Horticulture, HorseQuest, Just In Time Parenting, and Wildlife Damage Management.

<http://about.extension.org/2006/03/14/pioneer-communities-of-practice-meet-in-louisville/>

## Imported Fire Ants



### Fire Ant Webinars

See the schedule for upcoming webinars or watch one of our previous webinars. Brought to you by the Imported Fire Ant eXtension Community of Practice...>Read More

### Connect with us



### Welcome

eXtension is an interactive learning environment delivering research-based information emerging from America's land-grant university system.

Select a different institution

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### More about this Resource Area

[LEARN MORE](#)

### Resources

#### Controlling Fire Ants

- How to Kill Fire Ants
- Fire Ant Decision Tool: Customized Management Plan
- Fire Ant Control (Management)
- The Two-Step Method and Other Approaches
- Regulatory Information
- Community-Wide Fire Ant Management

### Our People



Fire Ant eXtension Community

### Upcoming Webinars

April 3

2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management

May 1

### Latest Tweets

#### Tweets

[Follow](#)

- FireAntInfo** @FireAntInfo 16 Mar  
Here are two more images of SINV-3: [fb.me/1DY3JkDwt](https://fb.me/1DY3JkDwt)
- FireAntInfo** @FireAntInfo 9 Mar

Herb Bolton

USDA

Anne-Marie Callcott

USDA

Kathy Flanders

Auburn University

Molly Keck

Texas A&M University

Maggie Lawrence

Auburn University

Kelly Loftin

University of Arkansas

Paul Mask

Auburn University

Kathy Flanders

Auburn University

Paul Nester

Texas A&M University

Jason Oliver

Tennessee St University

Emery Tschetter

Auburn University

## Wildlife Damage Management



### Waterfowl

Canada geese by grass. Photo by Scott Groepper. The term waterfowl is properly applied only to ducks, geese, and swans. A bird identification guide should...>Read More

### Welcome

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State or Zip

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### More about this Resource Area

[LEARN MORE](#)

### Resources

#### Species Information:

- All Species Information
- Rodents
- Carnivores
- Other Mammals
- Birds
- Reptiles
- Amphibians

#### Training

- Best Practices for Nuisance Wildlife Control Operators

### Our People



**Stephen M. Vantassel**

Stephen M. Vantassel is Program Coordinator for Wildlife Damage Management at the University of

### Recent Webinars

Webinar: Wildlife Control Training for Master Gardeners

Predator Management for Small and Backyard Poultry Flocks

Management of Tree Squirrels

Wrangling Woodchucks and Other Ground Squirrels

### Latest Tweets

#### Tweets

[Follow](#)

**eXtension4U** @eXtension4U 22h  
Managing the mud  
[msue.anr.msu.edu/news/managin\\_g\\_...](http://msue.anr.msu.edu/news/managin_g_...)

**eXtension4U** @eXtension4U 19 Mar

Paul Curtis

Cornell University

James Dobrowolski

USDA

Scott Hygnstrom

University of Nebraska

Robert Schmidt

Utah State University

Raj Smith

Cornell University

Stephen Vantassel

University of Nebraska

Greg Yarrow

Clemson University

## Controlling Fire Ants

- How to Kill Fire Ants
- Fire Ant Decision Tool: Customized Management Plan
- Fire Ant Control (Management)
- The Two-Step Method and Other Approaches
- Regulatory Information
- Community-Wide Fire Ant Management
- Regional Information About Fire Ants
- Fire Ant Museum of Control Methods and Products

## Education and Outreach

- Fire Ant Webinars
- Information for Master Gardeners
- Blogs from our CoP Members
  - Bexar County Entomology
  - Dr. Fire Ant's Musings
  - Urban-IPM
- Youth Content
- K-12 Teacher Content
- Spanish: Materiales en Español sobre Hormigas Bravas Importadas

## About Fire Ants

- What Are Imported Fire Ants?
- Where Are Fire Ants?
- Fire Ant Stings
- Fire Ant Biology
- Natural Enemies of Fire Ants
- Are Fire Ants Good or Bad?

