Formation of an eXtension Grape Community of Practice

Eric T. Stafne¹*, Edward Hellman², R. Keith Striegler³, and Kathleen Kelsey¹

¹Oklahoma State University, ²Texas AgriLife Extension Service, ³University of Missouri
The Beginning

- Ed Hellman asks me if I was interested in heading up this “project”

- Extension and Outreach Committee of National Grape and Wine Initiative (NGWI)

- We knew SCRI was coming up (2008)

- “Project” vaguely defined
Round One

- Turnaround from RFP to submission very short

- Submitted but not funded

- Comments were favorable; however, obvious that some reviewers not familiar with area

- Disappointed, but decided to re-submit based on feedback
Round Two

• Deadline April 2009

• New proposal larger in scope, involved more institutions, multidisciplinary
  - Backing from industry key
  - Dollars from Missouri Wine and Grape Board
  - Defined as “core proposal” by NGWI
  - Letters of support from Welch’s, state grape grower associations, etc.
Funded! Now What?

- Notified of award in August/September
- Held first webinar in December
- Created first material posted to a wiki in December
- Doodle poll to define committee participation
- Annual Conference being planned
Long Term Goals

- To fulfill the eXtension requirements for becoming a Community of Practice (COP):
  - Database of Frequently Asked Questions (minimum of 100)
  - Established protocol for “Ask the Expert” answers
  - Curriculum outline for content
  - Information pages (minimum of 250)
  - Interactive learning modules
  - Listing of events such as workshops
  - Subject area content creation
  - News
Project Director

- Eric T. Stafne
  - Chair of the GCoP Coordinating Committee
  - Overall responsibility for fulfilling the eXtension requirements for a CoP
  - De facto member of all subcommittees
  - Participate in all meetings (as possible)
  - Direct liaison to eXtension direct contact for questions from the GCoP membership
  - Supervise the new Extension Associate
Co-PDs

- **Ed Hellman**
  - Serve on the GCoP Coordinating Committee
  - Lead for developing an “Ask an Expert” protocol
  - Co-lead the effort to identify appropriate material to publish 250 information pages as well as finalization of a curriculum content outline

- **Keith Striegler**
  - Serve on the GCoP Coordinating Committee
  - Co-lead for the effort to identify appropriate material to publish 250 information pages as well as finalization of a curriculum content outline

- **Kathleen Kelsey**
  - Project evaluation
Project Coordinator

- Extension Associate (EA) (i.e. project coordinator)
  - Coordinate and initiate training activities for the GCoP and assist the PD in reporting activities
  - Develop strong relationships with content teams, enhance a team’s ability to create and publish material
  - Assist in setting up the annual face-to-face conference with members of the GCoP participate in all conferences
  - Participate in project evaluation
Community Members

- Collaborating members expected to actively participate in roles that are significant to the creation of a Grape Community of Practice

- Specifically, this means participation and leadership on committees:
  - FAQ
  - Ask an Expert
  - Curriculum Content Development and Implementation
  - Peer Review
Collaborators

- R. Andy Allen – University of Missouri
- Lorraine Berkett – University of Vermont
- Bruce Bordelon – Purdue University
- Rhoda Burrows – South Dakota State University
- Mark L. Chien – Pennsylvania State University
- Jodi Creasap Gee – Cornell University
- William McGlynn – Oklahoma State University
- Paul Read – University of Nebraska
- Bill Shoemaker – University of Illinois
- Patty Skinkis – Oregon State University
- Damon Smith – Oklahoma State University
- Sara Spayd – North Carolina State University
- Tim Weigle – Cornell University
- Fritz Westover – Texas A&M University
- James Wolpert – University of California-Davis
Challenges

- Everyone involved extremely busy
- Not everyone replies in timely manner
- Understanding the eXtension model
- eXtension not as “user-friendly” as it could be
- Most members not up-to-speed on “modern” communication techniques (e.g. social networking, wikis, etc.)
Unexpected Opportunities

- Round 3 of SCRI proposals
- NGWI encouraging new proposals to tie into GCoP
- Several projects trying to integrate research into GCoP
- Mechanism? Content? How does it all work?
- Letters of support
Expected Outcomes

- A “one-stop shop” for viticulture information
- Link to all state-based sites
- Integrate research results
- Create interactive learning modules
- Coordinate with enology extension programs
- National certificate program?
Want to Join the Fun?

- Sign up for an eXtension account ([www.extension.org/people](http://www.extension.org/people))
- Look for “Grapes” under COPs
- Indicate you want to join
- You will be contacted by email when you are a member