



## Best Practices for Hosting a Cultivating Success™ Webinar

Colette DePhelps

Community Food Systems Area Educator, University of Idaho Extension

[cdepelps@uidaho.edu](mailto:cdepelps@uidaho.edu)



# On Today's Webinar



**Colette DePhelps**

Cultivating Success™ Bi-State Leadership Team

Area Educator, Community Food Systems

University of Idaho Extension



**Mackenzie Lawrence**

Program Assistant, Community Food Systems & Small Farms

University of Idaho Extension

# Webinar Tips

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Close all other  
programs running  
on your computer



Check your sound –  
problems with  
clarity, speed, etc.  
switch to the phone

Call-in number provided in  
the welcome email

Mute computer sound when  
using phone



Type in questions  
for speakers (or for  
help with viewing &  
sound) into  
question box



# Today's Webinar Topics

- Why present a Cultivating Success™ Webinars
- How growers will access webinars
- Planning & designing your webinar
- Scheduling your webinar
- Equipment & logistics





# Cultivating Success™ Webinars

## 2018-2019

- Compliment workshops & courses
- Provide information on new topics
- Provide more in-depth information on specific topics

**CULTIVATING SUCCESS™**  
sustainable small farms education

HOME | ABOUT US | PROGRAMS | FARM LINK | FARMER MENTOR | RESOURCES | CONTACT US

### 2019 Small Farm Webinar Series

**Pick and choose from our webinar series!**

Your small farm is always growing and changing and the Cultivating Success™ team wants to help you succeed along the way. We are offering a free, lunchtime webinar series to help you learn new skills and build upon old ones. Webinars are offered via a video conferencing platform that you can access from your personal computer or phone (computer access will be preferable in order to view content and live demos). To register for a live webinar or to watch one that is recorded, click on the link to each webinar. All webinars are recorded and linked on our website within one week of its live event for you to view at your leisure.

**Marketing Your Products Online**  
Kathleen Painter, University of Idaho Extension, Boundary County  
Recorded on Monday, February 11  
[Watch the recording!](#)

**Water Rights and Access**  
Katie Boone, Small Farms and Community Food Systems,  
University of Idaho Extension, Payette County  
Recorded on Tuesday, February 19  
[Watch the recording!](#)

**Adding Value to Your Wool for the Fiber Artist Market**  
Kathleen Painter, University of Idaho Extension, Boundary County  
Recorded on Monday, February 25  
[Watch the recording!](#)



# Cultivating Success™ Webinars

## 2019-2020

- Offer webinars across Washington and Idaho
- Broaden the expertise available to small acreage producers
- Address topics & issues of interest to course participants

The screenshot displays the Cultivating Success website with a navigation bar at the top containing links for HOME, ABOUT US, PROGRAMS, FARM LINK, FARMER MENTOR, RESOURCES, and CONTACT US. The main content area features a section titled "Pick and choose from our webinar series!" with a descriptive paragraph. Below this, there are three distinct sections: "Financing and Mentorship" (highlighted in blue), "Land Access" (highlighted in teal), and "Marketing" (highlighted in green). Each section lists specific webinar topics, speakers, and a "Watch the recording!" link.

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**Financing and Mentorship**

<b>Access to Capital</b> Marco Miller, Rural Roots, Inc. Jessica McAleese, Swift River Farm Kate Painter, University of Idaho Extension <a href="#">Watch the recording!</a>	<b>Farmer Mentor Training: An Introduction</b> Diane Green, Greentree Naturals, Sandpoint, ID Melissa Lines, SkyLines Farm, Harvard, ID Colette DePheps, University of Idaho Extension <a href="#">Watch the recording!</a>
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**Land Access**

<b>Idaho Farm Link</b> Marco Miller, Rural Roots, Inc. Colette DePheps, University of Idaho Extension <a href="#">Watch the recording!</a>	<b>Land Access</b> Colette DePheps, University of Idaho Extension Marco Miller, Rural Roots, Inc. <a href="#">Watch the recording!</a>
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**Marketing**



# A few great things about webinars for growers and other viewers

## Easy to Access

- Most webinar platforms allow access from smart phones, tablets or computers
- Also lend themselves to group viewing on large screens

## Reach More People

- Across geographic regions
- Multiple time zones
- Range of demographics





# Cultivating Success™ Webinar Registration

**CULTIVATING SUCCESS™**  
sustainable small farms education

HOME | ABOUT US | PROGRAMS | FARM LINK | FARMER MENTOR | RESOURCES | CONTACT US

Increasing the number and success of small farmers and ranchers in Idaho.