## Resources

- Instructional Videos
- Publications
- Top of the Mound Game
- Fire Ant Images from BugMugs.org
- Fire Ant Images from the Bugwood Network
- Fire Ant Art
- Links
- Glossary
- Spanish: Materiales en Español sobre Hormigas Bravas Importadas
- AMDRO Aerial Application Guide
- Herd Seeder Calibration Tables for Fire Ant Bait
- Common Ant Species at Food Lure Baits
- About the IFA Community of Practice
- Imported Fire Ants Partners
- Pesticide Disclaimer

## Species Information:

- All Species Information
- Rodents
- Carnivores
- Other Mammals
- Birds
- Reptiles
- Amphibians

## Training

- Best Practices for Nuisance Wildlife Control Operators
- Pesticide Tutorial

## Additional Information:

- Glossary
- Diseases
- Videos

## Please fill out our survey

- WDM Survey



## Pest Management In and Around Structures

### Connect with us

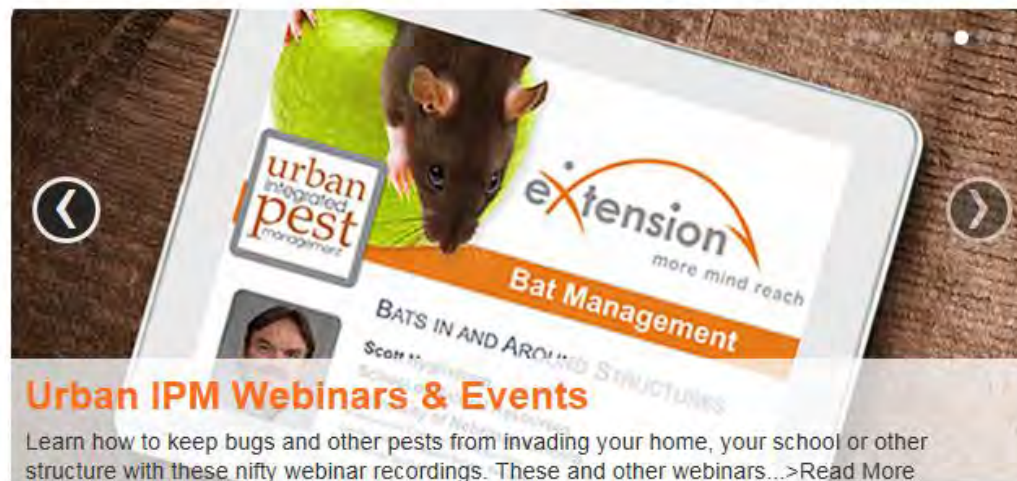


### Welcome

eXtension is an interactive learning environment delivering research-based information emerging from America's land-grant university system.

Select a different institution

[LOCATE](#)



### Urban IPM Webinars & Events

Learn how to keep bugs and other pests from invading your home, your school or other structure with these nifty webinar recordings. These and other webinars...>Read More

### More about this Resource Area

[LEARN MORE](#)

### Resources

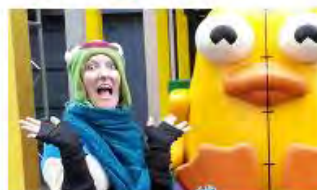
School Pest Management  
Residential Pest Management  
Kids Corner

### Recognition

Our Partners

### Education & Outreach

### Our People



Elizabeth "Wizzie" Brown

Wizzie Brown is an Extension program specialist with the Texas

### Upcoming Webinars

April 3

2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management

May 1

### Latest Tweets

Tweets

[Follow](#)

**Urban IPM** 20h  
@URBANIPMtweets  
According to Science Daily, new research shows that imidacloprid, an insecticide often blamed for the decline of... fb.me/76sSdA0cX

