

IOWA STATE UNIVERSITY

'Become a Prairie Strips Consultant' 3-Part Program



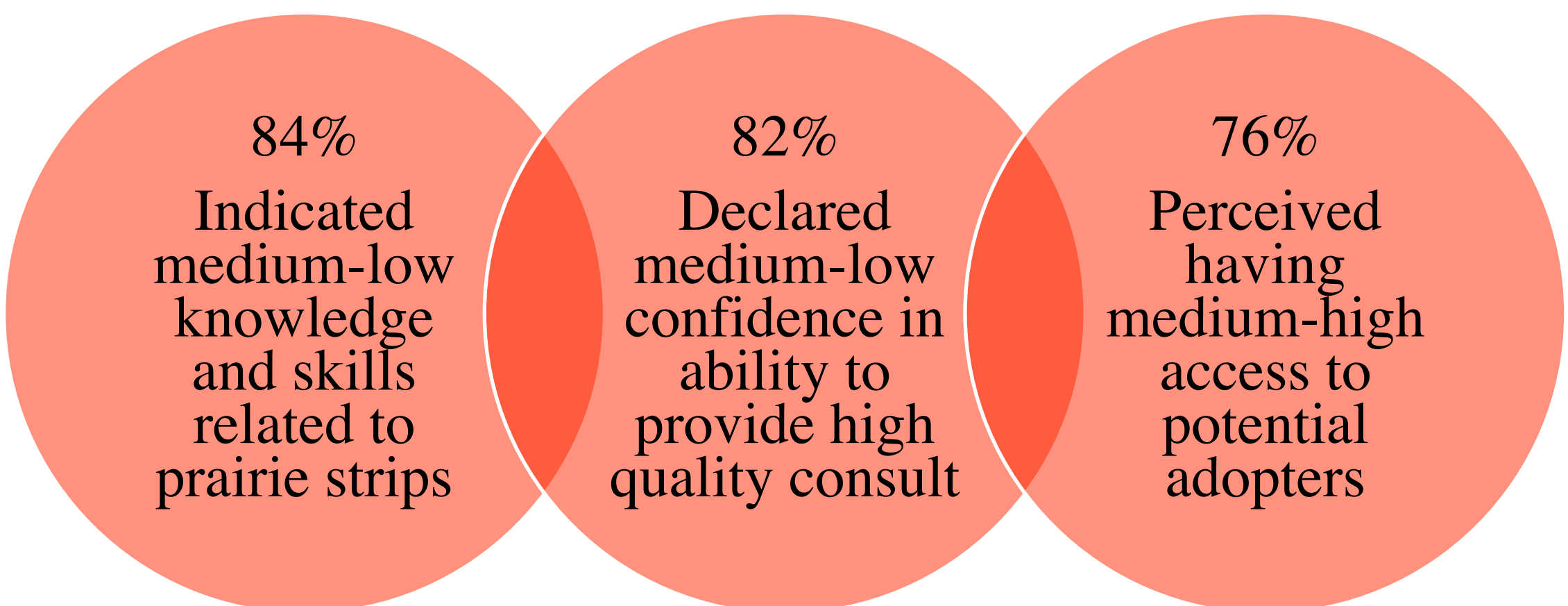
STRIPS Cooperators Meeting
July 16, 2018

Rachael Whitehair, graduate assistant & Dr. Nancy Grudens-Schuck, associate professor

2017 Needs Assessment

419 publicly available Midwestern advisor contacts received an electronic survey asking their knowledge and communication regarding prairie strips and workshop preferences. 98 responses were collected. Target groups included (a-i):

- (a) Cooperative Extension
- (b) Certified Crop Advisors (CCA's)/ Certified Professional Agronomists (CPAg's)
- (c) Technical Service Providers (TSP's)
- (d) Registered Independent Crop Consultants
- (e) Prairie Seed Production and Sales Professionals
- (g) 4R Nutrient Management Specialists (4RNMS's)
- (h) Watershed management groups
- (i) Non-profit conservation staff



Communication Piece Descriptions

- (2) Business Webpage
- (2) Business Brochure
- Cost-Share Informational Flier
- On-farm Interview Video
- Online Learning Module (M.S. Creative Component)
- Radio Interview
- Conference Presentation and Survey

Ask us how to view submitted pieces!