**Featured Programs**  
Fall 2019

- Is a Small Farm in Your Future?
- Whole Farm Planning
- Land Stewardship
- Recorded Webinars
- Idaho Farm Link

The vision of the Cultivating Success™ program is to increase producer and consumer understanding, value, and support of sustainable local farming systems in Idaho through educational and experiential opportunities. Partners in this program strive to create strong communities with infrastructures that provide the resources and skills needed to produce local and sustainable food and agricultural products for the residents of the Inland Northwest.

A Partnership Of..... Foundational Elements Stay In Touch

Contact Us with questions

<https://www.cultivatingsuccess.org/home>

WASHINGTON STATE UNIVERSITY

**Food Systems**  
CONVENING EXPERTISE ACROSS ACADEMIC, RESEARCH, AND EXTENSION

**CULTIVATING SUCCESS™**  
sustainable small farms education

The goal of Cultivating Success™ is to create and implement educational programs to increase the number and foster the success of sustainable small acreage farmers and ranchers.

The WSU Food System's, Cultivating Success™ Program consists of three courses, *Is a Small Farm in Your Future?*, *Whole Farm Planning* and *Agricultural Entrepreneurship*, and an *On-Farm Internship Program*. The goal of these educational opportunities is to provide beginning and existing farmers with the planning and decision-making tools, production skills, and support necessary to develop a sustainable farm or food business. Cultivating Success™ connects the student with farmers and exposes them to real world situations through a community-based, experiential approach. Whether you are a community member wanting to learn how to plan your farm business, or an experienced farmer/rancher wanting to try something new – Cultivating Success™ provides educational opportunities for anyone interested in the knowledge and skills you need to be successful in your food or farm business.

**Find a Course in Your Area:**

- Is a Small Farm in Your Future?
- Whole Farm Planning
- Agricultural Entrepreneurship
- On-Farm Internship

*The foundational elements of Cultivating Success™*

- Farmer Mentorship
- Experiential Learning

<https://foodsystems.wsu.edu/cultivating-success/>



# Zoom Registration Link

Hi there,

You are invited to a Zoom webinar.

When: Oct 15, 2019 11:00 AM Pacific Time (US and Canada)

Topic: Best Practices for Hosting a Cultivating Success Webinar

Register in advance for this webinar:

[https://uidaho.zoom.us/webinar/register/WN\\_tjt3jtpRRUqZWa nkEvB6mw](https://uidaho.zoom.us/webinar/register/WN_tjt3jtpRRUqZWa nkEvB6mw)

After registering, you will receive a confirmation email containing information about joining the webinar.

**CULTIVATING SUCCESS™**  
sustainable small farms education

Webinar Registration

f t in e

Topic: Best Practices for Hosting a Cultivating Success Webinar

Description: This webinar is for Extension Educators who would like to present a Cultivating Success Small Farm webinar

Time: Oct 15, 2019 11:00 AM in Pacific Time (US and Canada)

University of Idaho

\* Required information

First Name: \*

Last Name: \*

Email Address: \*

Confirm Email Address: \*

REGISTER



# Accessing Webinar Recordings

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APPLY | REQUEST INFO | GIVE

**CULTIVATING SUCCESS™**  
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Find a Course in Your Area:

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The foundational elements of Cultivating Success™

- Farmer Mentorship
- Experiential Learning

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# Must Complete Google Form

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**Cultivating Success: Access to Capital - Webinar & Handouts**

Please submit your name and email to access the recorded webinar on Access to Capital and download the free resource handouts.

\* Required

**Email address \***

Your email

**Name \***

Your answer

**City \***

Your answer

**State \***

Your answer

**SUBMIT**

<https://www.cultivatingsuccess.org/recordedwebinars>



# Provides Link to Webinar Webpage

There is a unique webpage for each webinar where handouts, supporting resources and a link to the recording are provided.





# A few great things about webinars for instructors

## Affordable

- Eliminates time and cost of travel
- Platforms affordable
- Can create content using common programs such as PowerPoint or Prezi

## Convenient

- Watch live
- View recordings through web-based links
- Allows people to more easily incorporate learning into their schedules



# Planning a Webinar



## Land Access

A practical approach  
to finding land to  
farm.

**Your Small Farm  
2018 Webinar Series**  
February 12, 2018



Your Small Farm 2018 Webinar

## Factors to Consider

- ✓ Your topic & audience
- ✓ Zoom platform capabilities
- ✓ Content & Design
- ✓ Equipment
- ✓ Your skills



# Content & Design



## The Multiple Uses of Water



Is a webinar a good fit for your content?

