

Pollinator Webinar Series:

Five Years of Turning Online Learning Into Action

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UNIVERSITY OF MINNESOTA EXTENSION

Presenting Issue

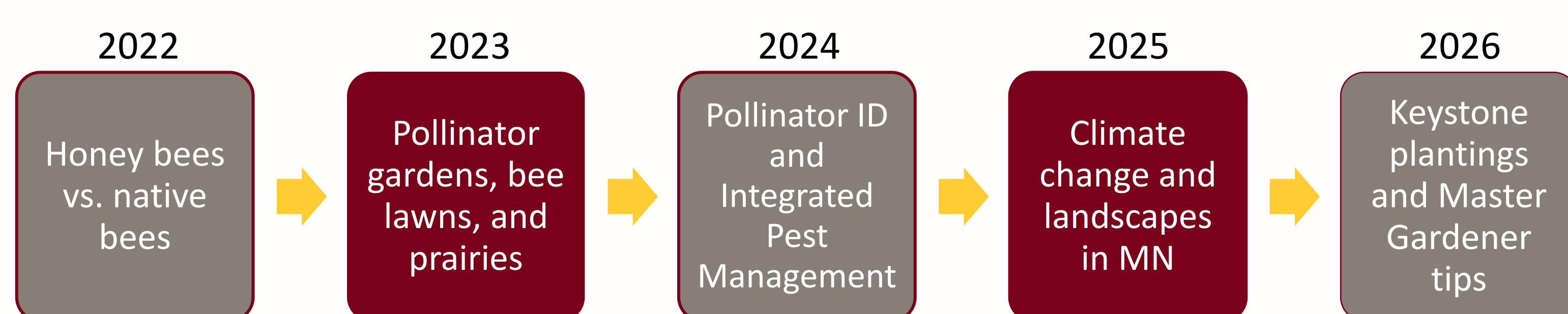
Minnesota is home to over 500 species of native bees, along with thousands of other insect pollinators. Pollinators require specialized habitat to support biodiversity, food production, and environmental resilience, and Minnesota landowners are increasingly seeking guidance on how to best create and support that habitat.

Goal: Bridge the gap between research and practice by providing accessible, high-quality pollinator education that inspires long-term stewardship for landowners and managers.

Programmatic Response

Winter Webinar Series:

Series themes over five years of webinar-style multi-day programs:



Summer Field Days:

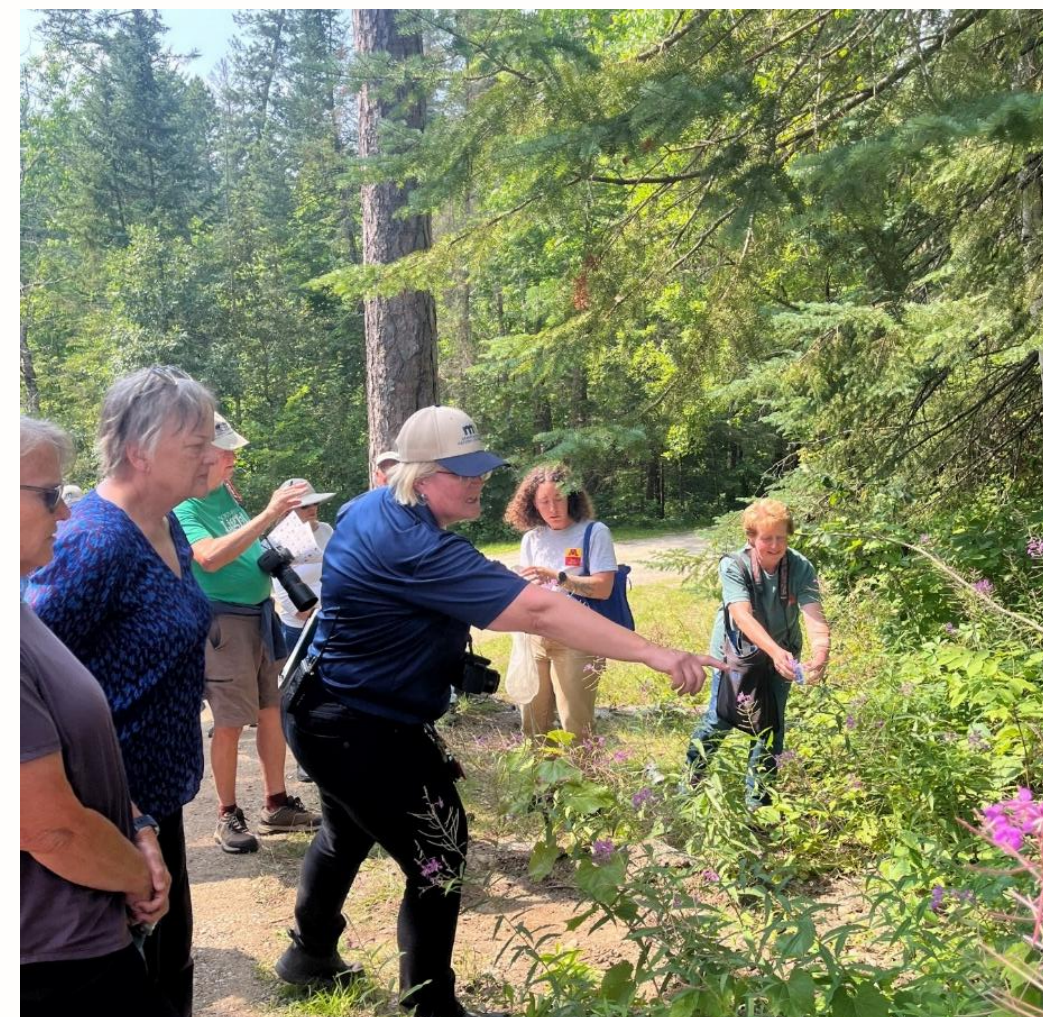
Webinar participants were invited to summer field days for hands-on learning to reinforce webinar concepts and maintain momentum in behavior change.

