

**CENTER FOR  
PUBLIC ISSUES  
EDUCATION**

IN AGRICULTURE AND NATURAL RESOURCES

**How interdisciplinary agricultural centers are communicating about science and research to the public**

# Easy as PIE – June 2018



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# Interdisciplinary centers communicating about science

- Complex agricultural issues
- Interdisciplinary academic teams
- The need for land-grant institutions to communicate with the public



# Research purpose

- What are the perceptions of science communication held by interdisciplinary agricultural center directors?
  - Perceptions/ opinions of science communication
  - Importance/ priority placed on science communication
  - Describe the communication efforts used by centers
  - Identify barriers and challenges





# Methods

- 10 directors (1 female, 9 males)
- Directed centers at a top 25 research land-grant institution



- 45 minute phone interviews
- Transcribed interviews



# Perceptions of science communication

**SCIENCE  
COMMUNICATION  
WAS PERCEIVED  
AS A SERVICE TO THE  
PUBLIC**



## PRIORITY PLACED ON SCIENCE COMMUNICATION

INTERNAL



Mission  
Statements

VS

EXTERNAL



Grant  
Requirements

- Communication as a low priority
  - Other things become more important



# Communication efforts



## Popular efforts

- In-person interactions
- Website



## Unpopular efforts

- Social media



Need for evaluation



# Barriers to communication

- Internal challenges
- Unattainable expectations from the public
- Lack of communication knowledge
- Inefficiency of college communication offices
- Lack of source credibility



