

Pollinator Power in Alabama: The Great Southeast Pollinator Census of 2025

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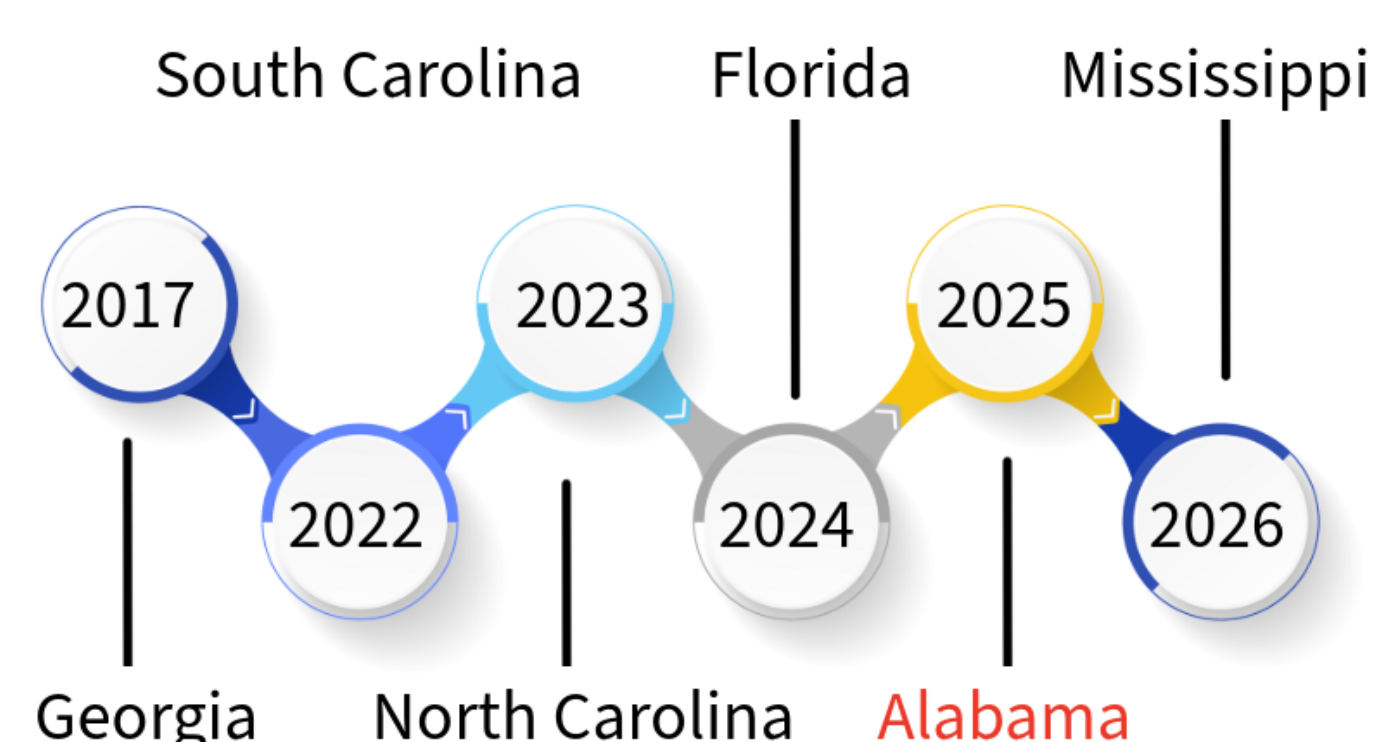
GOALS

The Great Southeast Pollinator Census (GSePC), a regional citizen science initiative, was established with three primary goals:

- Create sustainable pollinator habitat
- Increase public entomological literacy
- Generate meaningful data on pollinator populations

In 2025, Alabama's inaugural year of participation, two additional state-focused objectives were added:

- Highlight Alabama's rich plant and pollinator diversity by promoting statewide census participation
- Encourage engagement and representation from all 67 counties



Implementation Timeline



Photos courtesy of Carmen Flammini

ACKNOWLEDGEMENTS

Dr. Sonja Thomas, Kerry Smith, Brian Brown, Dani Carroll, Nikki Cobb, Carmen Flammini, Marcus Garner, Makahla Holloway, Hayes Jackson, Megan Jones, Mallory Kelley, Jack LeCroy, Bronson Lubresky, Lilly Oaks, Roosevelt Robinson, Allyson Shabel, Jacob Turner, and Emily Wismer.