Follow-Up Survey:

Distributed in the fall in three of five program years to determine behavior change.

Accessibility:

Utilized crowdfunding during registration to ensure financial barriers did not limit participation or access to information.



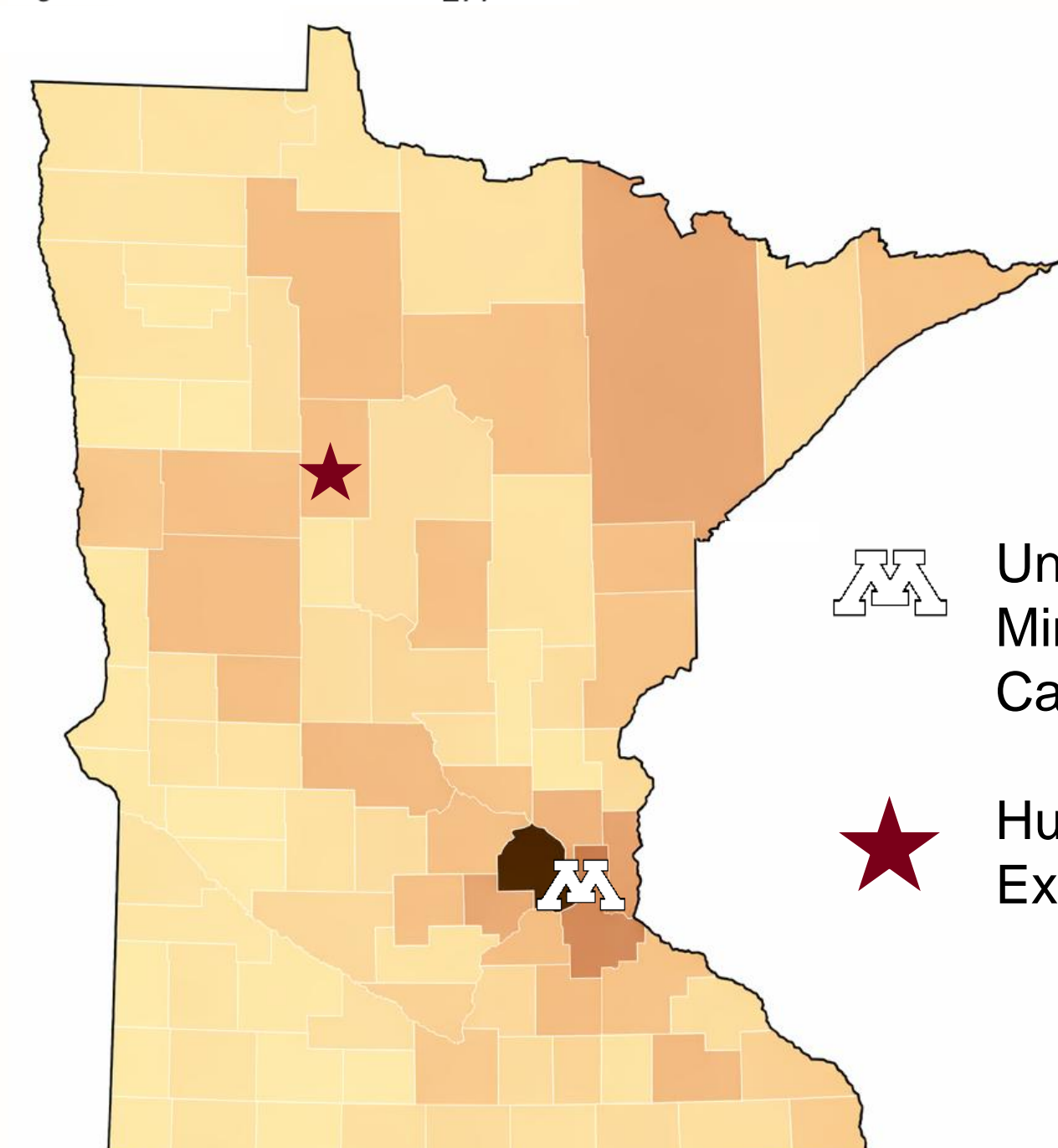
Examples of the series in action: Screenshot of a 2026 series webinar (left) and a 2025 field day related to pollinators in woodlands (right).

