North Carolina State University
EFNEP Technology and Social Media Outreach Plan
FY 2020-2024

Introduction:

North Carolina State University has utilized technology and social media in program promotion, recruitment, delivery, and retention since 2005. Our curriculum was the first to utilize technology in delivery and we were among the first to conduct research to explore social media strategies for program promotion and recruitment. As a part of our standard strategies, the EFNEP adult curriculum, Families Eating Smart and Moving More, is PowerPoint-based and includes recipe, activity, and content videos. In addition, the 2016 revision of the curriculum included "Media Moments" which can be utilized as social media posts or texts to engage program participants before and after lessons. With youth, we have utilized interactive websites and apps during lesson delivery. Social media strategies implemented include Facebook, Instagram, YouTube, Pinterest, Twitter, and a Blog. In 2017, NC State University piloted an online lesson module with participants with positive results. This pilot has since extended to 15 states and includes six lessons in English and Spanish.

North Carolina State University and North Carolina A & T State University 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 and Social Media committee: Lorelei Jones, Megan Halbohm, and Shewana McSwain. The two universities work collaboratively on technology and social media strategies, sharing responsibilities for training of staff and sharing content between university specific pages.

Staffing Structure for Technology and Social Media:

North Carolina State University EFNEP employs two professional positions (1.80 FTE) and one part-time, temporary position (0.5 FTE) to meet the ever-increasing technology and social media outreach needs of our program.

The Technology and Social Media Extension Associate (TSM Associate) will be a 1.0 FTE paid by EFNEP funds. This position is responsible for leadership in technology and social media outreach. The position will develop and implement technology and social media strategies, develop and deliver staff training, manage the implementation of the online lesson model, monitor technology and social media policy adherence by staff, manage the program website, and social media sites.

The TSM Associate will be responsible for developing evidence-based nutrition content for all sites and for reviewing site analytics to continually inform outreach and engagement strategies. This position will be expected to develop and conduct staff trainings to assist staff in utilizing recruitment, engagement, and retention strategies. The position will also assist in the inclusion of technology and social media in program curricula. The individual in this position will be expected to participate and contribute to the work of the National Technology and Social Media committee for EFNEP.

The Technology and Participant Outreach Extension Assistant (TPO) will be a (0.80) FTE position paid by EFNEP funds and will have the primary responsibility for the filming and editing of curricula and social media videos, the training of staff in video development for outreach, the adherence to accessibility standards, and the translation of technology and social media materials to Spanish language. Additionally, this position will assist county staff with graphic design for social media that adheres to the program, organizational, and university branding policies. The position will contribute to the design of website and promotional material for social media and assure branding and accessibility guidelines are followed.

The part-time, temporary Social Media Support (SMS) position (0.5 FTE) will be responsible for assisting the TSM and TPO by posting all scheduled content for social media sites (Facebook, Instagram, YouTube, Twitter, Pinterest, and Blog) and assisting with research of topics as requested. Additionally, the SMS will support website maintenance as requested.

Technology and Social Media outreach will be primarily implemented and led by the two professional staff members, however paraprofessionals are encouraged to engage in this outreach under the direction of their regional supervisor as they are comfortable. Appropriate roles for staff engagement, federal and university policy, state guidelines, and how to utilize each technology and social media strategy approved for North Carolina EFNEP will be part of initial and on-going training for EFNEP Educators.

Strategies:
North Carolina State University and North Carolina A & T 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. Low and medium level strategies are submitted in our 5-Year Plan.

High-Level Implementation:
NC State University plans to expand our use of technology in accordance with federal policy to include the following activities. Expanded plans are based on lessons learned through the current remote program delivery status. Youth strategies indicated below met with positive results and can be used to help youth make-up missed lessons and streamline data collection. At the present time, the EFNEP technology policy does not have a youth technology component. Plans for working with youth will be adapted as that policy becomes available.