Herb Bolton

USDA

Jerri Hammonds

Auburn University

Jennifer Gillett-Kaufman

University of Florida

Fudd Graham

Auburn University

Janet Hurley

Texas A&M University

Faith Oi

University of Florida

# WHO IS OUR AUDIENCE?



School Personnel



Families & Individuals



PMPs



# WHAT WE CURRENTLY OFFER



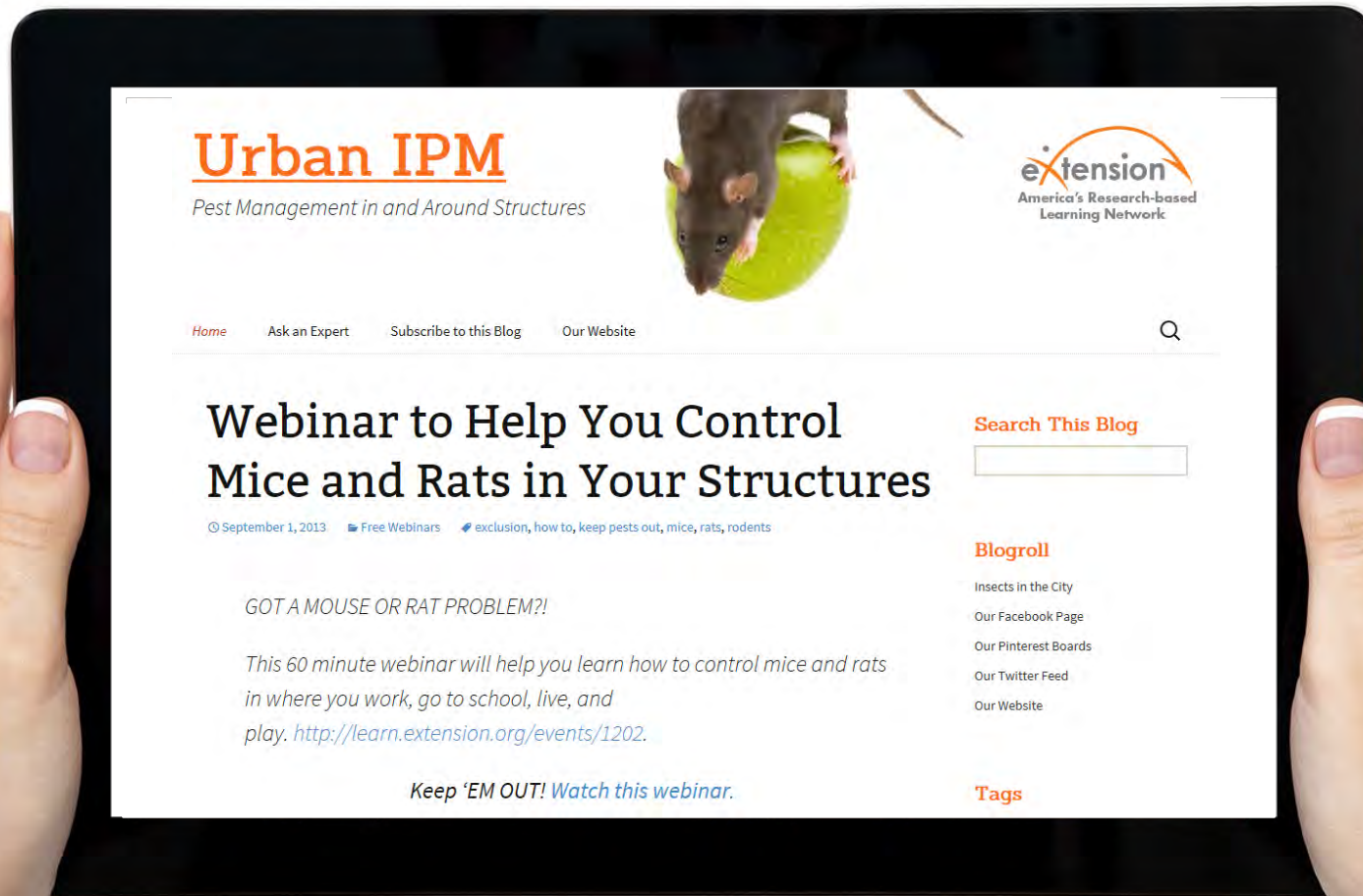
[www.extension.org/urban\\_integrated\\_pest\\_management](http://www.extension.org/urban_integrated_pest_management)

# WHAT WE CURRENTLY OFFER



- 
- A pair of hands is shown holding a black tablet. The tablet screen displays a list of pests. The hands are positioned on the left and right sides of the tablet, with the thumbs visible. The background is white.
- Bats
  - Bed Bugs
  - Carpenter Ants
  - Fire Ants
  - German Cockroaches
  - Head Lice
  - Honey Bees
  - Mosquitoes
  - Nuisance Birds
  - Outdoor Cockroaches
  - Carpenter Ants
  - Small Flies
  - Eastern Ticks
  - Western Ticks
  - Tramp Ants
  - Yellowjackets

# WHAT WE CURRENTLY OFFER



# WHAT WE CURRENTLY OFFER



## **2015 All Bugs Good and Bad Webinar Series: Common Termites of the Southern United States - Biology, Behavior, and Management**

🕒 Upcoming - Friday, April 3, 2015 at 1:00 pm CDT - Presented by [Robert Puckett](#), [Mallory Kelley](#), [Ellen Huckabay](#)  
Learn about how termites live and why they cause problems for people in this webinar presented by Dr. Robert Puckett from Texas A&M AgriLife Extension. Dr. Puckett will explain how to reduce your risk of having termite problems, and what to do if you find them attacking...

## **2015 All Bugs Good and Bad Webinar Series: Fire Ant Management Using Baits**

🕒 Friday, March 6, 2015 at 1:00 pm CST - Presented by [Fudd Graham](#), [Vicky Bertagnolli](#), [Bethany O'Rear](#), [Charles Pinkston](#)

Learn how to make the biology of fire ants work for you not against you. This webinar presented by Dr. Lawrence "Fudd" Graham from Auburn University will discuss fire ant baits and other control methods. It will also provide the latest information on the Pseudacteon...

