

**Multistate Agricultural Literacy Research Committee (W3006) Meeting
Western Region Meeting of the American Association for Agricultural Education
September 18, 2023, Logan, Utah**

Introduction

Members Present

Rose Judd-Murray, Chairperson, Utah State University
Jenny Bennett, Colorado State University
Kellie Enns, Colorado State University
Michelle Burrows, Utah State University
Nellie Hill, Kansas State University
Amelia Miller, Utah State University
Brian Warnick, Utah State University
Shannon Norris-Parish, New Mexico State University
Theresa Murphrey, Texas A&M University
Nicole Volk, Ohio State University
Katie Stofer, University of Florida
Annie Specht, Ohio State University

Members Absent

Kimberly Bellah, Murray State University (*no longer at Murray State University*)
Carl Igo, Montana State University (*no longer at MSU*)
Debra Spielmaker, Utah State University (*retired*)
Denise Stewardson, Utah State University (*phased retirement*)
Thomas Dormody, New Mexico State University
Gaea Hock, Kansas State University
Kevin Curry, Penn State University
Josh Stewart, Oregon State University
Jonathan Velez, Oregon State University
Tyler Granberry, University of Tennessee
Jamie Greig, University of Tennessee
Taylor Ruth, University of Tennessee
Carrie Ann Stephens, University of Tennessee
Amber Rice, University of Arizona
Cary Trexler, University of California—Davis
Haley Clement Traini, Oregon State University
Jihyeong Son, Washington State University
Shelli Rampold, University of Tennessee, Knoxville
Stephanie Lemley, Mississippi State University
Desiree Rucker, National Institute of Food and Agriculture
Cicely Smith, University of California—Davis

The meeting was called to order at 8:00 AM MST by Rose Judd-Murray, chair.

Note: General information and objectives for this Agricultural Literacy Multistate Research Project (W3006) are available at <https://www.agliteracy.org/research/multistate.cfm>

The official site for this project is <https://www.nimss.org/>, where project details, including participants and minutes, are on file. Use “3006” in search.

Please make sure to double-check that your name is on the participant list along with your selected objectives.

Objectives:

1. Assess the agricultural knowledge of diverse population segments related to agriculture, including consumers, students, and producers. Specifically, explore and/or measure: a. points of acquisition of agricultural knowledge; b. decisions made based on assessed knowledge.
2. Assess attitudes, perceptions, and motivations of diverse population segments related to agriculture, such as consumers, students, and producers. Specifically, explore and/or measure: a. how perceptions, attitudes, and motivations are developed; b. decisions made based on assessed attitudes, perceptions, and motivations; c. behavior changes that have occurred due to changes in attitude, perceptions, and/or motivation.
3. Evaluate agricultural literacy programs to measure program impact. Specifically:
 - a. measure impacts of agricultural literacy programs related to critical thinking and problem-solving;
 - b. explore and evaluate peer and participant-centered agricultural literacy programming methods to determine their effectiveness in addressing defined agricultural literacy outcomes.

Minutes from the prior meeting

- Nellie Hill moved to accept the minutes without edits.
- Second by Kellie Enns
- Motion accepted.

Annual Report Updates

The W3006 project is set to expire in September 2025. If desired, the following proposal (W4006) would be due on January 15, 2024. The committee needs to determine what the proposal will look like and what changes we should make that best reflect current research trajectories. We will also need five peer reviewers who are not on this committee but are familiar with agricultural literacy research.

Discussion on W4006 Objectives

- Brian Warnick: We should determine three objectives that best represent where agricultural literacy needs to advance for the next iteration in the next five years.

- Amelia Miller, Objective 2—Do any projects center on policy development? Do we need to clarify or provide additional explanations for how we work alongside commodity groups or advocacy groups?
- Rose Judd-Murray, we should seek to incorporate the AAAE value statements—do we still align with the values?
- Michelle Burrows: Would like to see W4006 aligned to the National Center for Agricultural Literacy (NCAL). People are struggling to publish agricultural literacy research; perhaps aligning with AAAE values may help individuals get their work published and accepted at conferences. Depending on how the objectives are adjusted, there may be things in motion at NCAL that could serve other states' work. She has some projects in motion that can potentially increase access to agricultural literacy assessment data.
- Theresa Murphrey: Use AAAE values as a framework for the W4006 objectives in the introduction/narrative of the proposal to acknowledge alignment and connection
- Brian Warnick: Suggests having similar objectives for W4006 as W3006
- Rose Judd-Murray: Based on these comments, she will send suggestions for objective revisions by November 15th. Asks for suggestions on outside peer reviewers of the proposal
 - Committee suggests:
 - Courtney Meyers
 - Jason Ellis
 - Scott Smalley
 - Kasee Smith
 - Ricky Telg
 - Trey Malone
 - Dwayne Cartmill
 - Aaron McKim
 - Susie Whitting
 - Shannon Washburn
 - Tyson Sorenson
 - Committee requests that Rose incorporate more than K-12 focus, including populations in adults, Cooperative Extension, and tourism. Amelia Miller states that she is studying parents' attitudes about the agricultural education of their children.
 - Comment from Katie Stofer: The S10-95 grant is the Science Communication Multistate Project, with objectives covering mass media.
 - Annie Specht: We should look for opportunities to partner with S10-95 vs. making sure that we are in a separate lane. This could lead to stronger funding and research opportunities
- Rose Judd-Murray, Motion to move forward with a W4006 proposal
 - Kellie Enns and Kate Stofer, second
 - Motion is approved

Filing Annual Reports

Rose Judd-Murray: The annual report will be due 60 days from this meeting. She needs to file the report by November 1st. Members will receive a Google Form link to file their state/research report for the year. Put all your research outputs and impacts in the form; please use the boxes that align with your objectives. Everyone should receive the form in three to four weeks.