- ✓ Minimal text
- ✓ Visually engaging
- ✓ Photos
- ✓ Graphics



# Introducing Yourself

Include photos of presenters  
in introduction

With multiple presenters, use  
photo to introduce change in  
speaker

Use live webcam

## Accessing Farmland



Land Tenure  
Options

Key aspects of  
finding land to farm

Steps you will need  
to take

Resources available

University of Idaho  
Extension

RURAL **ROOTS**  
healthy food healthy communities

**CULTIVATING SUCCESS**  
sustainable small farms education

Your Small Farm 2018 Webinar



# Amount of Content Per Slide

20-40 seconds per slide

Use animations

Limit text

Include pictures or illustrations

Pose questions

## Are you ready to be a Land Provider?



- ✓ Do you have land to lease or sell?
- ✓ What is your long-term vision for your land?
- ✓ What are the current uses of the land you have?
- ✓ How much land are you willing to lease or sell?
- ✓ Do you have specific enterprises you are willing to allow?
- ✓ What kind of arrangement are you willing to consider? (Lease, sell, crop share, alternative payment, partnership)
- ✓ Is water readily accessible?
- ✓ Are there other infrastructure pieces available? (Barn, shed, fencing, tractor, hoop house/greenhouse, milking equipment)
- ✓ Is there on-site housing available?
- ✓ Are you willing to mentor or advise?



What are some questions you think you might ask?