Audience

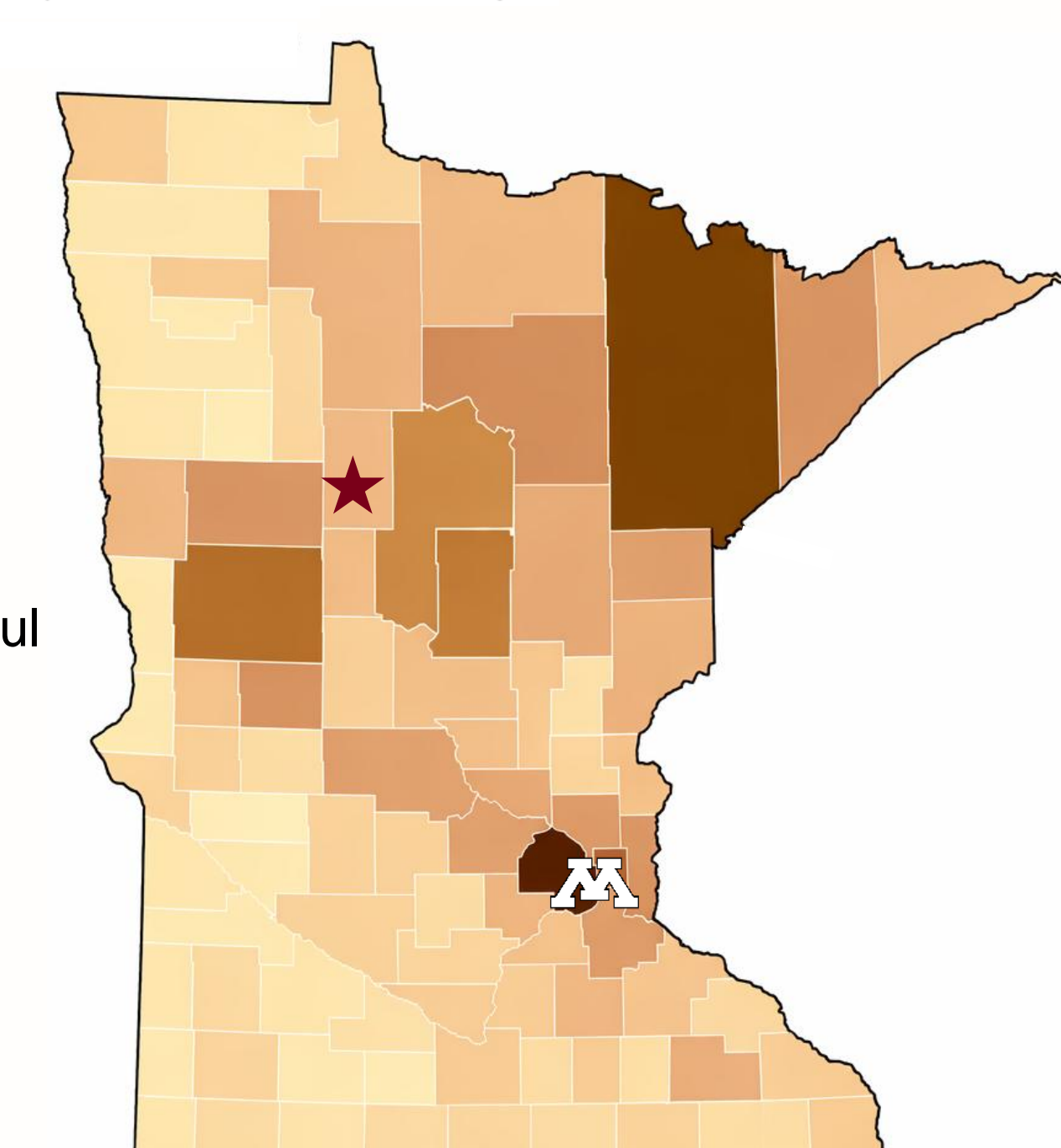
In five years, **3,996 participants have been reached**. Of those, **38% attended more than one year of the series**, while **18% of the 1,764 registrants in 2026 were new**.