Consultants were encouraged to apply knowledge accrued during the workshop to create a promotional piece for their business either individually or as a team.

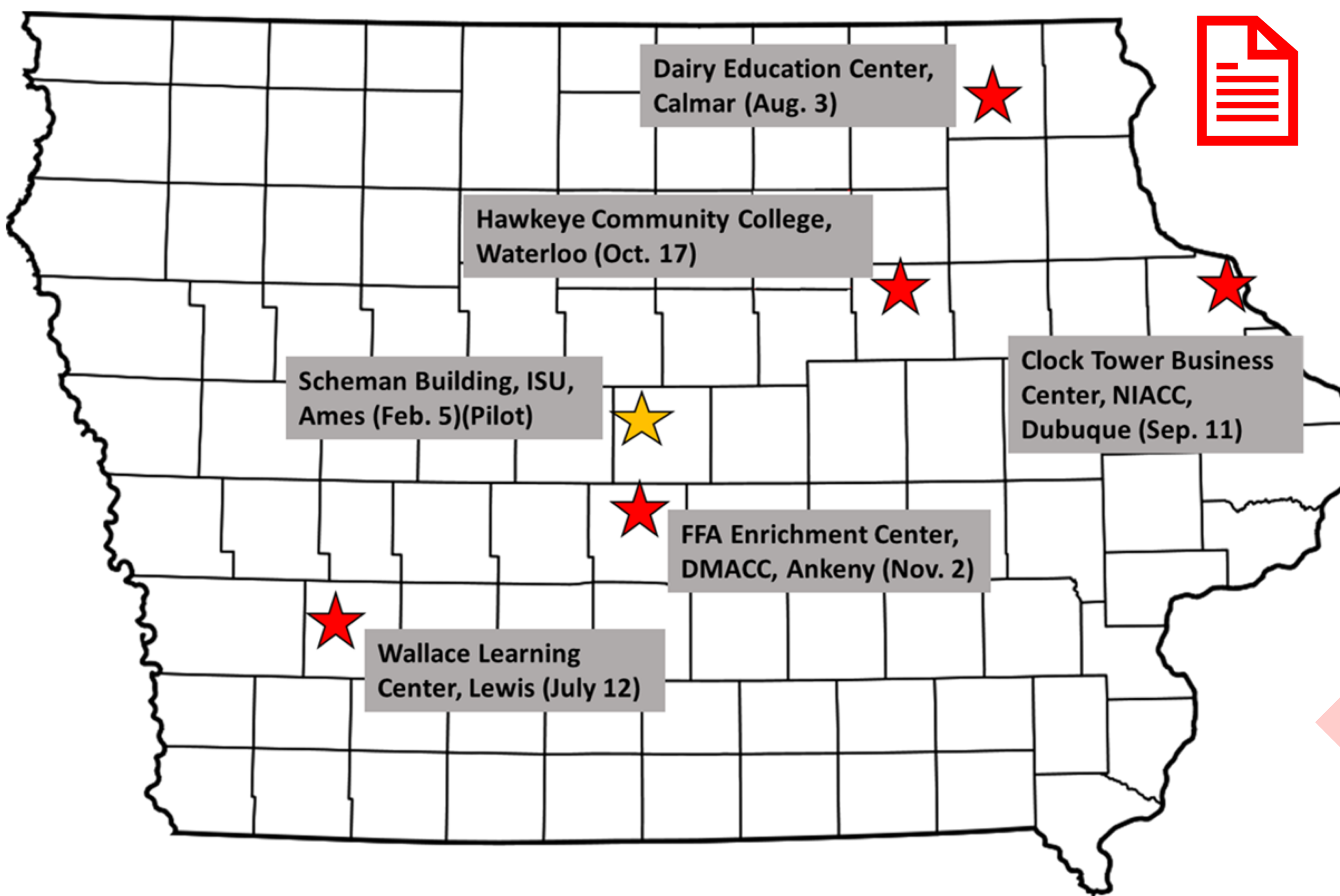