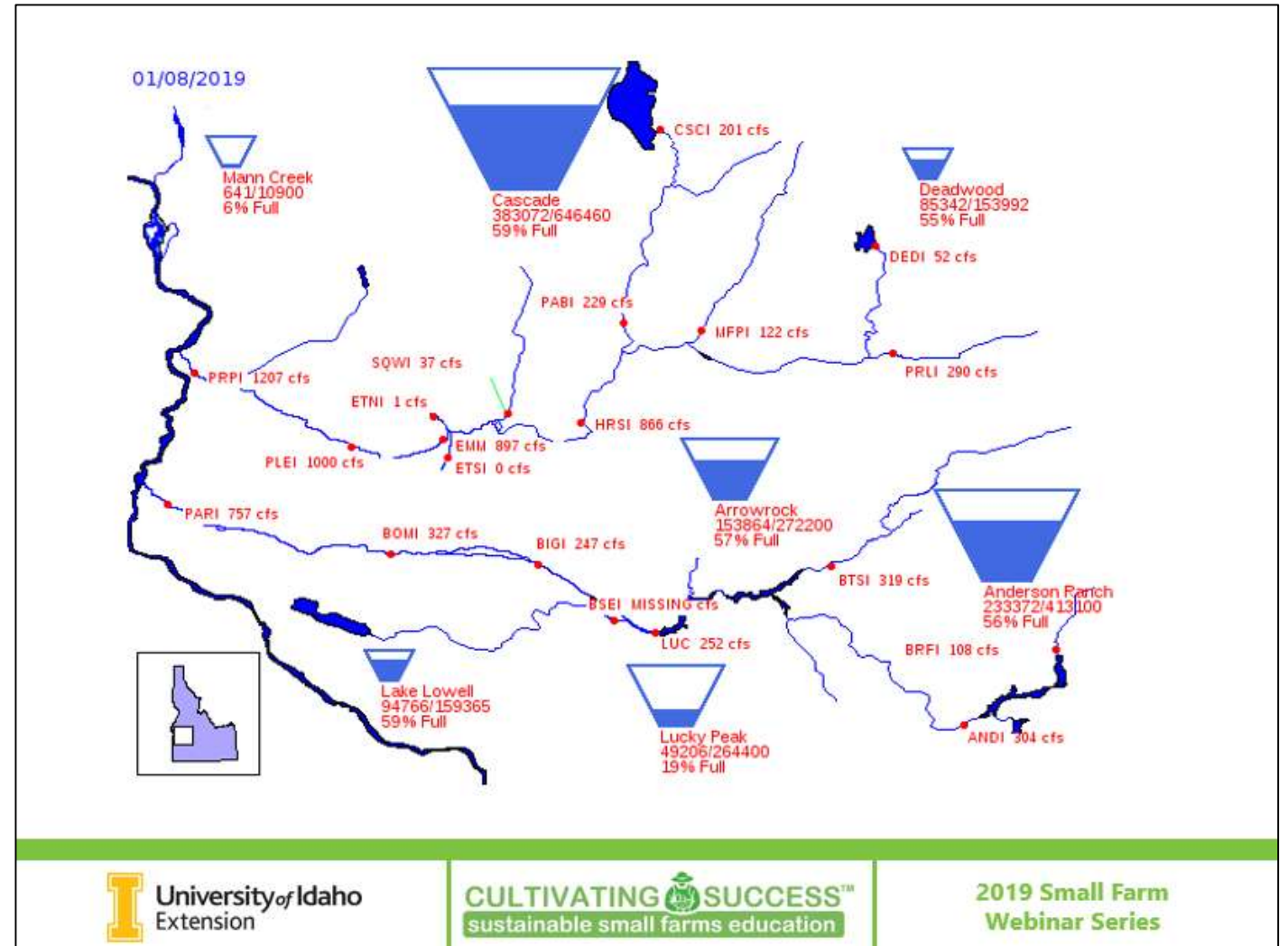


# Graphs & Charts

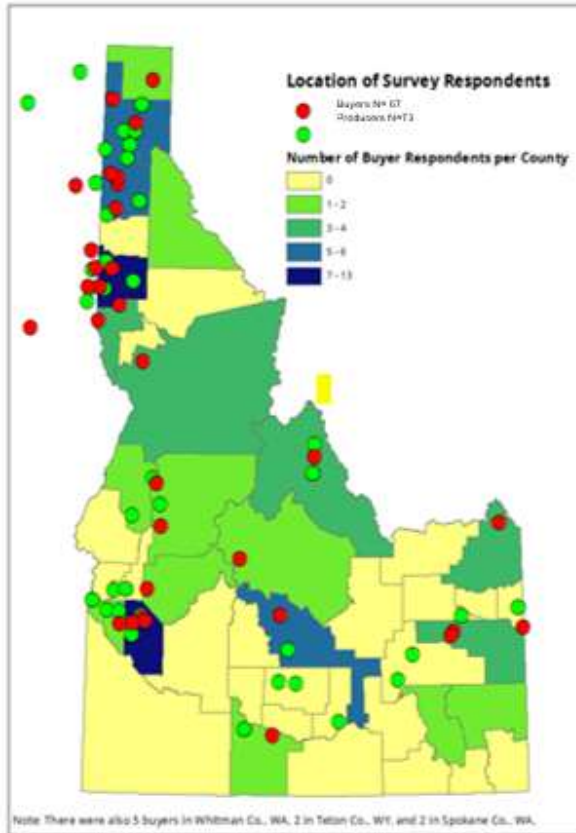
Clear

Easily explained

Grasped quickly



# Location of Buyer Respondents