Audience Analysis: Email addresses, primary residence county, and secondary residence county data were analyzed to determine 1) repeat registrants and 2) impact across Minnesota.

Primary County Residence



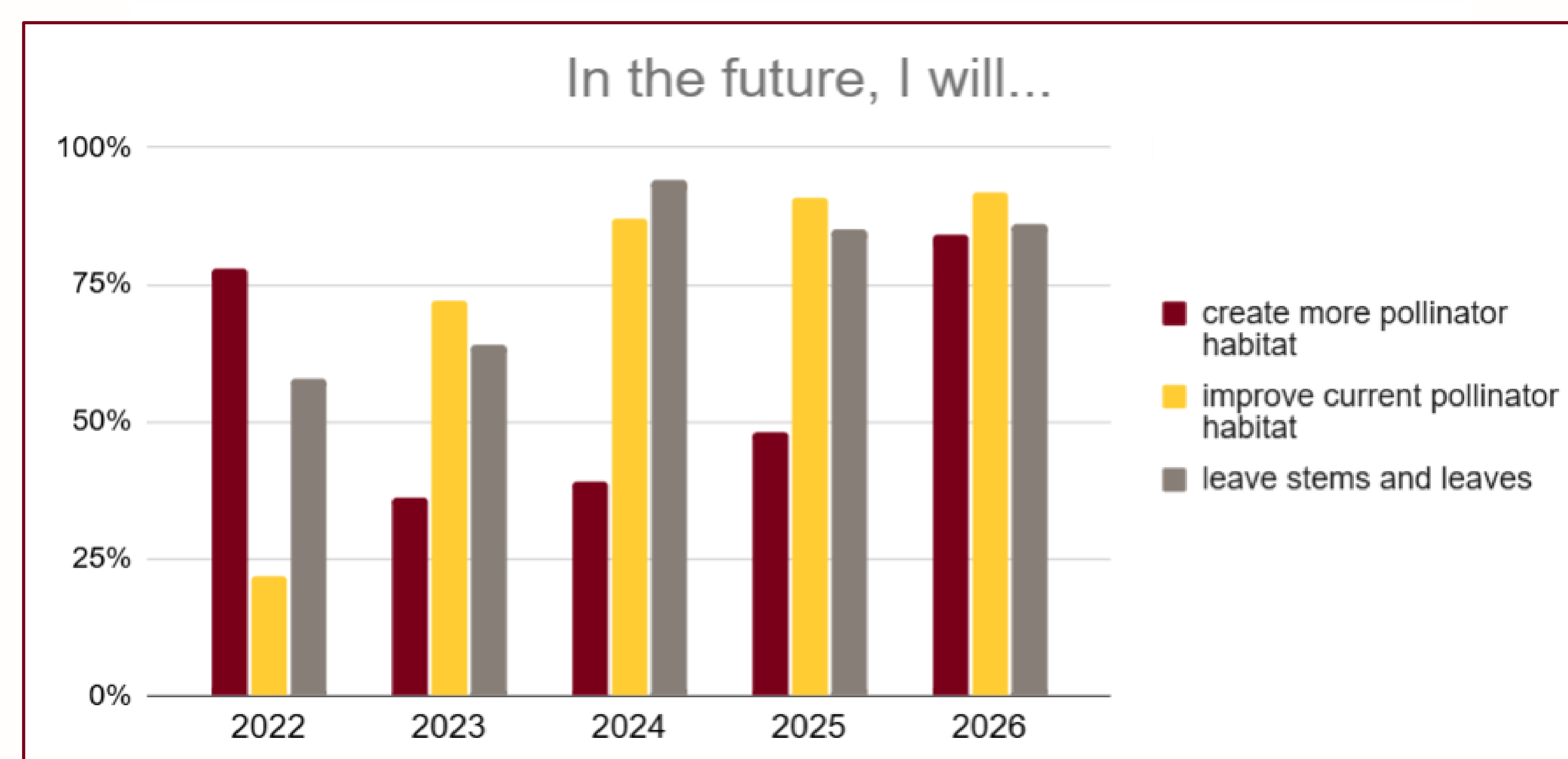
Secondary County Residence



University of Minnesota- St. Paul Campus
Hubbard County Extension

Results: Post-Webinar

Over time, **93% of participants shared plans to make immediate changes to landscapes to create or expand pollinator habitat.**

