

# IOWA STATE UNIVERSITY

## Extension and Outreach

### **Success Story**

#### **Title**

Annie's Project Completed Via Zoom

**Author:** Patrick Hatting

#### **Author's Location**

ISU ARMSTRONG RESEARCH FM  
LEWIS IA  
51544-4058

#### **Relevance**

Annie's Project is a women centered program designed to help attendees learn more about the agriculture industry, network and create life long friendships with their peers. The Farm Management Specialist works closely with the Program and/or County Director and a steering committee of women centers of influence meet to discuss potential presenters for the program. The Farm Management Specialist vettes the program presenters, usually by speaking with them on the phone. There have been over 100 Annie's Projects held in person in Iowa and the Annie's Project Red Oak is the first program to have finished the last two sessions via Zoom as a result of the State of Iowa shut down for Covid-19 in March and April 2020.

#### **Response**

On Monday, March 16th I contacted Madeline Shultz to ask if I could finish the last two sessions via Zoom. Because we didn't know how long the State of Iowa shut down would last, Madeline told me to move toward finishing my first Annie's Project. I opened up a professional Zoom account, contacted all the attendees and presenters. The estate planning attorney had a child care conflict and I had to substitute another local female attorney in her absence. Additionally, the accountant who planned on delivering had a conflict with a new date, Kristin Tidgren from the Center for Ag Law and Taxation filled in for the accountant. Both substitute presenters were excellent. The program finished with a two week delay and only two attendees were unable to attend the Zoom sessions, as a result of computer or rural broadband issues. As a result, I recorded each three hour session and we made a DVD of those who could not attend to be viewed at a time and place of their convenience.

#### **Type of Change(s)(s)**

- Learning Changes
- Behavior Changes
- Condition Changes

### **Impact Statement**

Finishing the Annie's Project Red Oak course that was stopped because of the shut down by the State of Iowa in March of 2020 was a significant achievement. It showed that we could ascertain the situation and make the necessary adjustments to deliver quality content in a timely and efficient manner. As a result of this class finishing via Zoom, we now find ourselves planning new Annie's Projects with some Zoom presenters and participants and we never have to miss a meeting again for inclement weather. The pandemic made us change the way we do business, and we proved that we could do it!

### **ISUEO Signature Issues**

Economic Development --> Company Productivity

### **Outcomes**

Almost everyone had limited experience with Zoom or any other virtual web conferencing in March of 2020. Finishing the course via Zoom helped me and all the attendees with a success story. We gained confidence going forward that a pandemic wasn't going to stop us. We learned in a manner other than in person, we had to change our behavior to meet the new challenge of virtual conferencing and finally, our ego changed from the successful completion of Annie's Project Red Oak!

### **Location / Participant(s) Came From**

- County
- State
  - Adams
  - Fremont
  - Mills
  - Montgomery
  - Page

### **Partner(s)**

- County Extension Staff