# What does all this mean?

- Incentives
- Relationships
- Challenges
- Science literacy



# Incentives

- To gain future funding
- Tenure and promotion for faculty



## RELATIONSHIPS THAT ARE IMPORTANT FOR INTERDISCIPLINARY CENTERS





## CHALLENGES TO SCIENCE COMMUNICATION FOR INTERDISCIPLINARY CENTERS



Time



Financial  
Support



Evaluation

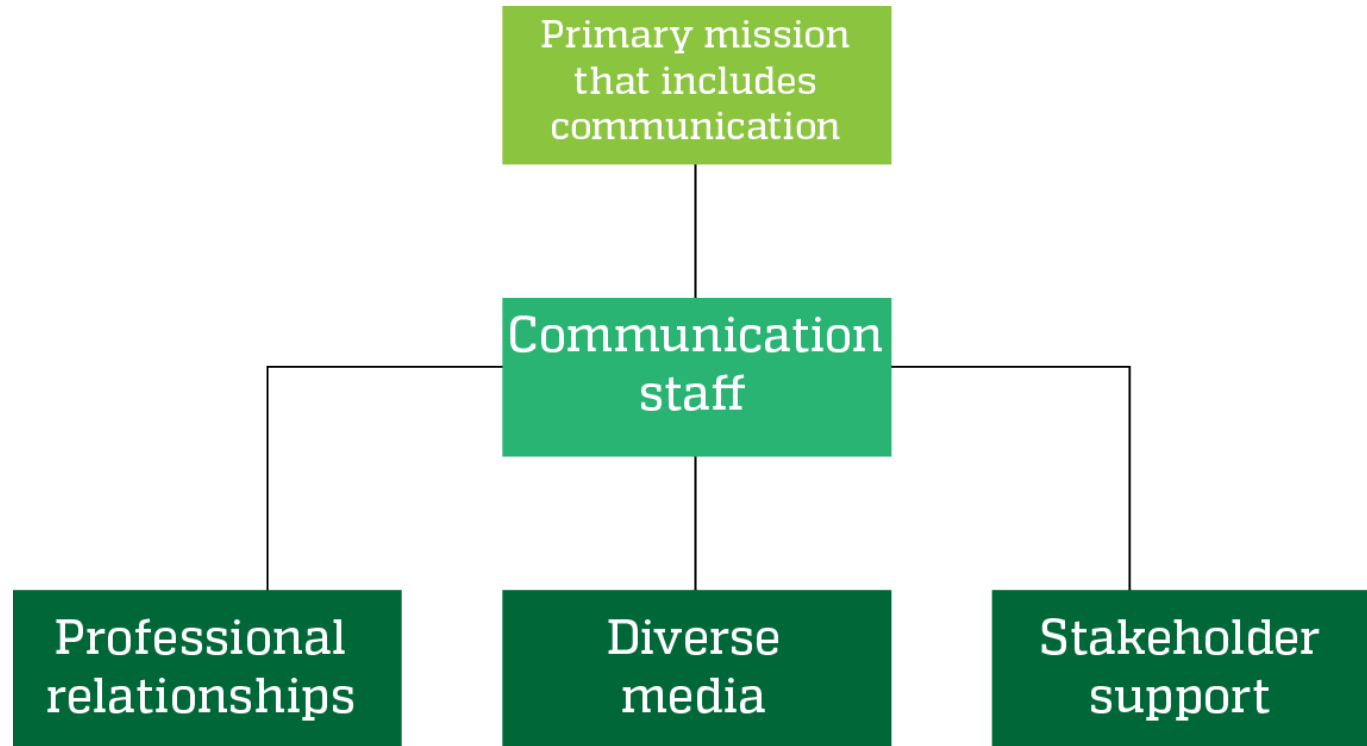


# Science Literacy

- Credibility of the center
- Lack of understanding from others
- Impactful research



# What can centers do?



# The Center for Rural Enterprise Engagement

we know rural growers



## Research

Conduct research related to online marketing for rural, agricultural enterprises.



## Equip

Translate and share research-based information to help enterprises become more profitable in this digital age.

# The Center for Rural Enterprise Engagement

a team of Extension specialists, researchers, teachers, and small business owners

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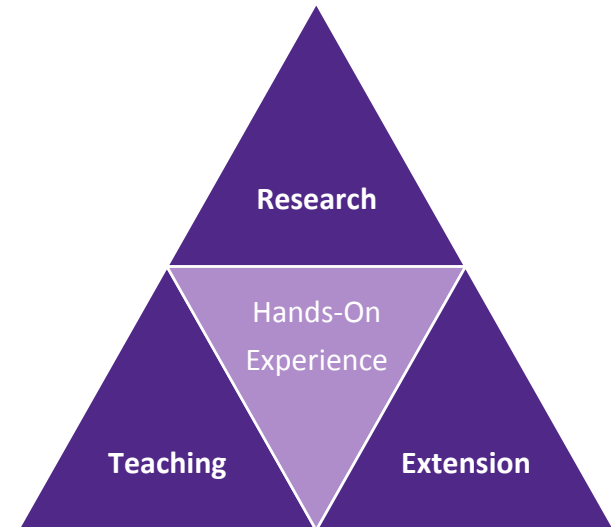
## Mission Statement

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As a generator and source of knowledge about new-media marketing, we enable rural and agriculture-based businesses to flourish in ever-changing environments.

We make research-based knowledge discoverable and accessible to individuals, businesses, and communities.

Our endeavor fosters positive changes to rural livelihood.



# Engaging With The Public



Online Networks



Surveys



In-Depth Interviews and Focus Groups



Events



# Measuring

- Begin with the end in mind
- Measure what matters
- Create measurable objectives
  - Objective example: Increase audience engagement by 20% over the next month/quarter
- Next month evaluate if this metric still fits



A small circular icon containing a white line graph with three peaks and two troughs, positioned on the right side of the purple circle.

# Tips for Measuring Communication

Quarterly updates

Use existing tools

Provide impact data to all

Think about next steps

# Quarterly reports

- July,  
411views
- 246 visitors

|  |     |
|--|-----|
| Homepage                                       | 120 |
| 5 ways to promote farmers' market booth online | 47  |
| Your guide to going live                       | 29  |
| Q&A w/garden answers                           | 28  |
| 5 tips for new-media management                | 27  |