## **2015 All Bugs Good and Bad Webinar Series: Pesticide Strategy - the Good, the Bad, and the Ugly**

🕒 Friday, February 6, 2015 at 1:00 pm CST - Presented by [Kaci Buhl](#), [Charles Pinkston](#), [danielle carroll](#)

Pesticides are useful tools if we use them properly. Improper use can harm the user and the environment and lead to secondary pest outbreaks. Learn how to use pesticides safely and effectively in this webinar presented by Kaci Buhl from Oregon State University. Moderated by...

# WHAT WE CURRENTLY OFFER



## **Wildlife in the Backyard - a Double-edged Sword**

🕒 Upcoming - Friday, December 4, 2015 at 1:00 pm CST - Presented by [Scott Hygnstrom](#), [Gerald McQueen](#), [danielle carroll](#)

It is wonderful to have wildlife in your backyard until that wildlife damages your plants, disfigures your lawn, or invades your house. In this webinar Dr. Scott Hygnstrom from the University of Wisconsin, Stevens Point will explain how to minimize problems from small mammals...

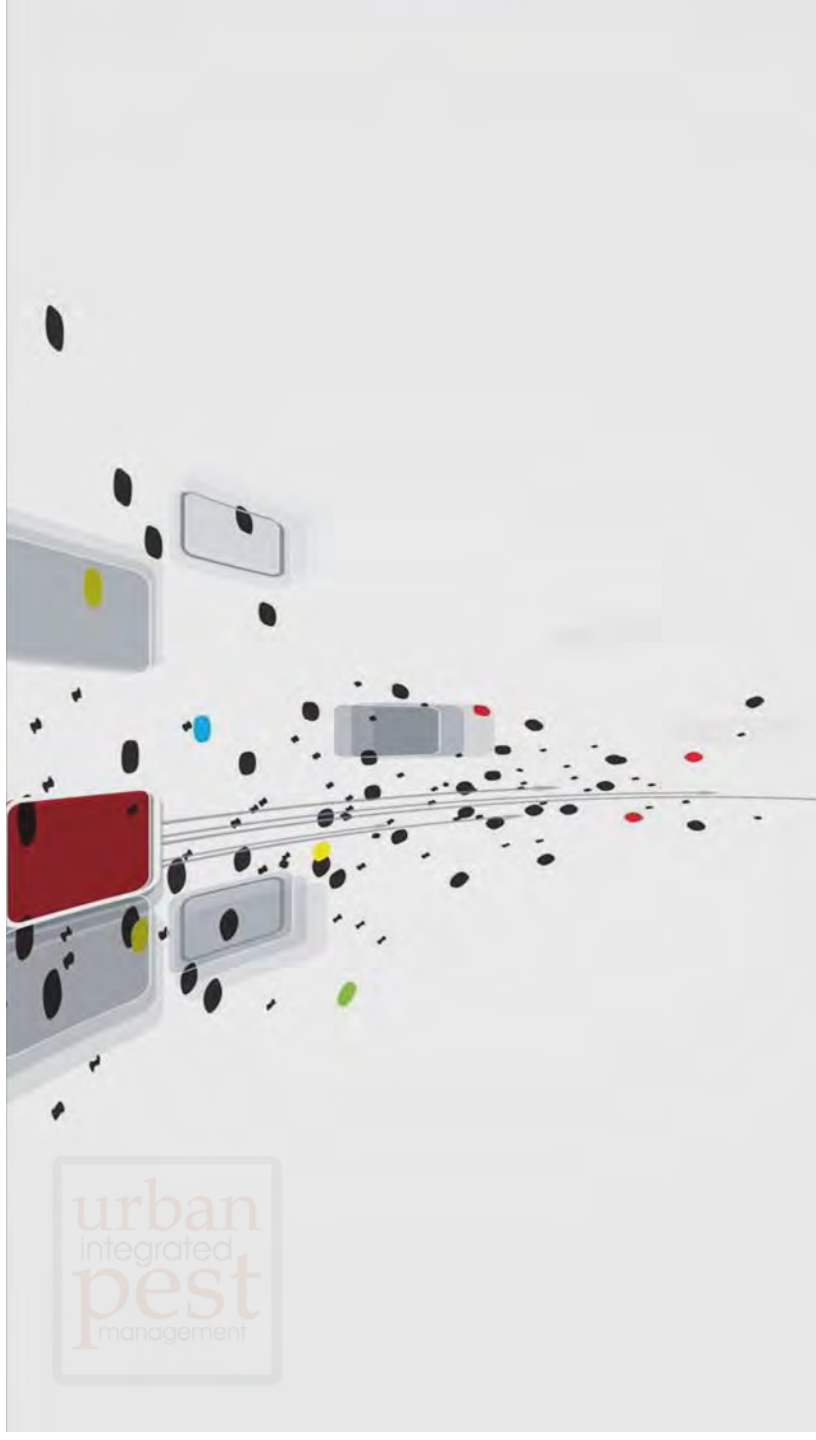
## **Control of Mice and Rats in Structures**

🕒 Friday, September 20, 2013 at 11:00 am CDT - Presented by [Stephen M. Vantassel](#)

Stephen Vantassel, University of Nebraska, will review the biology and capabilities of house mice and Norway rats and provide tips on how to identify their presence. Learn how to eliminate mice and rats in structures through Integrated Pest Management. Vantassel will discuss...



