NCPN
Education & Outreach Update

Kristen Farrar, Sue Sim & Debbie Woodbury
NCPN Education & Outreach Committee Co-chairs
NCPN Education & Outreach Committee

• Provides content and editorial review to produce E&O material in coordination with subject matter experts

• Facilitates and coordinates E&O material design, production and distribution

• Serves as a resource for crop coordinators
  • Coordinator’s Handbook on Google Team Drive
  • Support to coordinators

• Participates in Network-wide and outreach activities
  • Linkages to Tier 2s and special initiatives
  • Attend trade shows with NCPN display booth

• Supports and provides resources to Tier 2 groups in their outreach activities
**Products**

- Trifold brochures:
  - National
  - One for each crop

- Factsheets:
  - 14 factsheets
  - + 2 in progress

- E-newsletter

- Booth display materials

- Website: many updates, resource library (Network tools)
  - Graphics
  - PowerPoint presentation template
  - Master NCPN poster
# FY2018-2019 Accomplishments

## Publications Produced

### Factsheets/Brochures

<table>
<thead>
<tr>
<th>General: Virus Elimination using Microshoot Tip Culture Factsheet</th>
<th>May 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berries: Blueberry Ringspot Disease Factsheet</td>
<td>April 2019</td>
</tr>
<tr>
<td>Citrus: Huanglongbing: A Threat to the Citrus Industry Factsheet</td>
<td>July 2019</td>
</tr>
<tr>
<td>Citrus: The Citrus Center in Alabama Factsheet</td>
<td>July 2019</td>
</tr>
<tr>
<td>Grapes: Grapevine Red Blotch Factsheet, Revision</td>
<td>December 2018</td>
</tr>
<tr>
<td>Grapes: NCPNGrapes Tri-fold, Revision</td>
<td>July 2019</td>
</tr>
<tr>
<td>Roses: Rose Rosette Virus (English) Factsheet</td>
<td>February 2019</td>
</tr>
<tr>
<td>Roses: Rose Rosette Virus (Spanish) Factsheet</td>
<td>March 2019</td>
</tr>
</tbody>
</table>

### Newsletters

<table>
<thead>
<tr>
<th>Special Initiatives Edition, Electronic Newsletter</th>
<th>December 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Initiatives Update, Electronic Newsletter</td>
<td>August 2019</td>
</tr>
</tbody>
</table>
## FY2018-2019 Accomplishments

### Distribution of Materials

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Quantity Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Factsheets</td>
<td>4,435</td>
</tr>
<tr>
<td>Print Newsletters</td>
<td>1,120</td>
</tr>
<tr>
<td>Tri-fold Brochures</td>
<td>2,780</td>
</tr>
<tr>
<td>Magnets/pens/tote bags</td>
<td>675</td>
</tr>
<tr>
<td><strong>Total Items Distributed</strong></td>
<td><strong>9,010</strong></td>
</tr>
</tbody>
</table>

### Trade Shows

<table>
<thead>
<tr>
<th>Crop</th>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citrus</td>
<td>Citrus Day</td>
<td>Riverside, CA</td>
<td>January 2019</td>
</tr>
<tr>
<td>Grapes</td>
<td>Unified Wine &amp; Winegrape Symposium</td>
<td>Sacramento, CA</td>
<td>January 2019</td>
</tr>
<tr>
<td>Roses</td>
<td>Texas Nursery &amp; Landscape Expo</td>
<td>San Antonio, TX</td>
<td>August 2019</td>
</tr>
<tr>
<td>Sweet potatoes</td>
<td>National Sweet Potato Convention</td>
<td>New Orleans, LA</td>
<td>January 2019</td>
</tr>
</tbody>
</table>
Special Initiative: Economic Studies

- **Workshop at Cornell University in April 2019**
- **Led by economist Miguel Gomez**

**Plan:**

- Summarize gaps between needs and knowledge based on a comprehensive literature review
- Reach out to NCPN membership, including industry, centers, policy makers to strategically validate priorities
- Invite economists to participate in relevant NCPN meetings to fully understand needs
- Develop a priority plan for economic studies
- Devise an effective plan to interact with other members of the network for the delivery of impactful information
Economic Studies Workshop Outcomes

- Review paper for Plant Disease in progress
- Factsheet in progress

Posted on NCPN Website
Special Initiative: Communications

Workshops in 2019:
20 E&O members, crop coordinators, and industry stakeholders began building a national plan and crop-specific communication plans.

Components of the Communications Plan:

- Goals
- Objectives
- Target Audiences + Motivations
- Compelling Arguments + Messaging • Messengers + Influencers
- Channels
- Tactics
- Tools
- Work Plan
- Measurement + Metrics
Current & Future Plans

• Vertical banner for display table

• Factsheets:
  • Economic Studies – in review
  • What is NCPN? – in progress
  • Rose Crown Gall (Spanish) – at graphic designer
  • Fruit Trees /Hops

• March newsletter released: annual report “info graphic”

• New communications plan

• Explore options for new website format and host

• Video tours
Thank you