

American Sheep Industry Association

Let's Grow Committee

2017 Project Report

Date: January 15, 2018

Project Title: 2017 Sheep Producer Webinar Education Program

Abstract: This project funded four educational webinars for sheep producers and aspiring sheep producers during the calendar year of 2017. As a result of this project, 616 individual people were represented in 854 total attendees from across the U.S. and Canada benefitting from live educational webinars that will help them be successful in the sheep business. In addition, recordings of the 2017 webinars provided 2,181 more accesses by participants to these educational events by the end of the year. This project helped meet producer demand for live national educational events covering production and management topics important to sheep producers throughout the U.S.

Report Submitted by: Jay Parsons, President
Optimal Ag Consulting, Inc.

Contact Information:

Phone: 970-215-8043

Email: jay.parsons@OptimalAg.com

Address: 1001A East Harmony Road #522, Fort Collins, CO 80528

Report Narrative

2017 Sheep Producer Webinar Education Program

In 2017, Optimal Ag Consulting teamed with the American Sheep Industry Association, the Let's Grow Committee, and educators around the country to offer four webinars on various topics relevant to American sheep producers. The four webinars received a total of 1,957 registrations with live attendance of 854 participants. All fifty U.S. states, Puerto Rico, and Guam were represented among the registrations along with all ten Canadian provinces plus one Canadian territory. Forty-nine out of fifty states were represented in the webinar attendance statistics as only the state of Mississippi did not have someone attend at least one of our four events live. Eight of the ten Canadian provinces were also represented in the live attendance.

All four webinars were hosted by Dr. Jay Parsons of Optimal Ag Consulting, an Associate Professor of Agricultural Economics at the University of Nebraska-Lincoln. The webinars included guest speakers covering various topics as outlined in Table 1 below. Previous to this project, 19 webinars were offered in 2012-2016 in cooperation with the American Sheep Industry Association. In total, the 23 webinars offered since August of 2012 have resulted in live audience attendance of 3,032 participants. In 2017, we reached 616 individual people attending live webinars with over 300 of them being new to the webinar series. We now have over 1400 individual people represented in our live attendance numbers.

Table 1: 2017 Webinars

Date	Title	Speakers	Registrations	Live Attendance
3/14/2017	Is Sheep Milk Production in Your Future?	David Thomas	302	135
4/25/2017	Lamb Meat Quality	Travis Hoffman	485	217
8/22/2017	Selection for Parasite Resistance	Joan Burke	592	262
10/3/2017	Replacement Ewe Selection and Culling of Underperforming Ewes	Susan Schoenian	578	240
TOTALS			1,957	854

These webinars are recorded and made available for later viewing with links located on the Let's Grow website. In addition, anybody who registered for one of the webinars received a follow-up email after the webinar with links to the recording and to the PowerPoint slides. Web statistics showed 2,181 people accessed the 2017 webinar recordings during the 2017 calendar year (Table 2). All webinar recordings are posted to YouTube and the links on the Let's Grow website point those recordings. Since 2012, the combined total of all webinar recordings being viewed on the internet is 27,362 with a total of 5,658 views occurring during calendar year 2017.

We also post the PowerPoint slide files online but the web hits on those slides were not reliable enough information to report upon this year so we did not include a table on those statistics in this report.

Participants are encouraged to fill out an exit survey after each webinar and the results for 2017 showed 321 completed surveys received with 81% (260) of survey respondents giving the webinar a positive score (Above Average or Excellent) in terms of quality. The average rating among all respondents was 4.3 on a 5 point scale. The comments received included the following.

“Excellent Webinar. Speaker was extremely knowledgeable and was a great presenter. She spoke to us as peers and not as the unapproachable expert. Very well done.”

“I will definitely point some of my sheep raising friends to this seminar and to Let’s Grow...”

“Information included in the slides was really up to date and relevant. Thank you for a great webinar folks.”

“The presentation was excellent, thank you, it is clear that Mr Thomas has a wealth of research knowledge to share.”

In summary, the Sheep Producer Webinar Education Program continues to be a success with 2017 representing more attendance and registrations per webinar than any previous year. The 5,658 views in 2017 of the posted recordings also set a record.

Table 2: Webinar Recordings Web Access Statistics

Date	Title	Speakers	2012	2013	2014	2015	2016	2017	Total
8/28/2012	Proper Feeding of Ewes	Kott, Surber, and Redden	253	992	314	541	345	369	2,814
11/13/2012	Mentoring Relationship	Jay Parsons	285	128	51	154	137	76	831
12/11/2012	Parasite Management	Scott Bowdridge	611	604	174	267	289	130	2,075
8/27/2013	Parasite Management in Sheep	Getz and Terrill		991	209	272	90	61	1,623
9/10/2013	Feeding for Fiber Production	Nancy Irlbeck		298	275	134	146	69	922
10/8/2013	Reducing Labor at Lambing	Berg and Caskey		1,619	792	375	175	187	3,148
12/17/2013	Profitable Genetic Selection	Reid Redden		448	424	285	242	48	1,447
4/22/2014	Managing Your Pastures Better	Woody Lane			1,298	374	204	201	2,077
8/26/2014	Understanding Sheep Nutrition	Dan Morriscal			785	356	363	668	2,172
9/23/2014	Accelerated Lamb production	Richard Ehrhardt			696	368	384	335	1,783
4/13/2015	Farm Security and Management	Kay Johnson Smith				199	132	21	352
6/23/2015	Reproductive Efficiency	Richard Ehrhardt				565	239	189	993
8/25/2015	Using EBVs	Dave Notter				335	205	188	728
9/22/2015	Dietary Supplements	Robert Van Saun				741	333	255	1329
3/29/2016	Producer Groups	Woody Lane and Dave Ollila					346	39	385
5/24/2016	Challenges of Genomics	Ron Lewis					258	60	318
7/19/2016	Refining Our Nutrition Program	Dan Morriscal					410	129	539
8/30/2016	Best Practices to Increase Your Lamb Crop	Reid Redden					776	235	1011
10/11/2016	Improving Reproductive Performance of Ewe Lambs	Paul Kenyon					417	217	634
3/14/2017	Is Sheep Milk Production in Your Future?	David Thomas						552	552
4/25/2017	Lamb Meat Quality	Travis Hoffman						333	333
8/22/2017	Selection for Parasite Resistance	Joan Burke						871	871
10/3/2017	Replacement Ewe Selection and Culling of Underperforming Ewes	Susan Schoenian						425	425
TOTALS			1,149	5,080	5,018	4,966	5,491	5,658	27,362