

Impact Statement – End of Project Report for “Climate Change Webinars for Agriculture”

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Surveys were conducted during the webinars to assess initial knowledge gained. Medium term follow up surveys were sent to registrants/participants after all of the webinars had concluded. University of Wisconsin evaluation specialists were consulted on development of questions.

Most Extension and ag advisors do not have an educational background in meteorology or climatology, as the participants were by vast majority county or local educators with backgrounds in agricultural production practices. This may be the root of their discomfort with the topic of climate change. In general, Extension and ag advisors are similar in their climate change beliefs as the producers they serve, but tend to be somewhat more open to the existence of climate change, particularly public advisors with Extension and the Natural Resources Conservation Service.

In conjunction with UNL, SDSU, and KSU, Purdue Extension hosted a series of six webinars exploring the connections between climate, agriculture, and water resources. Attendees were evaluated and evaluation results sent on to the External Evaluator at UW-Madison (8 universities and the Forest Service have been involved). The grant the initial four universities submitted was funded at the \$12,041 level, with an additional match of \$9826 provided by the universities involved. Webinars were recorded and edited for content. All webinar recordings are available on YouTube, and links have been added to <https://climateagwater.wordpress.com/>.

Webinars were advertised by the organizers, presenters, North Central Region Water Network, and Prior to the start of the webinars, 237 individuals registered to attend or receive recording links. YouTube analytics reports 243 YouTube views of an average duration of over 10 minutes per view. Of time watched, 95% of minutes are from viewers in the US, with over 2% coming from Canada. Viewers in 16 countries have accessed the videos. Surveys conducted during the webinars were viewed by 129 participants. Of those, over half responded that the webinar they viewed was moderately or very engaging. Because of these webinars, the principal researchers were able to ascertain an additional \$10,000 in funding from the North Central Region Water Network for future endeavors. In surveys completed three months after the conclusion of the final webinar, 100% of the 33 respondents reported an increase in understanding of how climate change could affect water quantity/quality in our region. All respondents found the information presented to be useful, and 96% of respondents reported learning information to help inform how they talk about climate change to their audiences.

Outputs

Webinar #1 – Understanding Weather and Climate – Dennis Todey/Jeff Andressen
Registrations - 40; Attendance counted during webinar-31; YouTube Views - 74

Webinar #2 – Preparing for Climate Extremes in the North Central Region – Gene Takle
Registrations – 45; Attendance-34; YouTube Views - 49

Webinar #3 – Climate Impacts on Water Management in the North Central Region – Jane Frankenberger/Jonathan Aguilar
Registrations – 61; Attendance- 44; YouTube Views - 32

Webinar #4 – Climate Impacts on Beef Cattle Management and Grazing Management – Matt Reeves/Megan Rolf

Registrations – 48; Attendance-39; YouTube Views - 28

Webinar #5 – The effect of Climate Change on the Economics of Conservation Tillage – Juan Sesmero

Registrations – 13; Attendance-13; YouTube Views - 17

Webinar #6 – Communicating Climate Change – Gabrielle Roesch-McNally/Julie Doll

Registrations – 30; Attendance-19; YouTube Views - 61