Part 1: Attend a Workshop Event

Part 2: Create a Communications Piece

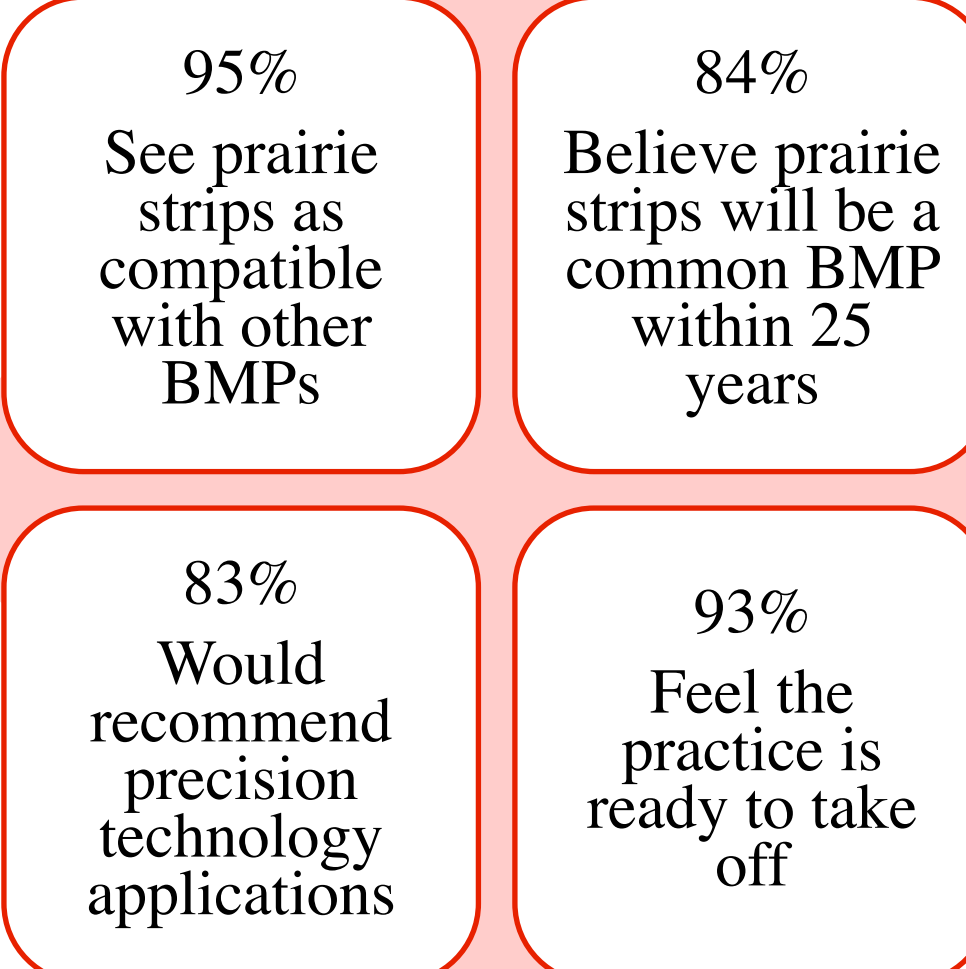
Part 3: Partner with Iowa State University to assist a client install prairie strips