August, 743 views

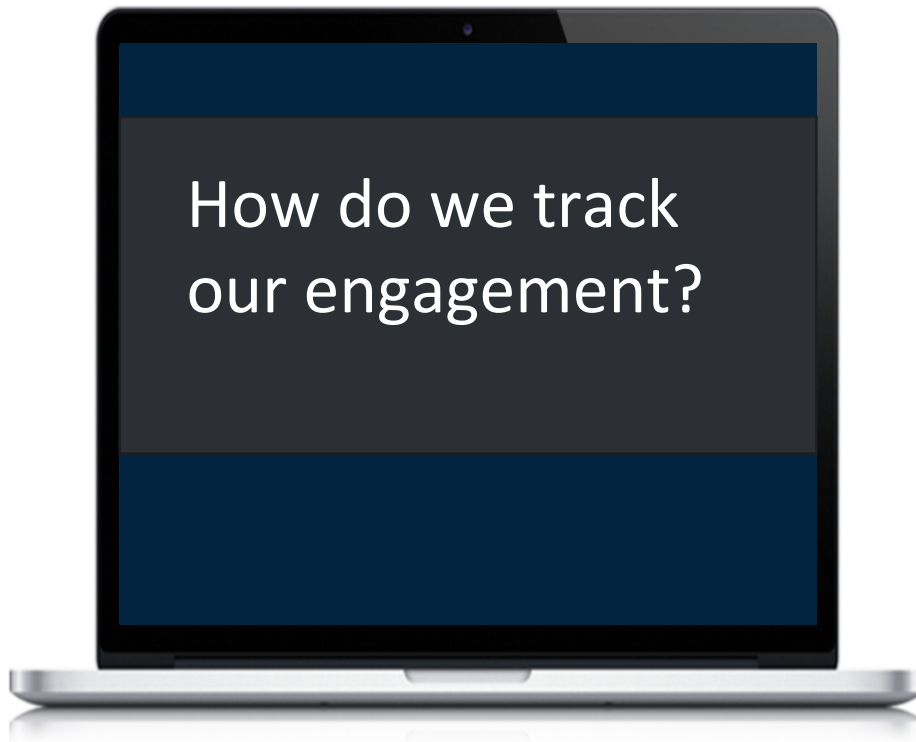
438 visitors

|  |     |
|--|-----|
| Homepage                                       | 180 |
| 5 ways to promote farmers' market booth online | 163 |
| Master's graduate returns                      | 75  |
| 5 best budget conscious Instagram              | 48  |
| Q&A w/garden answers                           | 23  |

September, 918 views

447 visitors

|                                  |     |
|----------------------------------|-----|
| Homepage                         | 393 |
| Growing w/eagerness & excitement | 74  |
| CREE welcomes royalty to staff   | 47  |
| Greenhouses getting connected    | 31  |
| Q&A w/garden answers             | 29  |



## Google Analytics

### Weekly Report for [rurallengagement.org](http://rurallengagement.org)

#### Audience overview report

|                         |                           |
|-------------------------|---------------------------|
| New users:              | <b>105</b> (-36.75%)      |
| Total users:            | <b>129</b> (-29.89%)      |
| Sessions:               | <b>156</b> (-25.71%)      |
| Avg session duration:   | <b>00:02:16</b> (-10.76%) |
| Page views per session: | <b>1.78</b> (-11.64%)     |
| Bounce rate:            | <b>51.92%</b> (-8.37%)    |

#### Acquisition channel : Direct

|            |                     |
|------------|---------------------|
| New users: | <b>36</b> (-51.35%) |
| Sessions:  | <b>48</b> (-41.46%) |

#### Acquisition channel : Organic Search

|            |                     |
|------------|---------------------|
| New users: | <b>32</b> (+33.33%) |
| Sessions:  | <b>42</b> (+7.69%)  |

#### Acquisition channel : Referral

|            |                     |
|------------|---------------------|
| New users: | <b>23</b> (-52.08%) |
| Sessions:  | <b>26</b> (-50.94%) |

#### Acquisition channel : Social

|            |                     |
|------------|---------------------|
| New users: | <b>14</b> (-30.00%) |
| Sessions:  | <b>40</b> (+11.11%) |

[Audience report](#)

[Acquisition report](#)

**Page Summary** Last 7 days ↕

Results from Jun 11, 2018 - Jun 17, 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Actions on Page**

June 10 - June 16



We don't have data to show you this week.

**Page Views**

June 10 - June 16

**9**

Total Page Views ▼25%



**Page Previews**

June 10 - June 16



We don't have data to show you this week.

**Page Likes**

June 10 - June 16



We don't have data to show you this week.

**Reach**

June 10 - June 16

**207**

People Reached ▼38%



**Recommendations**

June 10 - June 16



We don't have data to show you this week.

# Count Again

- Encourage faculty to use these metrics in P&T process
- Engagement is as important as other metrics
- Share regularly with all



It's ok to ask for help







# Make Time For What Matters

Not as much as you may think

Set weekly and monthly priorities

Start with what's manageable

Add more as you are ready

**KANSAS STATE**  
**UNIVERSITY**

Center for Rural  
Enterprise Engagement

# THANK YOU

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## **CONTINUE LEARNING**

[www.ruralengagement.org](http://www.ruralengagement.org)

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**Thank you!**

**Post-webinar Evaluation**

[https://ufl.qualtrics.com/jfe/form/SV\\_3DvxbNxIfLSWog5](https://ufl.qualtrics.com/jfe/form/SV_3DvxbNxIfLSWog5)

**Learn more at [piecenter.com](http://piecenter.com)**