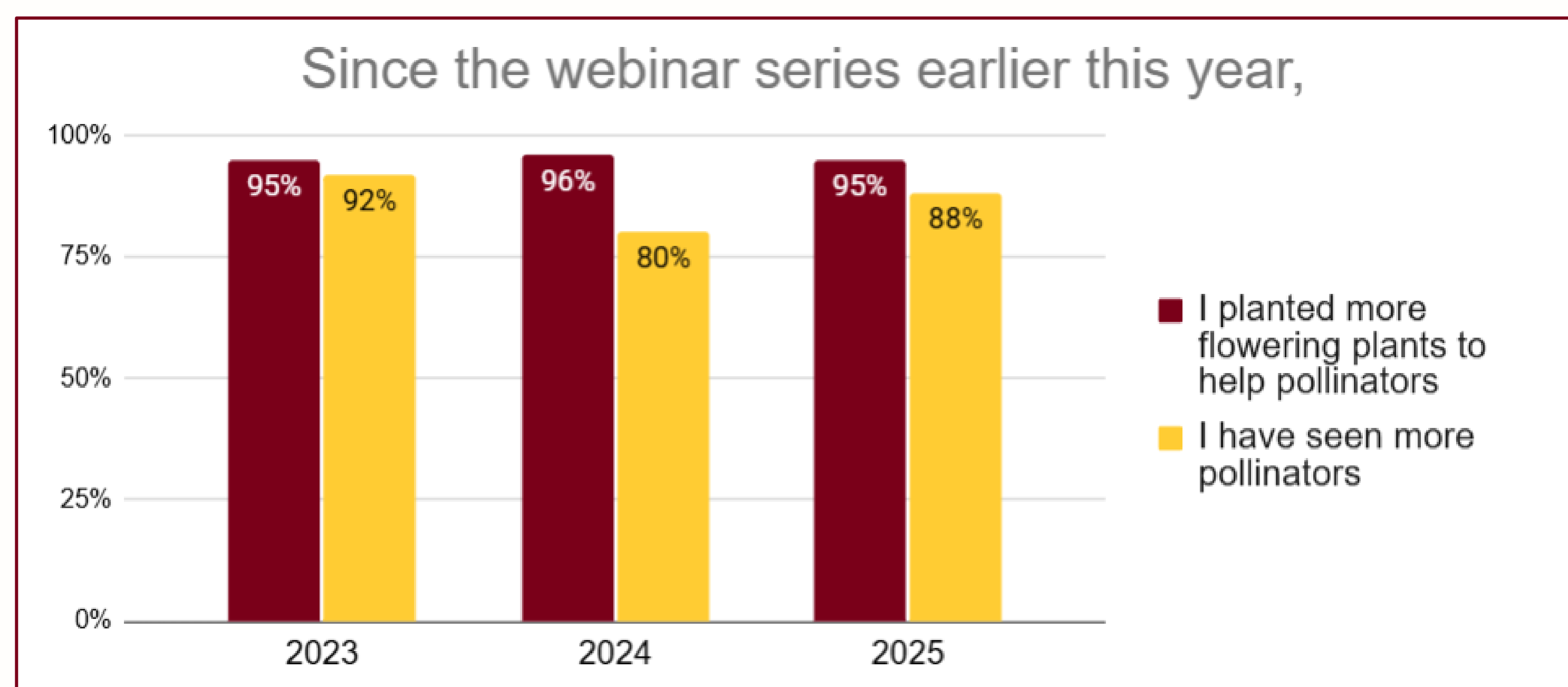


Survey data of intended behavior change following each webinar series from 2022-2026.

Results: Six-month Follow-Up Survey

In three years of follow-up reporting, participants averaged...

- **95%** reported planting more flowering plants
- **86%** improved existing pollinator habitat
- **49%** established new habitat
- **88%** observed increased pollinator activity