- FESMM online lessons (Moodle via eXtension's Online Campus)
  - Blended and make-up lessons for adults

- o Educators are expected to interact with participants before and/or after online lessons.
- Facebook Live lessons
  - o Blended core lessons for adults
  - o All lesson components should be included
  - o Must meet minimum contact hours for lesson
- Facebook Live Videos
  - o Lesson enhancement and engagement strategy
  - o Cooking demonstrations
- Live Zoom lessons
  - o Blended core lessons for adults and youth
  - o All lesson components should be included
  - o Must meet minimum contact hours for lesson
- Google Site lessons
  - o Blended and make-up lessons for youth
  - o All lesson components should be included
  - o Must meet minimum contact hours for lesson
- Google form data collection
  - o Youth pre and post
  - o Adult entry and exit

Security and Quality Control:

An electronic participant consent form is included with the collection of entry data for adult participants. A form for parental consent is included with registration information for youth participants. Both consent forms have been reviewed by NC State University legal. Language regarding specific risks of engaging with the program is included. Outlined below under each strategy are the steps we are taking to assure participant security and quality control. Our staff utilize professional profiles, private Facebook groups, and secure Zoom and Google site settings to assure their own privacy.

FESMM Online Lessons:

- The Technology and Social Media (TSM) Extension Associate will develop online lessons based on the FESMM curriculum. Video scripts for online lessons will be approved by Coordinator.
- The TSM will monitor utilization of online lessons using Moodle analytics to assure participant completion.
- Individual participant records will be used to collect contact hours, lesson, and ratio of face-to-face and online lessons.
- State data entry staff will verify that participants engaging in blended or make-up lessons adhere to federal policy.

Facebook Live Lessons:

- Participants will be enrolled through closed Facebook groups to participate. This is to protect the privacy of participants.

- Supervisors will observe at least one Facebook Live class for educators utilizing this strategy to assure it meets all requirements as outlined in NC State EFNEP guidelines for lesson completion.
- Individual participant records will be used to collect contact hours, lesson, and ratio of face-to-face and online lessons.
- State data entry staff will verify that participants engaging in Facebook Live blended core lessons adhere to federal policy.

Facebook Live Videos:

- Videos are promoted as enhancements to class series
- Presentation content is reviewed and approved by Coordinator prior to filming
- Nutrition professional monitors chat during session

Live Zoom lessons:

- Participants for Zoom will be enrolled through the group site (such as a school for youth) or will enroll through Eventbrite.
- Zoom links will be shared with participants of the group and/or the group leader only. Zoom links will not be shared publicly.
- It will be required to establish a waiting room with the educator responsible for confirming registration of participants prior to admitting to the Zoom.
- Lessons conducted Live via Zoom will not be recorded to protect participant privacy.
- Supervisors will observe at least one Zoom class for educators utilizing this strategy to assure it meets all requirements as outlined in NC State EFNEP guidelines for lesson completion.
- Individual participant records will be used to collect contact hours, lesson, and ratio of face-to-face and online lessons.
- State data entry staff will verify that participants engaging in Zoom blended core lessons adhere to federal policy.

Google Site lessons:

- Only secure Google sites through NC State University's Google platform will be utilized for lessons.
- Google site will be branded with appropriate logos and non-discrimination statement. (And Justice for All).
- Technology and Participant Outreach Extension Assistant will assure that accessibility standards are met.
- Recorded lessons will follow established format for lesson delivery per NC State University Guidelines.
- State Staff will review recorded lessons before releasing for use.
- Site links will be provided to teachers only.
- Individual participant records will be used to collect contact hours, lesson, and ratio of face-to-face and online lessons.

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- State data entry staff will verify that participants engaging in Google Sites blended core lessons adhere to federal policy.

Google Form Data Collection:

- NC State University has successfully utilized Google forms for data entry during a temporary remote program delivery period. This strategy has proven to be a preferred method of data collection by both participants and staff. As a result, NC State would like to continue to explore the utilization of Google Forms to collect participant data.
- Participant security is greater on individual remote devices than on paper forms.
- Forms will be developed using NC State's secure Google platform.
- Hard copy data will be downloaded and maintained for State Office records.
- Participant data will be deleted from Google platform upon participant graduation.

Evaluation:
Evaluation of high-level technology implementation in program delivery will include:

- Documentation in participant teaching record to indicate whether lesson was face-to-face or delivered online.
- Technology use data entered in WebNEERS.
- Comparison of outreach, retention, and graduation in WebNEERS between participants engaged in blended and make-up lessons using technology strategies and those who were engaged in face-to-face only programs.
- Comparison of program impacts between participants engaged in technology and those who were engaged in face-to-face only programs.

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