***The  
NEW eXtension:  
A New Model, A New  
Opportunity***

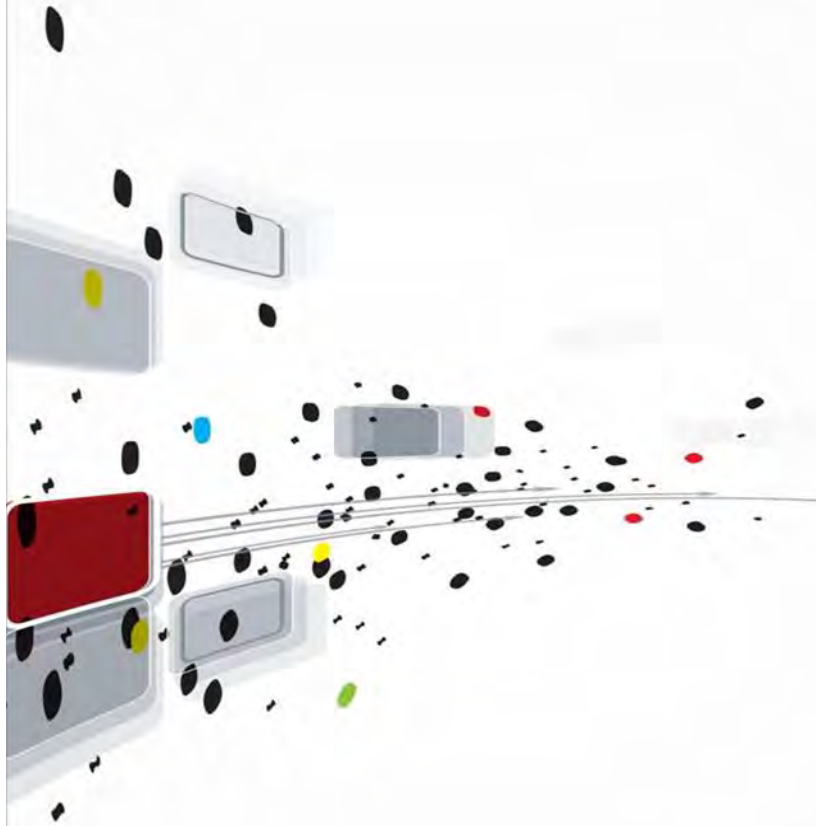


***The NEW eXtension* has made commitments with goals and strategies designed to help Cooperative Extension realize its vision for the 21<sup>st</sup> century.**

# *The NEW eXtension*

**ADVANCING EXCEPTIONAL  
TECHNOLOGY ENHANCED  
LEARNING  
ENVIRONMENTS...**

*while building on  
Cooperative Extension  
Service's content, educator,  
and leadership resources*



An abstract graphic on the left side of the slide features a series of overlapping, semi-transparent blue and grey rectangular shapes. From these shapes, several horizontal arrows of varying lengths and colors (blue, grey, and red) point towards the right. Scattered throughout the scene are numerous small dots in black, blue, red, and yellow, some of which appear to be moving along the paths of the arrows.

## ***The NEW eXtension***

- Primary customers are *Cooperative Extension members*,
- *A member-based* nonprofit
- Multiplies *diverse learner engagement* across the Cooperative Extension system

An abstract graphic on the left side of the slide features a series of overlapping, semi-transparent blue and grey rectangular shapes. From these shapes, several horizontal arrows of varying lengths and colors (blue, grey, and red) point towards the right. Scattered throughout the scene are numerous small dots in black, blue, red, and yellow, some of which appear to be moving along the paths of the arrows.

