

The New Normal: Extension Education Using In-person and Virtual Delivery Methods

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Situation: Delivery of educational extension programs in the post-Covid-19 era creates new challenges for extension personnel. As the new normal continually evolves, clients are requesting educational programs to be delivered in multiple formats. Some prefer to return to in-person classes, while others prefer live virtual classes or on demand virtual classes. The objective of this study was to provide educational programming and determine the participant's preferred delivery method.



Wildflower Gardening
In person Nov. 16, 10am
Webinar Nov. 18, 10am
Register at: ocextension.eventbrite.com



Extension clients are now requesting educational programs in-person, as a live webinar, and on-demand webinar recordings.

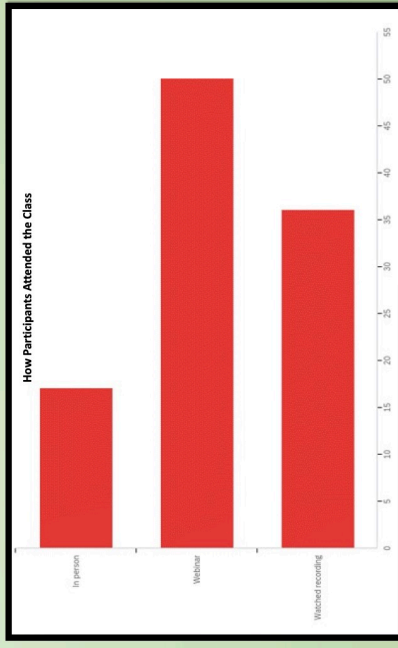


Participants learn how to plant seeds during the in-person Wildflower Gardening class. Photo: Tiare Silvasy, UF/IFAS

Methods: A Wildflower Gardening class that was offered in three different modalities: in person, live zoom, and on demand. The in-person class and live webinar were both taught at 10am on a weekday, in November of 2021, but on different dates. The webinar was recorded, and registered participants were sent a link to the zoom recording for the on-demand delivery method. Participants were asked to complete a survey at the end of the program and let us know which method they viewed the program.

Results: Survey respondents (n=103) indicated that 16.5% of them attended in person, 50% of them viewed a live zoom, and 33.5% of people watched the webinar recording. Comments included "I appreciate opportunity to watch from home".

Conclusion: While some participants are returning to in person, the majority of participants prefer to participate online. This data will be helpful to other extension agents deciding how to offer their program and for extension administrators who are making decisions on how to support agent needs and serve clients.



Survey respondents indicated how they participated in the Wildflower Gardening class, which was offered in-person, as a live webinar, or webinar recording.