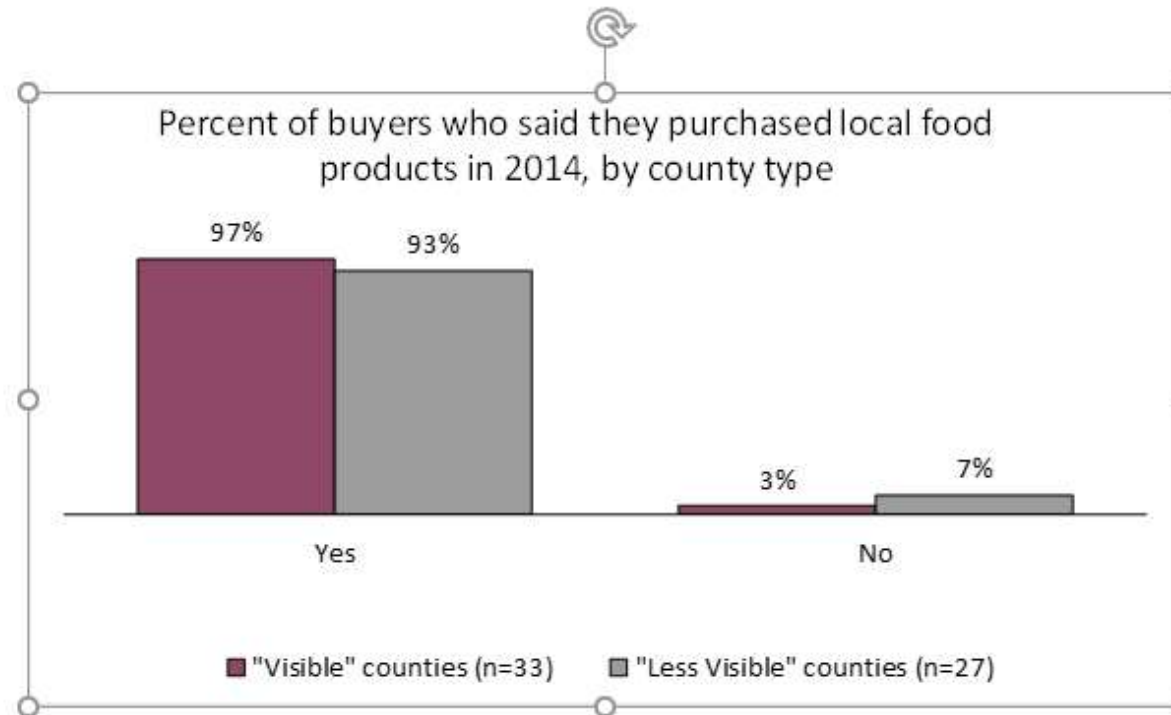


## Counties with a "Visible Local Food Scene"

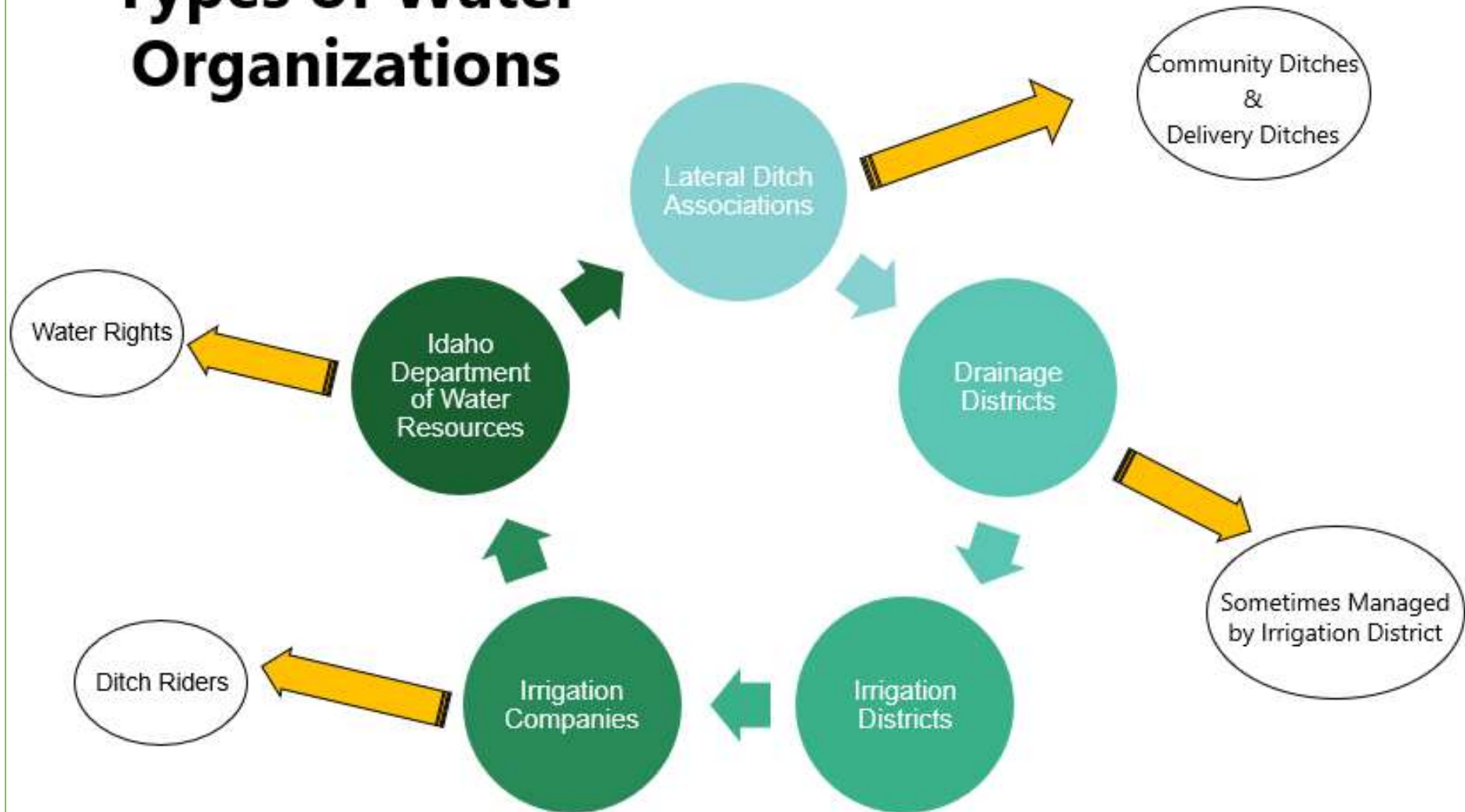
- Latah
- Bonner
- Kootenai
- Ada
- Blaine
- Whitman
- Spokane
- Columbia