## ***The NEW eXtension***

- **Keeping Cooperative Extension members current with ever changing technology environments**
- **Preferred place for:**
  - Exploration and adopting new technologies
  - Integrating technology with member content
  - Technology-based professional development
  - Network learning

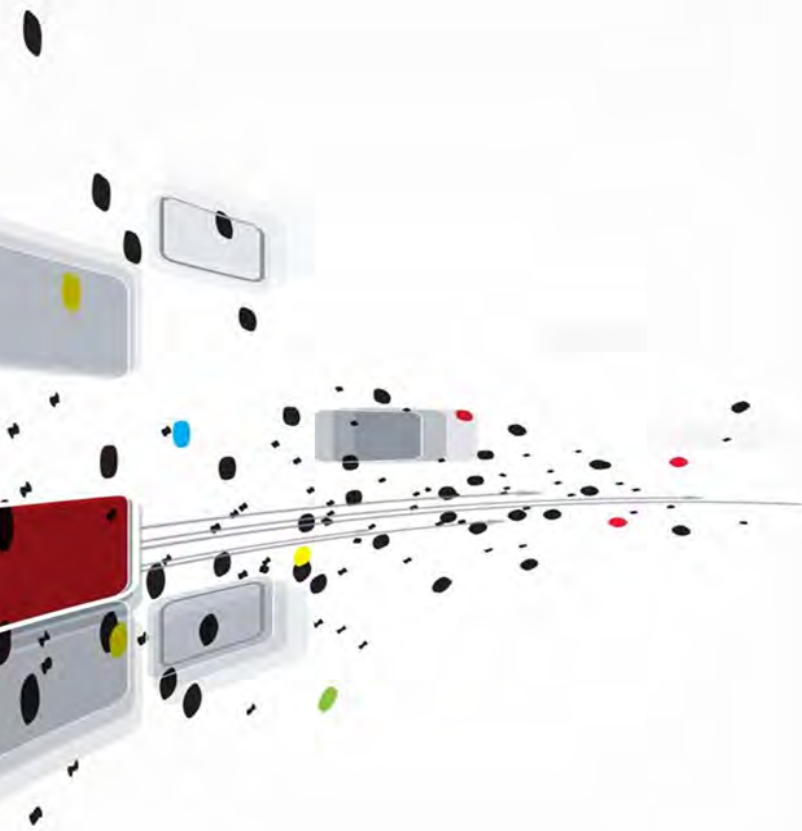
An abstract graphic on the left side of the slide features a series of overlapping, semi-transparent blue and grey rectangular shapes. From these shapes, several horizontal arrows of varying lengths and colors (blue, grey, red) point towards the right. Scattered throughout the scene are numerous small dots in black, red, yellow, and green, some of which appear to be moving along the paths of the arrows.

## ***The NEW eXtension***

- **Keeping Cooperative Extension members current with ever changing technology environments**
- **Preferred place for:**
  - Exploration and adopting new technologies
  - Integrating technology with member content
  - Technology-based professional development
  - Network learning

## Mission

Help Cooperative Extension:  
**AMPLIFY** learner access to  
reliable, evidence-based  
information and knowledge;  
**EXPAND** collaborations and  
use of technology innovations;  
**MULTIPLY** learner engagement  
and sustainable networked  
learning.



An abstract graphic on the left side of the slide. It features a vertical column of dominoes on the far left. From this column, a series of motion lines and small black dots radiate outwards to the right, suggesting a chain reaction or forward movement. Some dominoes are highlighted in red and yellow. The background is white with a light gray vertical band on the right.

