NACAA Distinguished Service Award

The NACAA Distinguished Service Award is for an outstanding paid member with 10 or more years Extension service by March 15, of the award year. **The successful applicant agrees to attend the NACAA Annual Meeting & Professional Improvement Conference in order to receive their award**.

Please complete the following information in three pages or less. Email the completed application to Bruce J. Black at [brucejb@illinois.edu](mailto:brucejb@illinois.edu) no later than January 5, 2023.

Date Employed by Extension \_\_November 7, 2011

Number of years of Extension employment as of March 15, (2022) \_10 years­\_\_

Name \_\_\_Andrew C. Holsinger, Jr. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_#1 Industrial Park Drive, Hillsboro, IL 62015\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone \_217-532-3941 Fax\_\_217-532-3944 e-mail \_aholsing@illinois.edu\_\_\_\_\_

Position \_Horticulture Educator Location \_Hillsboro\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Program Delivery and Impact (30 points)  
   (Issue identification, program development, networking, impacts measured)  
     
   10 years of exceptional, proven performance of the development, delivery, and evaluation of extension programs. Established purpose, outcomes, activities, marketing strategy for horticulture program offerings. Leader in innovative technology as an ambassador for virtual programming.

***Horticulture Needs Assessment***

In 2015, Holsinger utilized Qualtrics to conduct a needs assessment survey that reached out to Christian, Jersey, Macoupin and Montgomery Counties. The survey focused on the horticulture program area. This needs assessment, distributed to 250 local stakeholders obtained ninety-eight responses. The purpose of the survey was to identify priority issues and determine the need for specific horticultural program delivery. In one question, Holsinger asked stakeholders to identify which topics they would be interested in attending a seminar, workshop or online presentation. Stakeholders identified the following topics as priority areas of interest.

* 40-47% of respondents selected topic areas of tree and shrub pruning, garden problems, weed control, home gardening-general, tree diseases, native plants, home landscaping, garden pest/diseases, and promoting wildlife
* 30-39% of respondents selected topic areas of invasive plants, tree identification, vegetable production, beneficial insects, lawn/care problems, composting, and nuisance wildlife
* 20-29% of respondents selected topic areas of insects-general, fruit production, pond care/maintenance, ornamental plants, soil quality/testing, practices to promote safe food production, pesticides/herbicides, and climate change
* 10-19% of respondents selected topic areas of community gardening, greenhouse/hydroponics, youth gardening, aquatic invasive plants, agricultural tourism, and accessibility gardening
* Less than 10% of respondents selected topic areas of women in agriculture, high/low tunnel plant production, agricultural land leasing, and direct marketing of produce/plants

Holsinger has been dedicated and devoted to Illinois Extension programs and to the audiences both at local and statewide level. He provides horticultural education for gardeners of all ages and skill levels. Andrew offers expertise in pruning techniques, plant identification, tree fruit culture, and using technological methods for teaching. Holsinger is on the Four Seasons Gardening Webinar committee. The Four Seasons Gardening Webinar series had 7,354 views of 2021 programs on YouTube through October 2022. Share of attendees with high/very high knowledge grew from 32% to 86%. 93% of respondents took one or more actions as a result of the webinars.

1. Effective use of Mass Media for Program Delivery or Marketing (20 points)

Holsinger uses the most modern and effective platforms and strategies to distribute marketing of programs to clientele. His marketing strategy has utilized Email+ to distribute email reminders to the public and past participants of programs. Facebook posts have also been used to market programs and distribute horticulture information. Holsinger has assisted the Four Seasons Gardening Webinar committee with uploads to University of Illinois Extension Horticulture YouTube channel to assist in obtaining 5.47K subscribers.

1. Professional Improvement (20 points)  
   (Promotions earned, credit or non-credit courses and in-service relevant to position)  
     
   Promotion to Level II Educator - 2017  
     
   **Trainings/Conferences/Meetings Attended:**

* *Good Agricultural Practices (GAPs) Train-the-Trainer* workshops - June 2012, Springfield, Illinois, Topics covered the new rules on agricultural water quality, worker health and hygiene, using biological soil amendments, importance of sanitation, controlling wildlife in production fields, and writing a food safety plan.
* *Illinois Specialty Crops, Agritourism, and Organic Conference*, January 2012, 2013, 2014, 2016, 2017, 2019, 2022 Springfield, Illinois
* *American Horticultural Society National Youth Gardening Symposium,* July 2012, Greater Washington D.C area
* *Gateway Green Conference*, 2013, Collinsville, Illinois
* *Galaxy IV – Bridging the Centuries: A New Era for Extension,* September 2013, Pittsburgh, Pennsylvania
* *National Association of County Agricultural Agents – Annual Meeting/Professional Improvement Conference* – July 2014, Mobile, Alabama
* *Illinois Conference on Volunteer Administration*, August 2015, Chicago, Illinois
* *Central Illinois Volunteerism Conference*, May 2015, 2016, Springfield, Illinois
* *Crucial Conversations* – December 2015, Indianapolis, Indiana
* *National Association of County Agricultural Agents – Annual Meeting/Professional Improvement Conference* July 2016, Little Rock, Arkansas
* *Illinois Annie’s Project Facilitator Training,* 2016, 2021 Springfield, Illinois
* *University of Illinois Extension Program Planning Ambassador Training*, May 2017, Champaign, Illinois
* *Navigating Difference Diversity Training,* 2019

**Webinar/Online Training**

* Qualtrics 101 – “Getting started with the Basics” – 2017
* Qualtrics 201 – “Beyond the Basics” – 2017
* Basics of Blackberry Production Online County Extension Agent Training – 2017
* Dates: October 26th, Nov 2nd, Nov 9th, and Nov 16th 2017.
* WebCon 2021, 2022

1. Participation in IEAA/NACAA activities. (30 points)  
   (District-State-National meetings attended, committees chaired, offices held, awards won. Be specific)

* Illinois Extension Agricultural Association (IEAA) – Fall Meeting, 2013, 2015, 2016, 2018, 2019, 2020, 2021, 2022
* National Association of Agricultural Agents Annual Meeting and Professional Improvement Conference
  + 2013 – Pittsburgh, PA
  + 2014 – Mobile, AL
  + 2016 – Little Rock, AR
  + 2019 – Fort Wayne, IN
* Illinois Extension Agricultural Association Member - 2013 - present
* Secretary 2014-present
* Illinois Extension Agricultural Association - Action Award winner, 2015
* National Association of County Agricultural Agents 2013 – present
* Communications Award winner
  + Computer Generated Graphics Presentation – National Winner – 2014
  + Team Newsletter – National Finalist – 2016
* Achievement Award winner, 2019
* Illinois Extension, Award for Excellence for Interdisciplinary State Team Excellence – 2016
* Illinois Extension, Award for Excellence for Team Excellence – 2020
* Illinois Extension, Award for Excellence in Technology – 2020
* Illinois Extension, Award for Excellence for Team Program Evaluation Excellence – 2022