INTRODUCTION AND BACKGROUND



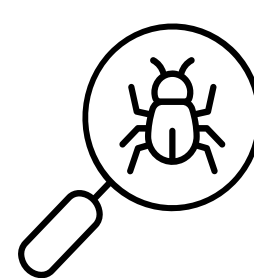
GSePC – The Beginning

Georgia's early leadership in pollinator protection laid the groundwork for a growing regional movement that now spans much of the Southeast.

- The program began in 2017 with a Georgia-led pilot census involving 50 volunteer gardens. Using a standardized, research-vetted protocol, the pilot demonstrated both the feasibility of the effort and strong public interest.
- As results accumulated, neighboring states were invited to participate, adopting the model, and expanding the program's regional reach. Since its inception, the initiative has inspired the creation of more than 300 new gardens, strengthening pollinator awareness, ecological literacy, and community engagement across the Southeast.

The GSePC in Alabama

- Alabama Extension Home Horticulture agents were invited to pilot the GSePC program in 2024.
- The program expanded into a statewide effort in 2025.
- Both existing and newly formed partnerships with numerous organizations supported promotion and participation, including:
 - Libraries
 - Botanical gardens
 - Extension Master Gardener Associations
 - Conservation groups
- Publicity was conducted through online media as well as individual, one-on-one outreach.



ACTIVITIES AND EVENTS

Educational & Marketing Outreach

Articles Written

- Featured in multiple print media
- 810K estimated circulation

E-Outreach

- Podcast from the Ground Up
- 2003 listeners
- Ultilbe-4250 subscribers
- Social Media-30,000 followers

Television

- Good Day Gardening
- RFDIV
- 750,000 household reach

Radio

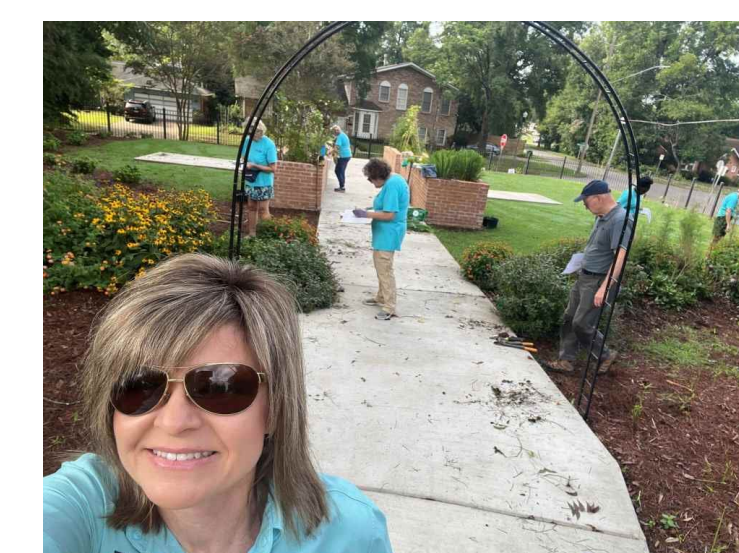
- Newstalk WANI Alabama-5000 listeners

Count Party

- Home landscape and public spaces
- 78 Parties

Trainings

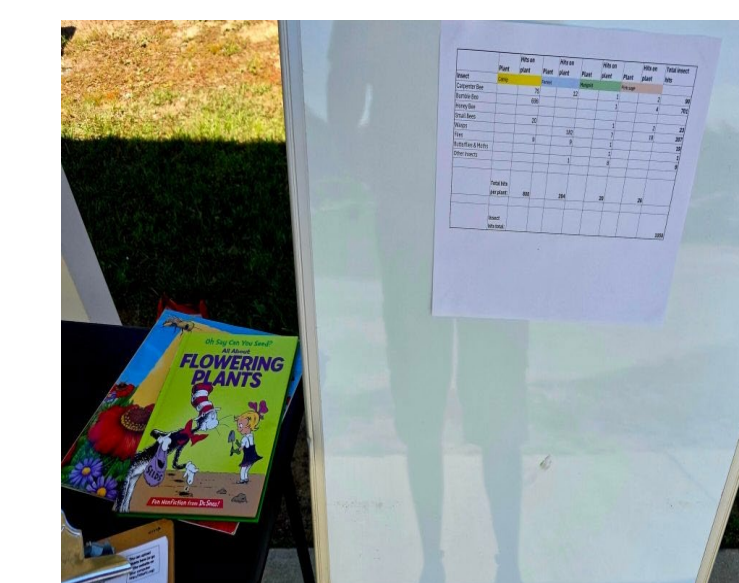
- In person and online
- Multiple locations
- Provided plant and insect ID tips



