

NORTH CAROLINA
AGRICULTURAL AND
TECHNICAL STATE
UNIVERSITY



Technology Plan
FY2018

North Carolina Agricultural and Technical State University
Technology and Social Media Outreach Plan
FY2018

Introduction:

North Carolina A & T State University along with North Carolina State University initiated a common Facebook page in 2013. Content development and page management responsibilities were distributed across professional staff. Since our beginning, our social media outreach has expanded to include a common state Facebook page, An North Carolina A&T State University Nutrition Program Page, plus 39 county pages, two blogs, and a YouTube channel.

North Carolina A & T State University and North Carolina State University and have and continue to be very engaged in National work to explore Technology and Social Media. Three members of the state team serve on the National Technology committee and all three are leaders of specific workgroups. Shewana McSwain provides leadership to the workgroup exploring Facebook Live outreach. Emily Foley co-leads the group exploring social media outreach and Lorelei Jones leads the group exploring EFNEP online lessons. Each group has examined and is applying the current research as it relates to our audience and developing strategies that align with federal policy.

Strategies:

North Carolina A & T State University and North Carolina State University will continue to collaborate and coordinate technology and social media strategies by continuing to have a common website, common guidelines that align with federal and university policy, and coordinated outreach strategies. We will also coordinate staff training, both initial and ongoing for utilizing technology and social media in programming and outreach.

North Carolina State University will utilize technology and social media from the full low-to high-level implementation as the foundation has already been established for continued outreach. The plan will support the identified goals and adhere to the essential legislative intent, fidelity, and integrity outlined in the federal policy for *Use of Contemporary Technology in Conjunction with the Paraprofessional Model* addendum posted in June 2017. Specifically, North Carolina A&T State University plans to expand our technology and social media outreach to include the following activities:

- Produce engaging social media and lesson videos that support lesson content, skills, and objectives and honor the knowledge and experience of families served by EFNEP.
- Expand current social media channels.

- Convert several Table for Two: Nutritious Journey for Baby and Me curriculum lessons to on-line. We will still keep the face to face classes. The online classes will be used for those that deliver in the middle of the program and can no longer come to face to face classes.
- Continue developing Facebook Live videos that engage participants during enrollment and post graduation.

Low Level Implementation:

- Utilize social media for recruitment and communication tool for the program by sharing upcoming program announcements and program successes through multiple channels.
- Continue to include and update technology and social media resources in EFNEP curriculum, Table for Two.
- Train and encourage staff to utilize existing resources such as MyPlate Super Tracker, My Fitness Pal and videos from approved reputable sources as part of face-to-face experience for participants.
- Continue and enhance current technology and social media outreach.

Medium Level Implementation:

- Social media engagement to reinforce learning concepts
- Enhanced learning strategies using interactive technology in schools – videos, quizzes, games, and apps
- Engagement through social media to engage participants in post graduation follow-up and sharing of continued success

High Level Implementation:

- Develop new video content to reinforce learning concepts
- Develop video success stories
- Blended and Make-up lessons
- Online group meetings

Security and Quality Control:

- Research-based content will be developed by Technology and Social Media Associate and approved by Program Coordinators.
- The North Carolina A&T State Coordinator, NC A&T EFNEP Program Assistants along with the NC State Technology and Participant Outreach Assistant will monitor participant engagement and respond to subject matter specific questions across all sites.
- The North Carolina A&T State Coordinator will monitor EFNEP Educators compliance with NIFA and university policies and time spent engaging in technology.
- Analytics will be used to track social media engagement and LMS will be used to track participant completion of online lessons.

- Individual participant records will be used to collect and verify the amount of time participants engaged in EFNEP social media.
- State data entry staff will verify that participants engaging in blended lessons receive no more than four hours total delivered through technology if the total number of lessons is 12 or more and no more than 3 hours delivered through technology for 10 lessons.
- Required lesson components for technology-based lesson will be met. EFNEP Educators will interact with participants in the following way:
 - EFNEP Educators will be entered as instructors for all online lessons and will respond to participants enrolled in their county program through the lesson chat to comment on progress and offer encouragement.

Evaluation:

The effectiveness of social media will be evaluated using the following methods:

- Social media site analytics to assess level of engagement resulting from these efforts.
- Questions on exit on engagement with strategies implemented as part of program outreach.
- Documentation in participant teaching record to indicate whether lesson was face-to-face or delivered online.
- Establishment of social media and technology sub-groups within WebNEERS.
- Comparison of outreach, retention, and graduation in WebNEERS between participants engaged in social media and technology strategies and those who were engaged in face-to-face only programs.
- Comparison of program impacts between participants engaged in social media and technology and those who were not.