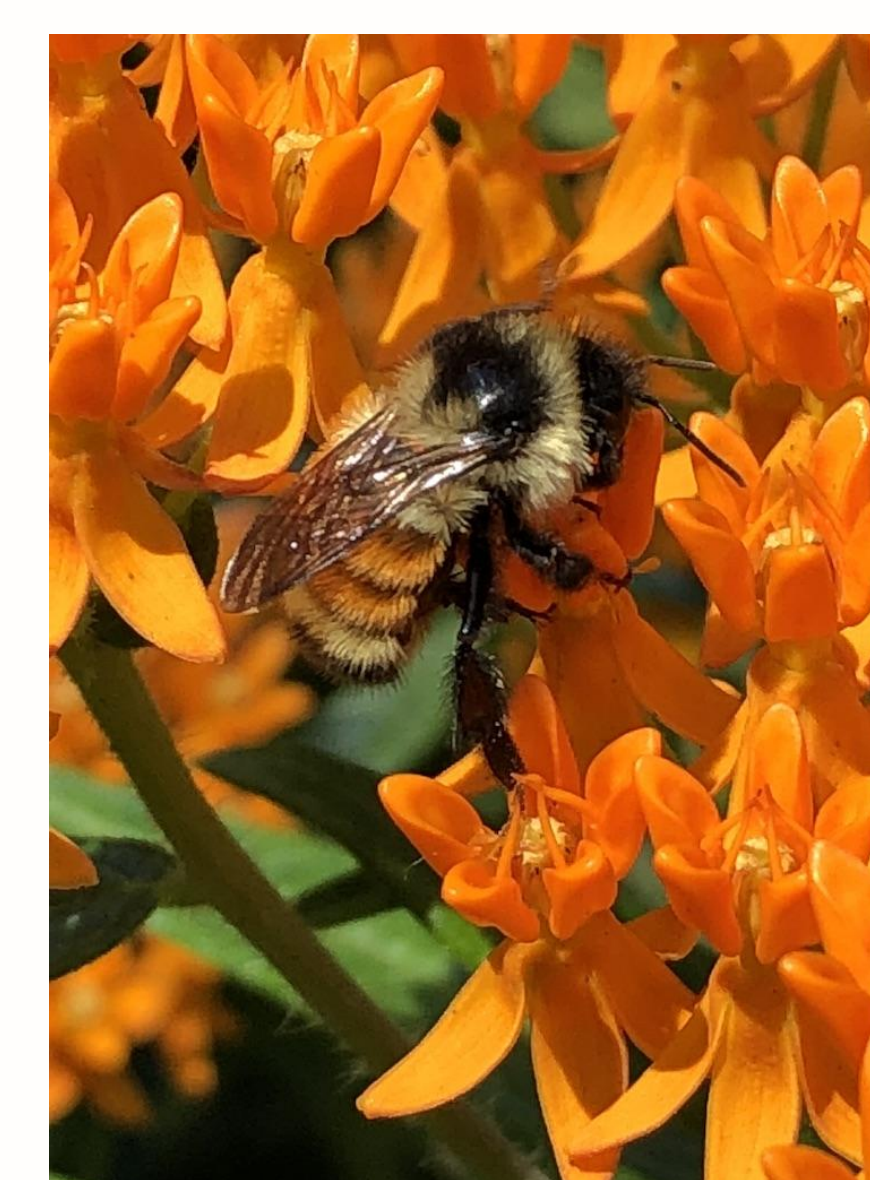
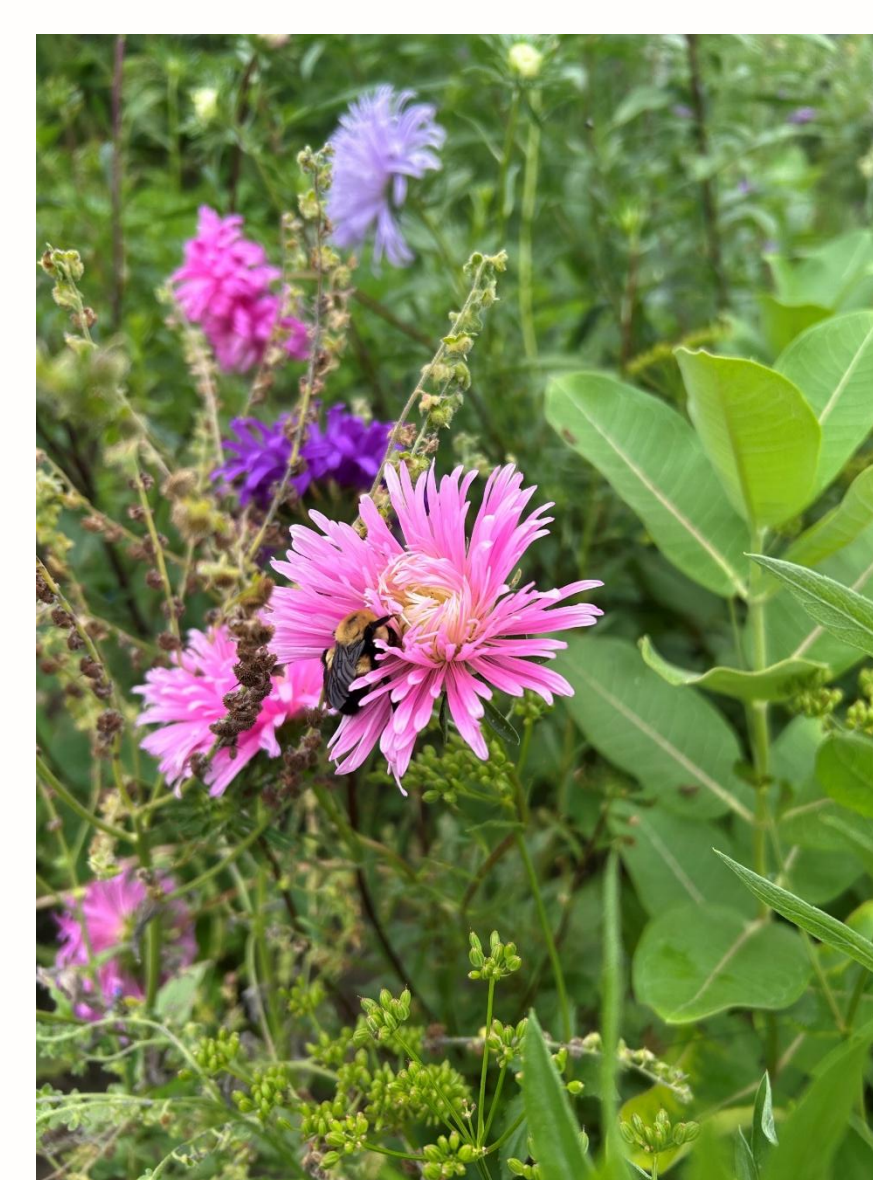
Survey data of actual behavior change indicated in a follow-up survey six months after the webinar series from 2023-2025.

Broader Impacts

Self-Sustaining Model: Raised \$7,403.72 in participant donations to fund future programming.

Data-Driven Decisions: Using five years of longitudinal data to ensure 2027 outreach remains relevant and impactful.

Broad Footprint: The analysis of multi-property management identifies a new scale of stakeholder impact for Extension.



Photos submitted by participants in follow-up surveys. Used with permission.