**COMMITTED TO:**

**INNOVATION** as a means to keep  
ahead of learning markets

**COLLABORATION** that builds new  
levels of synergy

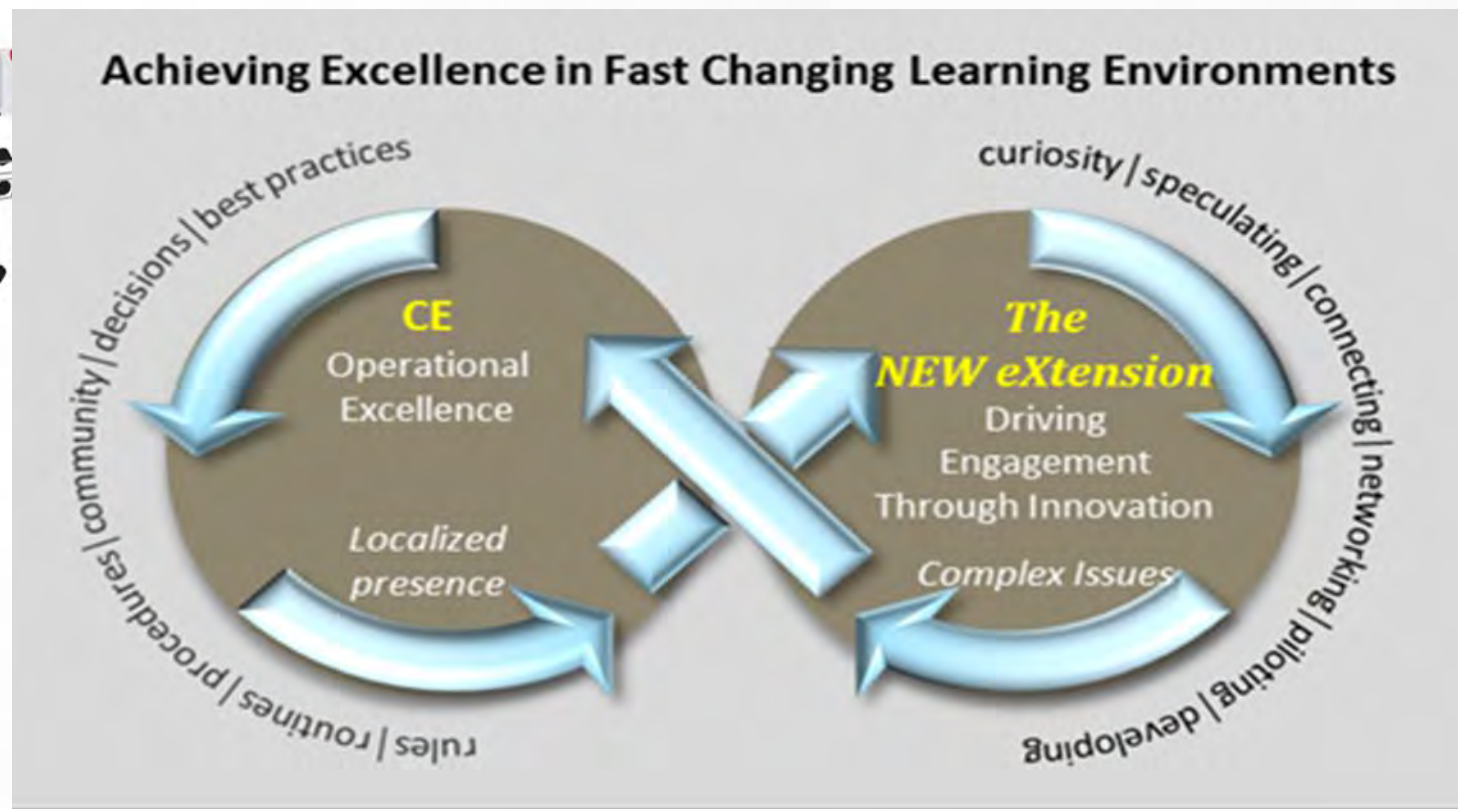
**FLEXIBILITY** to move at the pace  
of change

**TRANSPARENT** and engaging  
**SYSTEM-WIDE** solutions

**RETURN ON INVESTMENT**

# VALUE PROPOSITION

Innovative opportunity for Extension educators and strategic partners to marry content and concepts with technology that appeals to and attracts new audiences to Cooperative Extension