Five Workshops Held Summer/Fall 2017

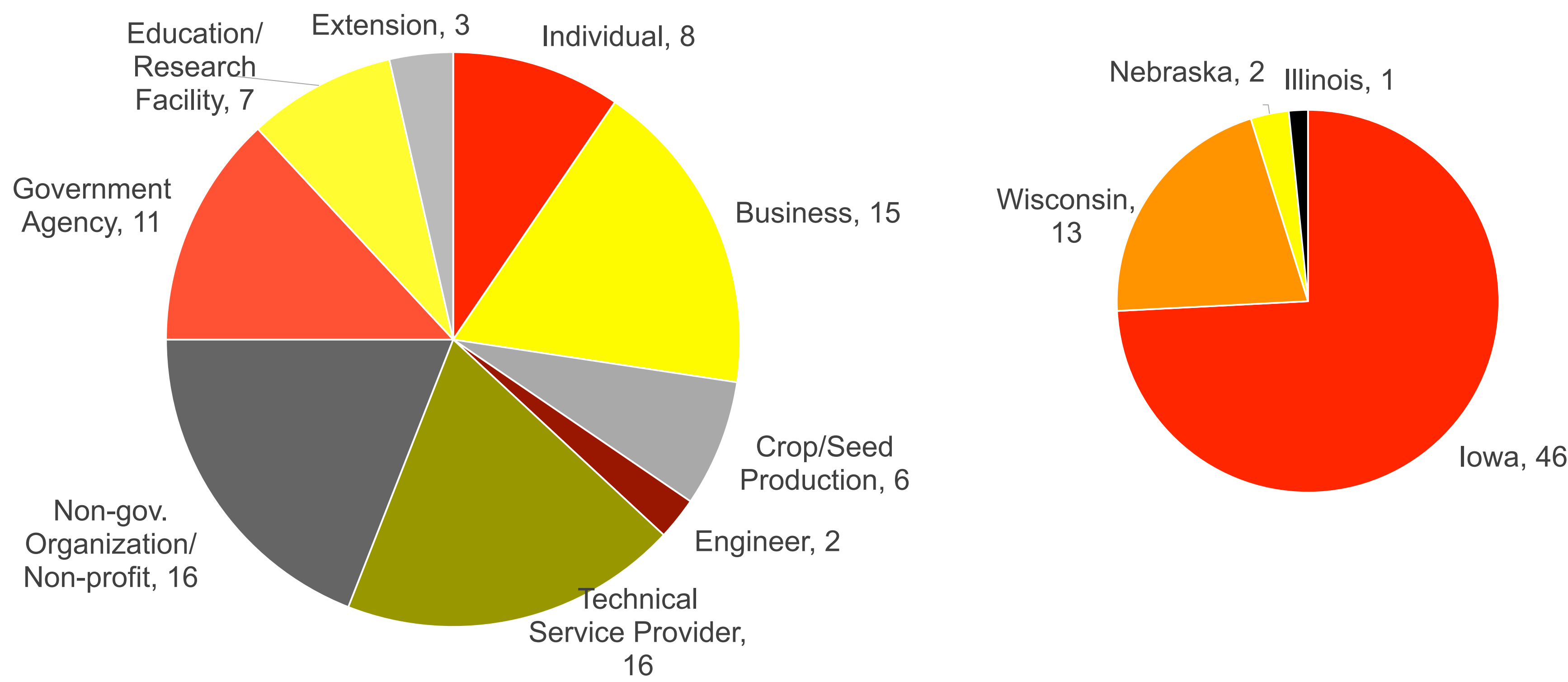


Ask about a sample agenda!

