

Shelby County Extension

2020 Program Delivery

Shelby County Extension is the face of the University of Tennessee and Tennessee State University for the people of Tennessee. UT and TSU Agents and specialists deliver educational programs and research-based information on topics of agriculture, youth, families, and consumer issues. Our mission is to improve citizens' lives and strengthen communities through "Real Life Solutions"!

Our Virtual Programming Response

Shelby County Extension developed new social media formats to provide access to Extension research-based information, programs, and resources.

- *'A New Normal' for the citizens of Shelby County began in March and continue today as we all adjust to life with COVID 19. Our Extension Educators have developed and implemented new strategies to meet the needs of existing clientele and a whole host of new clientele seeking resources to cope and grow in the midst of this pandemic. While keeping safe from our teleworker locations and following local guidelines our educators have found new means of connecting to people and our accessibility remains high.*

- *'ZOOM' is now the most common word in our everyday use.... We began using Zoom as our own training tool and now use it as well as other online formats to deliver educational programs. Our educators now offer the community, programming on any of our traditional topics and more.*

- *Shelby staff developed and posted 125 educational videos in 9 playlists on our new UT-TSU YouTube Channel*
- *'Traditional' programming has continued for much of agriculture as it was deemed 'Essential'. Focus this Spring on food production through work with community gardens and small farmers in our Urban area.*



- Over **122,989** citizens reached through social media.
- **633** posts since March.
- Over **13,074** citizen engagements.

- *Family programs have turned to innovative 'Virtual' programs. Youth programs have created a hybrid model as the new school year looked different in various parts of the county.*

Shelby County Extension

The Agricultural and Natural Resources Team made 144 virtual posts reaching 74,059 citizens.

The Agriculture Team continued to provide current information on food production as the interest in locally grown produce is greater than ever. From the development of community gardens to backyard raised beds to small urban farms the questions and need for timely and relevant unbiased information continue through this pandemic. Although program delivery methods varied, innovative programming provided the needed answers. Below are some of the topics covered and the number of citizens reached.

Agriculture, Forestry, Wildlife and Natural Resources

Over **9545**
social media
engagements since
March.



**Memphis Area Master
Gardeners:**
Zoom Member and
Board Meetings
429 Active Members



Program Videos Created

- Crape Myrtle-Slow to Leaf Out (8.9K reached---89 shares)
- Its That Time of Year for Soil Testing (1.1K reached)
- Japanese Beetles (2.1 K reached; 14 shares)
- Mow Those Leaves - Fall Cleanup(3.1K reached; 25 shares)
- Zinnias Fungal Leaf Spot Control (1.0 K; 11 shares)
- Pruning Tree Limbs (794 reached; 13 shares)

Articles for Facebook and Newspaper

- “It's Time to Bring Houseplants Inside”; 7K reached
- “What to Look for When Purchasing Fruit Trees”; 7K reached
- Tomato Issues in the Garden; 9K reached
- *Urban Agriculture: Three Small Farmers received awards at the 2020 TSU Small Farm Expo.*
- *TN Ag Enhancement Program (TAEP) Video - 69 farmers reached; Zoom-13 farmer participants*
- *TSU Hort Series-Zoom Class: “Strawberry Production Program” participants*



Shelby County Extension

Family and Consumer Sciences

The FCS Team continued to address community needs working with community partners and organizations. The team took the lead in addressing personal and family safety during the pandemic while providing educational information relating to food preparation, nutrition, and health. The team made over 445 posts reaching 40,836 people.

Informational Pieces Provided to Families at Meal Distribution Sites

Partners: local Churches and Community Centers

UT and TSU Educational Timely Topics for Social Media

Financial Fridays

A February series all about YOUR MONEY!

Save the dates and join us on Zoom for these topics!

2/5/21 Banking & Savings
2/12/21 Insurance
2/19/21 Pandemic Finances
2/26/21 Credit

*Each session starts at 10 a.m. CST
There is no cost to participate.