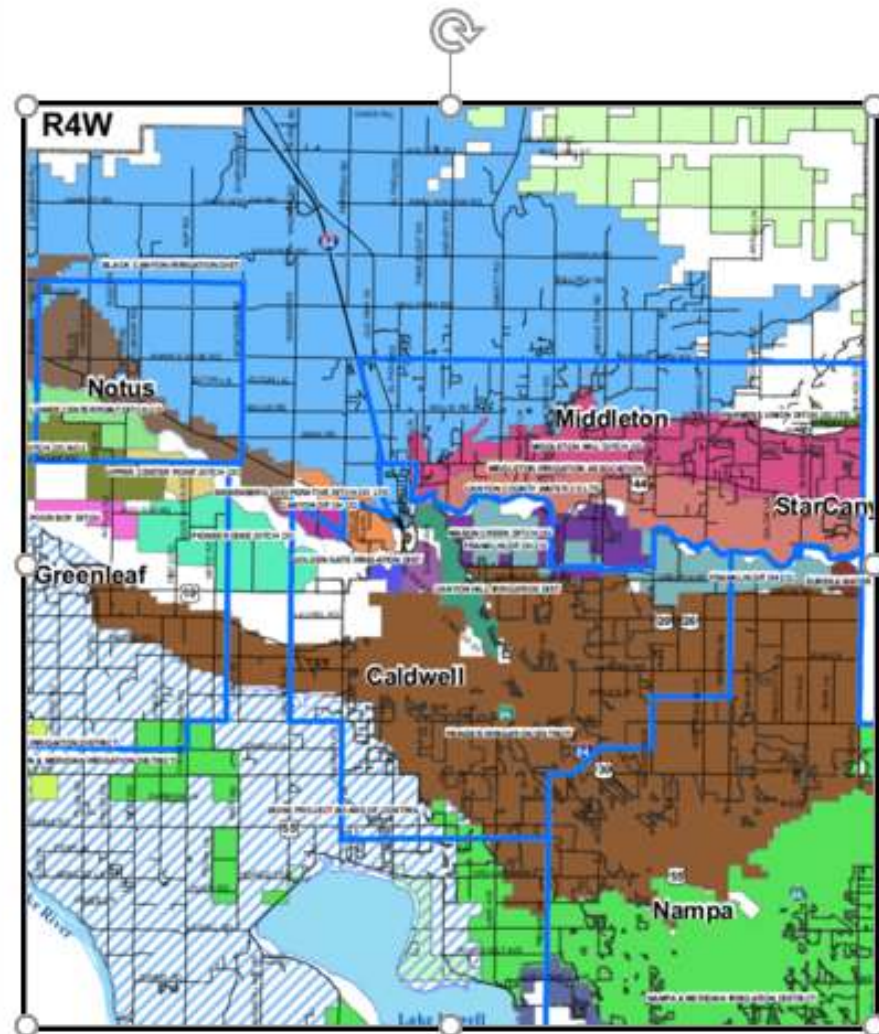
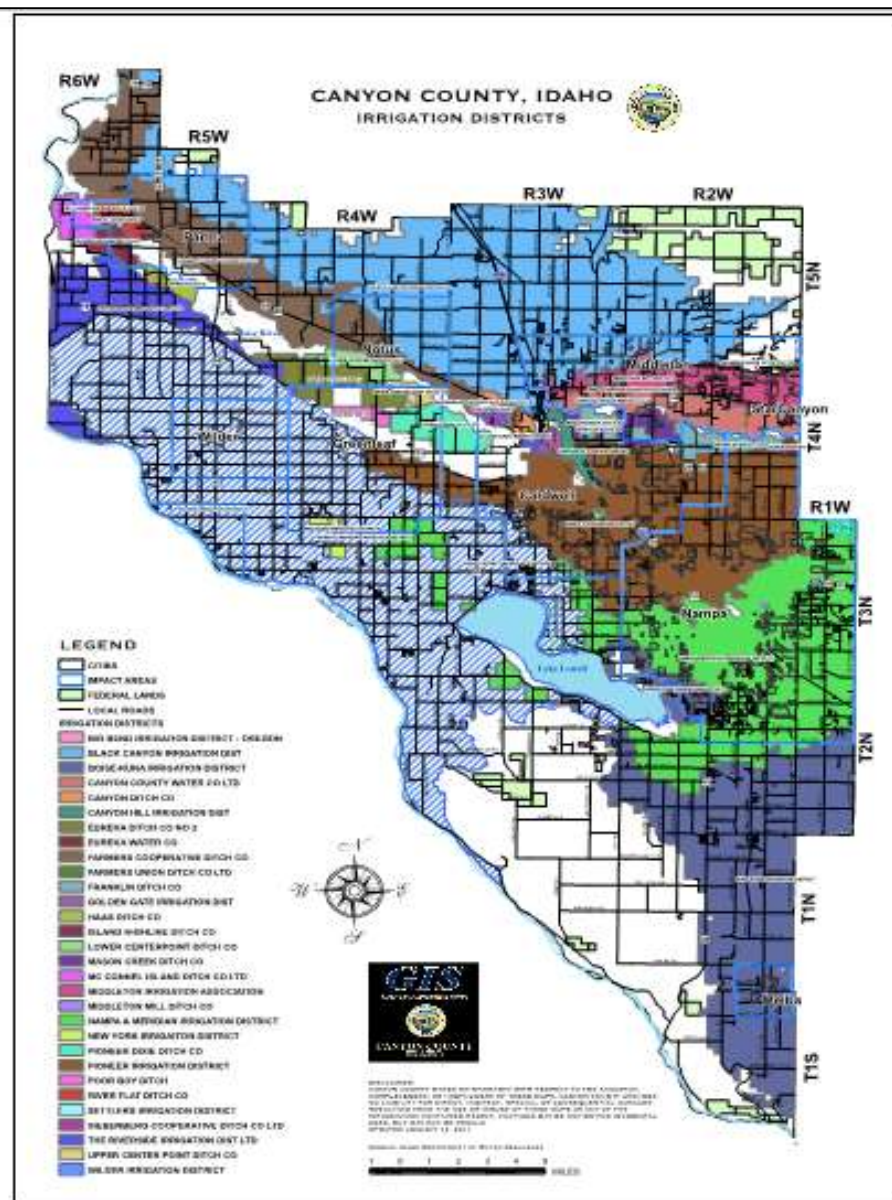
	Respondents	%
"Visible" Counties	36	54%
"Less Visible" County	31	46%
TOTAL	67	