Perceived Adoption Potential



Participant Location/Occupation Distribution

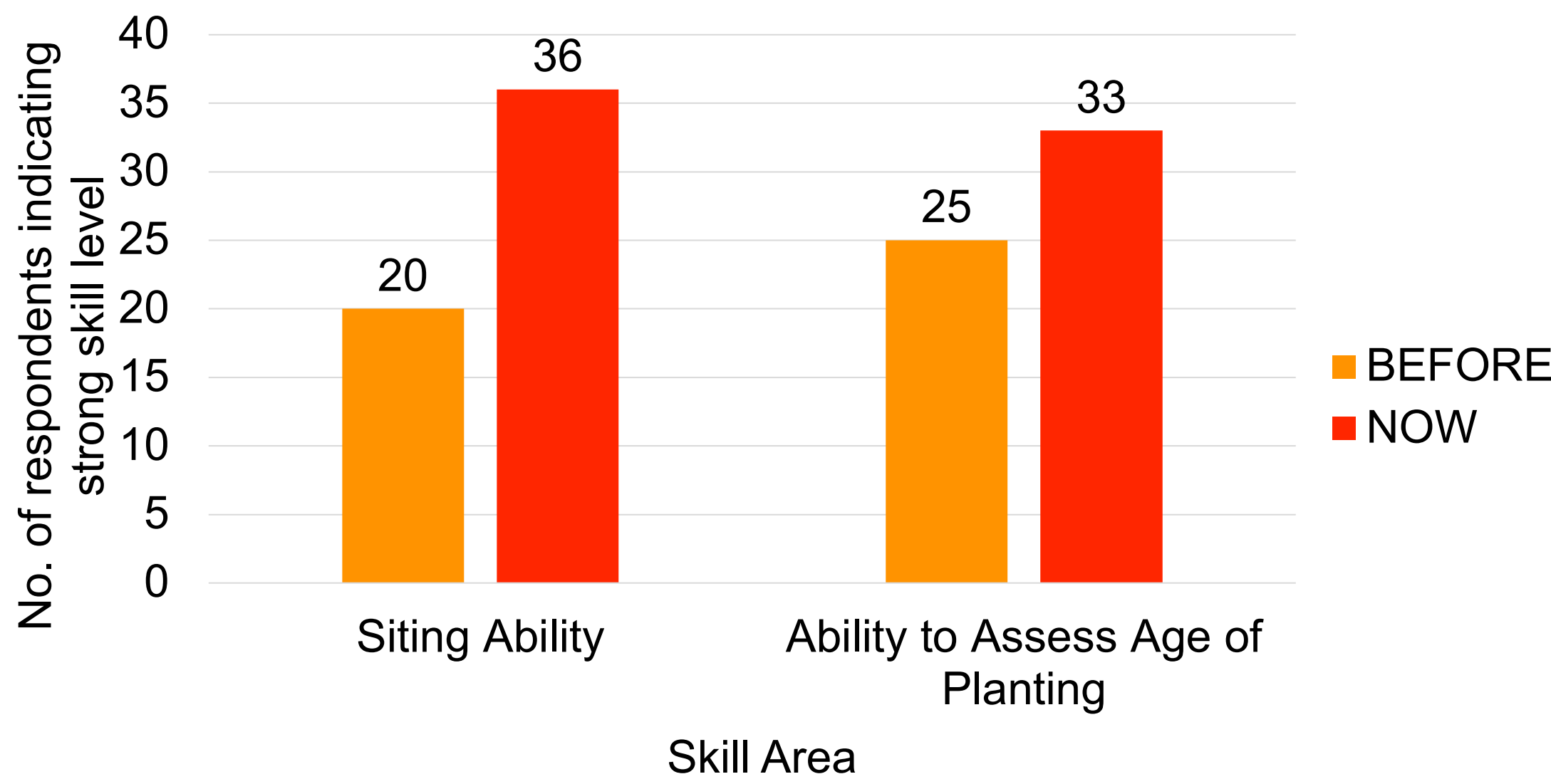


- 5 Full-day Workshop Events
- 62 Advisors Trained in Prairie Strip Design & Management
- 9 Communication Pieces Submitted and Approved
- 12 Completion Certificates Issued
- 2 Successful Prairie Strip Installations



*Participants complete a siting skills application activity

Skills Improvement



*Based on a retrospective pre-post question format

We are grateful to our sponsors: The McKnight Foundation; and the National Fish and Wildlife Foundation through the Iowa Agriculture Water Alliance.