Presented by a cluster of FCS Agents in the following counties:
Chester, Crockett, Dyer, Fayette, Gibson, Haywood, Lauderdale, Madison, Obion & Shelby

Registration info coming soon!

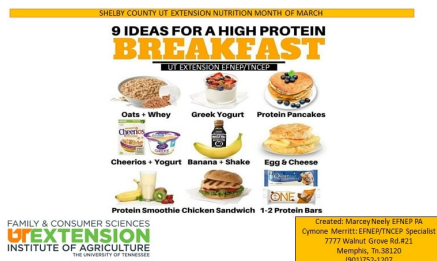
Real. Life. Solutions.

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TSU COOPERATIVE EXTENSION COLLEGE OF AGRICULTURE TENNESSEE STATE UNIVERSITY

Program Videos Created

- Strengthening Exercises to Increase Mass (870 reached)
- Exercises You Can Use (779 reached)
- Healthy Alternative: Air Frying (over 1500 reached)
- FCS Corner:
 - Money Crisis: Finding Resources
 - Exercise Video (741 reached)
 - Creative Cooking



HAPPY NUTRITION MONTH!

Hello, my name is Pauletta Lenoir and this is my 34th year serving as a nutrition educator at UT-TSU Shelby County Extension. I enjoy working with seniors, because they are so much fun and I learn so much from them. My favorite dish to make is pasta salad.

Pauletta Lenoir,
TNCEP Program Assistant

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Innovative Programs

- Health Virtual Bingo on Facebook (499 reached)
- Recipe Wednesday: Chicken Quiche (664 reached)
- Reading Corner: FCS related bedtime stories for youth
- Junior Chef Camp - 9 youth and 9 parents

Virtual Classes

- Personal Finance Training Zoom - workshop for teachers
- Money Wise
- EFNEP Eat Smart, Move More
- Faithful Families train-the-trainer
- Food Demonstrations: ex. Whole Meal Salad (273 reached)

The UT-TSU FCS Team uses a diversified approach to reach Shelby County citizens including videos created for YouTube and Facebook, educational timely topics for social media, virtual classes using Zoom, Microsoft Team, and Facebook Live. The FCS Team has posted to social media almost daily since the pandemic began in March.

Shelby County Extension

Agricenter.4-H Youth Development

6812 reached through 31 social media posts. Over **624** engagements.

1491 youth enrolled in **79** 4-H clubs

- *Virtual 4-H Clubs: Opportunity for special guest such as Willis Green with nutrition program and food demonstration*
- *Agricenter.4-H Weekly Reader: activities and education for youth, parents, leaders, teachers*
- *Virtual Contests: 4-H Fair; Photography; Public Speaking; Wildlife Judging*
- *Traditional contests: horse judging and show*
- *New connections to community partners and schools to offer 4-H Virtual Clubs and activities*
- *Virtual Escape Room - team leadership activity*
- *Gardening Presentation - 513 students Parkway Village Elem.*
- *Agricultural education programs at Agricenter - virtual tours, activities*

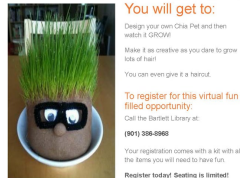
Program Training: adult volunteer leaders; teachers ---virtual programming and transition back to face to face groups



Barrett Library in partnership with Agricenter and UT-1532 Extension Shelby County presents:

GARDENING FUN

Thursday, March 11, 2021 at 4:00 P.M.



4-H Citizenship Challenge (1.4K reached)

Program Videos

- STEM: Making Plastic (1.3K reached)
- Let's Talk Trash---Recycling (843 reached)
- 4-H Public Speaking

CYFAR (Children, Youth, and Families At Risk)

- National grant awarded through the University of Tennessee---kick off Fall of 2019
- Dr. Tamika Richmond hired as Site Director
- Granville T. Woods Charter School ---grant established an after-school STEM/4-H program
- Five Year program - kicked off in September 2020