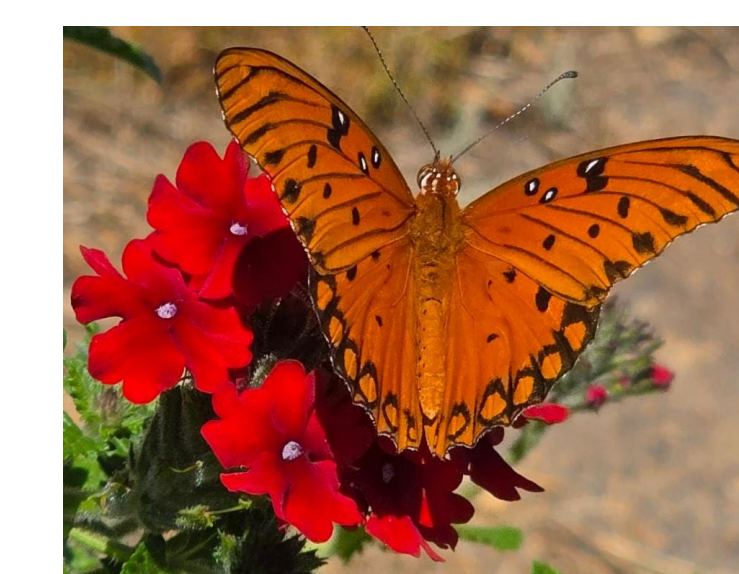
Count parties of all shapes and sizes



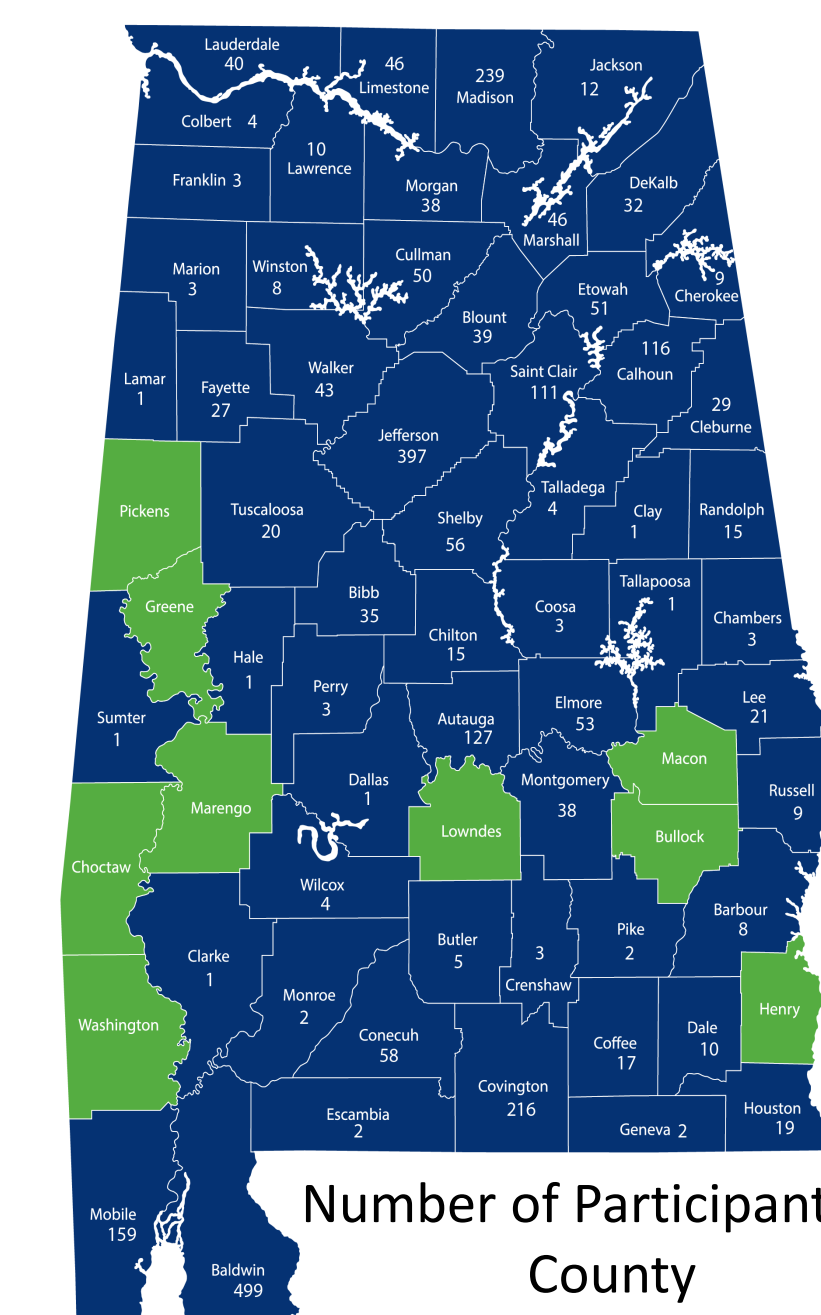
Extension Master Gardeners providing education