Annual State Reports from Members Present

Katie Stofer, UFL

- Currently designing videos and curriculum with surveys
- Obtained a 4-H grant, reaching out to individuals who do not have traditional 4-H club opportunities
- Working on an AI grant to teach machines to help with plant root structure and labeling fruits.

Annie Specht, OSU

- Using an annual consumer survey to examine important AFNR issues to consumers.
- Clarkson's Farm Research: implemented into an agricultural communications course and how it impacted perceptions of agricultural production
- Nicole Volk is her graduate student. She is focused on adult agricultural literacy based in urban tourism industries. Her Masters thesis work is to explore connection using distilleries and agriculture through tour experiences. Determining knowledge gain, beliefs, and attitudes as they learn peripherally about agriculture.

Rose Judd-Murray, USU

- Obtained additional Hatch funding to examine how experiences and exposures to agriculture impact their agricultural literacy using JMALI assessments.
 - Examining college student populations
 - Worked with NMSU and KSU on a project to survey/assess the agricultural literacy of Extension professionals and primary volunteers
 - Work is submitted for journal publication
 - Working with NCAL to ease the burden of obtaining IRB approval for assessing the agricultural literacy of youth
- Would like to begin research in rural Utah counties, examining indigenous populations regarding agricultural literacy. Nellie Hill, KSU, may be interested in a partnership
- Completed developing and validating the 6th- 8th grade Middle School agricultural literacy assessment with Michelle Burrows. It is now available on the NCAL website.

Nellie Hill, KSU

- Partnered with OSU on Clarkson Farms and USU for multistate projects
- Would like to work on another multistate project

Shannon Norris-Parish: NMSU

- Has lots of undergraduate and graduate students wanting to work on research
- Students developed projects on the objectives for the W3006 related to their interest areas
- Developing research in non-traditional audience areas, such as FBI agents working on agriculture-related emergencies (i.e., biosecurity, theft, and poaching). Assisting because agricultural literacy is essential to their solutions

Theresa Murphrey, Texas A&M

- Has a graduate student, Sarah Sprayberry, working on an agricultural literacy project

Brian Warnick, USU

- Assisting with Utah Create Better Health and the Food Insecurity Initiative

Amelia Miller, USU

- Completing her Ph.D. dissertation, examining the value that parents place on their children learning about agriculture in schools
- Completing a publication on a longitudinal study for NCAL with Jenny Bennett and Rose Judd-Murray
- Examined data from virtual programming during COVID-19 for NCAL

Michelle Burrows, USU

- Debra Spielmaker has retired. Michelle is the new NCAL Program Director and an Assistant Professor at USU.
- Assisted Rose with the middle school assessment. There are now a full suite of agricultural literacy assessments completed.
- Working to provide states and teachers with an assessment report when they use the ag literacy instruments. People will have free access to that data in return for allowing us to analyze their results. This should be available before spring.
- Working with Rose to complete the Agricultural Literacy Certification Program
 - Twelve online modules, sophisticated development
 - Will provide digital certification to volunteers, program leaders, Extension, and AITC staff
 - PDAL grant pays for all those involved in the pilot this winter and then an additional 500 that enroll in the first year
 - Katie Stofer is responsible for the pilot evaluation

Kellie Enns, CSU

- Interested in investigating access to agricultural knowledge. Opened a lab in urban Denver, problem-based learning experiences for K-12 students. This allows for programs across the state in agricultural literacy and provides micro-engagement training.
- Research questions centered upon “How do we attract people to explore more agricultural literacy? What can improve affinity for agriculture to want them to learn more or explore more content?”
- The RAM scholars program places students with intellectual disabilities on the research farm. Determining agricultural literacy from peer mentors and mentees.

Jenny Bennett, CSU

- Working toward Ph.D. dissertation research on attitudes related to agriculture as a result of problem-based learning. Assisting with projects at USU and CSU.

Closing Remarks

- Theresa Murphrey and Kellie Enns: Suggestion to consider how to add this context to the objectives for W4006 “What are the different spaces that agricultural literacy exists and how does that impact agricultural literacy development?”
- Rose Judd-Murray will create a Google Document to work on collectively to determine these new objectives. I will leave the suggestions for feedback and improvements.
- Theresa Murphrey requests to be added to those who assist with developing the objectives.
- Kellie Enns suggests a Zoom call before submitting the proposal and before our annual report is due. Maybe October?
- Rose Judd-Murray calls to adjourn the meeting
 - Theresa Murphrey moves to adjourn
 - Nellie Hill seconds the motion
 - Meeting is adjourned.

Meeting minutes taken by Jenny Bennett.