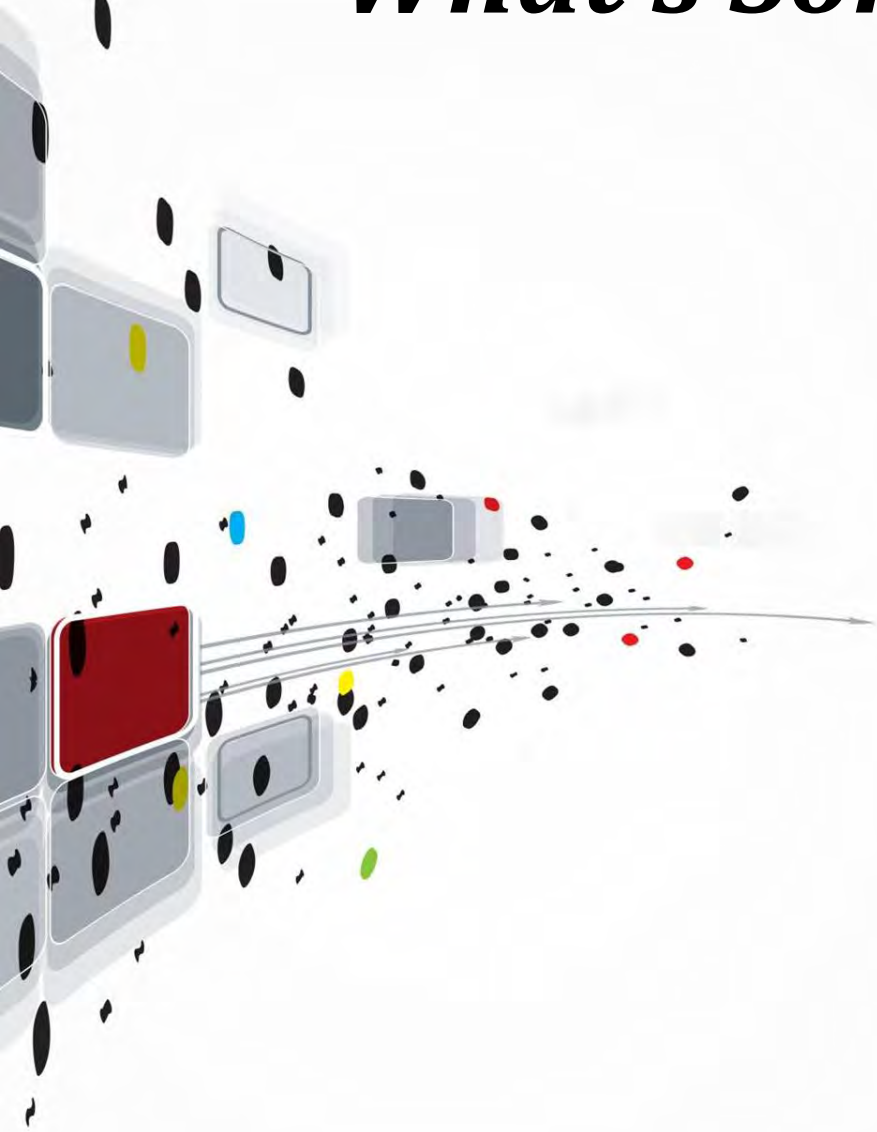


# ***New eXtension Actions***

- New User Communities
  - Big Data
  - Unmanned Aerial Systems
  - Wearable Technology
  - Virtual Reality
  - 2014 Farm Bill
  - Google Suite
- New Learning Networks
  - Educational Technology
  - Women in Agriculture
  - Ag & Climate Variability
- RFP for Innovation Projects
- RFP for web conferencing
- Status change for some CoPs

# *What's Sort of the Same*

- Ask an Expert
- Innovation Teams
- Learn with enhancements are on the way
- Search
- Campus/Moodle
- Communities of Practice/Learning Networks



# GATEWAY TO *The NEW eXtension* MEMBER BENEFITS

**Premium Membership**  
75% of previous payment

**Basic Membership**  
60% of previous payment

Consulting

Moodle/Course Development

Prototyping

Innovation Tanks

Learning Networks

Fellowships

First Right of Refusal

Partnerships and Funding

Innovation Hubs

Professional Development – Learn •

Board Position •

Sponsored Conferences •

Evaluation and Reports •

Targeted Communities of Practice +

Ask an Expert +

Learn +

Search +

STANDARD BENEFIT

BASIC MEMBER

PREMIUM MEMBER

+ additional benefits, • standard benefits

## Non-Members (Standard Benefits)


- Participate in eXtension Professional Development at full price
- Ask and answer questions on Ask an Expert
- View and post webinars on Learn
- Use Search
- Apply for NIFA funding opportunities (AFRI, OREI, etc.)
- Participate in a Learning Network/Community of Practice (cannot be a leader or PI)



- Ask and answer questions on Ask an Expert
- View and post webinars on Learn
- Use Search
- Apply for NIFA funding opportunities (AFRI, OREI, etc.)
- Participate in a Learning Network/ Community of Practice

## BASIC Members

- Participate in eXtension Professional Development at a reduced rate
- Access Evaluation tools, such as Qualtrics and Google Analytics, and access to Learn and Ask an Expert reports
- Directors/administrators can serve on the New eXtension Board of Directors
- Participate in a Learning Network/ Community of Practice (can be a leader; cannot serve as PI)

- 
- Ask and answer questions on Ask an Expert
  - View and post webinars on Learn
  - Use Search
  - Apply for NIFA funding opportunities (AFRI, OREI, etc.)
  - Participate in a Learning Network/ Community of Practice

## Premium Members

- Participate in eXtension Professional Development at a reduced rate
- Participate in, serve as a leader, and serve as a PI in a Learning Network/Community of Practice
- Access Evaluation tools, such as Qualtrics and Google Analytics, and access to Learn and Ask an Expert reports
- Apply for NIFA funding opportunities (AFRI, OREI, etc.)
- Directors/administrators can serve on the New eXtension Board of Directors
- Participate in the Fellowship Program
- Participate in the Innovation Hubs, Innovation Tanks and Prototyping new or evolving technologies and strategies for delivering Extension programming
- Develop and deliver courses in Moodle/Campus



# Membership

38 Premium

20 Basic

# The NEW eXtension Governing Board

**51%** Cooperative Extension Directors  
/Administrators

- 1890s: Vernon Jones, Langston
- North Central: Jason Henderson, Purdue
- Northeast: Dennis Calvin, Penn State
- Southern: Doug Steele, Texas AgriLife Extension
- Western: Fred Schlutt, Alaska-Fairbanks

**49%** Strategic members





Next...*a new CEO*

Elbert Dickey departs  
April 30



**America's Research-based  
Learning Network<sup>®</sup>**