Student-led Junior High data collection activity



Getting up close and personal with pollinators



Number of Participants by County



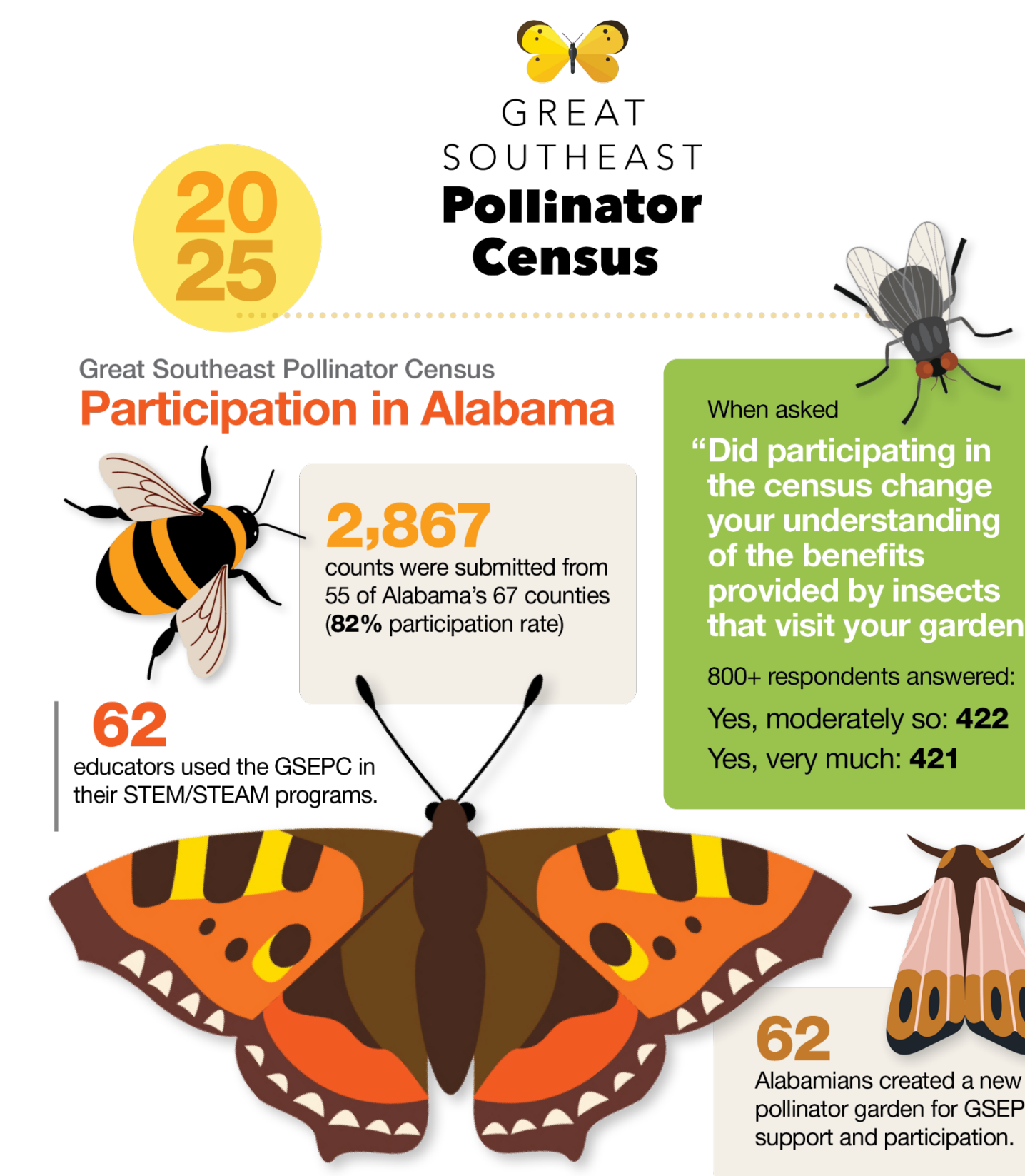
Testimonials

It was nice to be outside interacting with nature for a purpose. -Lugenia

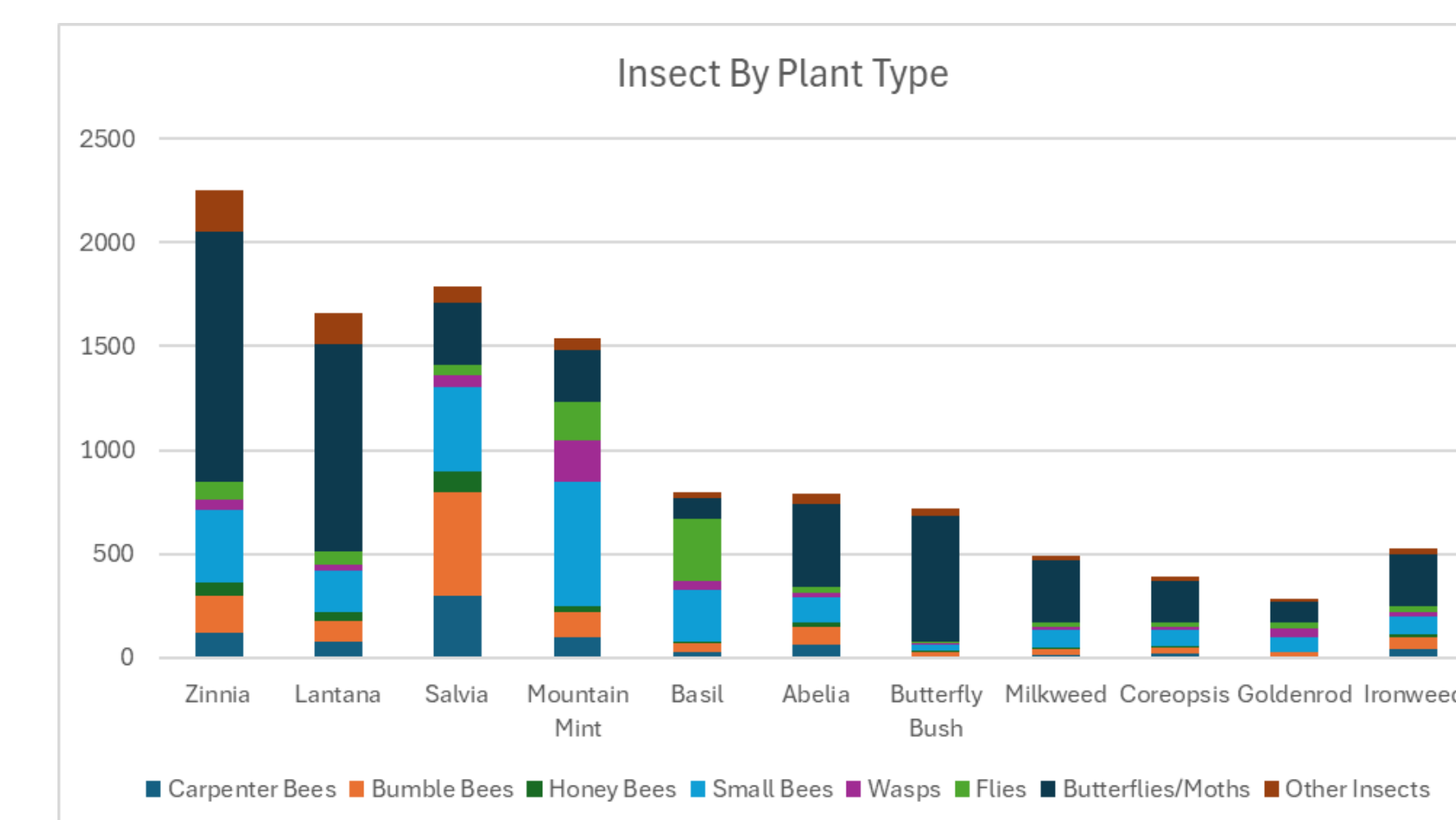
I enjoyed the Great Pollinator Count and plan to participate next year, too! The information provided to participants was clear and helped me determine the differences between species of pollinators- Paula

More flowers, more pollinators, so fun to watch!-Vicki

IMPACTS AND CONCLUSION



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What's Next?

High engagement in the 2025 GSPeC revealed a need for in-depth training to further pollinator conservation efforts across Alabama.

The 2026 Pollinator Partners of Alabama program will offer focused workshops on:

- ✓ Pollinator identification
- ✓ Economic importance of pollinators
- ✓ Creating and maintaining sustainable habitats

Train-the-trainer model includes best management practices such as:

- ✓ Pesticide safety and integrated pest management
- ✓ Strategies for diverse, pollinator-friendly landscapes