# Local Food Purchasing



# Types of Water Organizations





Zoom in on Caldwell, Middleton irrigation organizations

# Comparing Types of Mentoring

Little to none	Mentoring Activity	Preparation	Other considerations	\$ and Legal Issues	Privacy Considerations	Time Commitment	Minor
	Answer phone question	At most "let me get back to you"	Few or none	Few or none	Little	Minutes	
←←← Increasing forethought and preparation needed	Be a speaker at someone else's event	Set goals; organize thoughts to meet goals; maybe research facts or prepare visuals	Become familiar with expected audience; How much time you have; visuals expected? If handouts, who makes the copies?	Travel expenses reimbursed? Honorarium?	Little	Hours	Increasing level of potential mentor satisfaction ←←←
	Be a speaker on your own farm	Similar to above plus logistics	Above + parking, setup/teardown; Refreshments?	Will you charge? Who handles money? Appropriate liability insurance	Where will you hold? Are there out-of-bounds areas? Schedules of other family members? Bathroom use?	Portions of Days	
	Host a farm tour or hands-on workshop	Similar to above plus logistics; Line up helpers	Above plus materials, remove safety concerns	Adequate liability insurance;	Areas that visitors allowed / not allowed.		
	Be a Consulting Mentor to a specific farmer for a specified time	Set goals; organize thoughts to meet goals; maybe research facts	Their place or yours? Mutual agreement re quantity of time; \$ compensation or not?	Do-not-compete agreement(s) relevant needed?	Your level of comfort with sharing financial, market, proprietary info	Days to Weeks	
	Host an intern for several weeks (or months) - intern lives off-farm	Similar to above, plus identify & plan for: logistics, \$, legal, and privacy	Above plus: Understanding how you learn; How others may learn.	Adequate insurance; Paid internship (or not); Intern paying you (or not)? Employment regulations	Above plus: Boundaries -spatial, facility use; Expectations re stopping for questions vs. level of independence expected		
	Extensive	Host an intern for several weeks (or months) - intern lives	Similar to above, plus identify & plan for: logistics, \$. legal, and	Above plus: Housing, meals, evening expectation	Rent (or not)	All of above	Weeks to Months



# Live Polls

Use polls to introduce new topics, solicit feedback and re-engage participants

## Poll #1

Who is in the audience tonight?



## Poll #2

Where are you located?





Assign time slots for Q&A



# Include Next Steps for Webinar Participants

Please take our post-webinar survey!

Marci Miller  
Education Director, Rural Roots  
[director@ruralroots.org](mailto:director@ruralroots.org)  
208.820.4068



Colette DePhelps  
Community Food Systems  
University of Idaho Extension  
[cdepheps@uidaho.edu](mailto:cdepheps@uidaho.edu)  
208.885.4003



- Resource list / links
- Handouts, supplemental materials
- Zoom integrated post-webinar survey



### Today's Presenter



**Dr. Karie Boone**

Payette County Small Farms and Food Systems  
Extension Educator  
University of Idaho Extension



**Colette DePhelps, moderator**

Community Food Systems  
University of Idaho Extension



# Have you decided webinars in your wheelhouse?

- Is a webinar a good fit for your content?
- Are you comfortable talking on camera or to your computer screen?
- Can you engage with an unseen audience?
- Can you stay cool when the technology fails?



# Equipment & Logistics

---



# Audio Equipment

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- Use a cabled headset – preferably USB
- Make sure your co-presenters / guests have headsets
- Consider using a land line (not cell) telephone
- Know how to mute yourself, your co-presenters and your audience



# Computer Equipment

- Install all your updates
- Turn off your screen saver
- Only open necessary program(s)
- Plug into power
- Turn off your computer notifications



## Webinar Tips



Close all other programs running on your computer



Check your sound – problems with clarity, speed, etc. switch to the phone

Call-in number provided in the welcome email  
Mute computer sound when using phone



Type in questions for speakers (or for help with viewing & sound) into question box



Handouts are available to download on your computer



University of Idaho Extension



CULTIVATING SUCCESS™  
sustainable small farms education

2018 Small Farm Webinar Series



# Your Studio (aka office)

---

- Make sure you won't be disturbed
- Have separate studio spaces for your co-presenters
- Practice handing off the mic and control of the slides



# Practice!!

---

- Schedule a test webinar
- Make sure you and your co-presenters know how Zoom works
- Anticipate and troubleshoot problems
- Log in early



# Sign-Up to Offer a Cultivating Success™ Webinar

[https://docs.google.com/spreadsheets/d/1O9bdtYp7cM\\_8oWxnUSwcjxjNEYIf4zDXpl5oRn-sc0/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1O9bdtYp7cM_8oWxnUSwcjxjNEYIf4zDXpl5oRn-sc0/edit?usp=sharing)

2020 Cultivating Success Small Farm Webinar Series- Calendar Sign Up						
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2020 Cultivating Success Small Farm Webinar Series- Calendar Sign Up						
	A	B	C	D	E	F
1	2020 Cultivating Success Small Farm Webinar Series- Calendar Sign Up					
2	Link to previous webinars: <a href="https://www.cultivatingsuccess.org/recordedwebinars">https://www.cultivatingsuccess.org/recordedwebinars</a>					
3	Note: all webinars are scheduled for either Monday or Tuesday from 11am - noon PST/ noon - 1pm MST					
4						
5						
6	Date	Presenter(s)	Title	1-2 Sentence Description	Moderator	Comments
7	Mon, Dec. 2					
8	Tues, Dec. 3					
9	Mon, Dec. 9					
10	Tues, Dec 10				Colette unavailable	
11	Mon, Dec 16	Randy Welk	N Idaho Ag Stats	Jen Jensesn is inviting - tentative	Colette	
12	Tues, Dec. 17	Randy Welk	S Idaho Ag Stats	Jen Jensesn is inviting - tentative	Colette	
13	Mon, Jan. 6					Note: UI Winter Break
14	Tues, Jan. 7					Note: UI Winter Break
15	Mon, Jan 12					Note: UI Winter Break



# Support Provided to Speakers

## Tonight's Presenters



**Colette DePhelps**  
Community Food Systems  
University of Idaho Extension



**Marci Miller**  
Education Director  
Rural Roots, Inc.

- PowerPoint Slide template
- Zoom set-up
- Webinar promotion
- Moderator to assist with live webinar
- Zoom integrated post-webinar survey
- Posting of webinar and handouts to YouTube and webpage
- Participant information
- Webinar views and contact information



# Questions?

Colette DePhelps  
[cdepelps@uidaho.edu](mailto:cdepelps@uidaho.edu)  
208-885-4003

