



## **National School IPM 2020 Steering Committee Conference Call Notes for June 15<sup>th</sup>**

Please send additions, omissions or other corrections to [jcooper@ipminstitute.org](mailto:jcooper@ipminstitute.org)

The Steering Committee meets via conference call on the third Friday of each month at 1:30PM CST. The following notes are for **June 15<sup>th</sup>, 2018**.

### **Roll**

- Julian Cooper, IPM Institute
- Madeline Zastrow, IPM Institute
- Joe LaForest, Southern IPM Center
- Janet Hurley, Texas A&M Dallas Agricultural Research and Extension Center
- Fudd Graham, Extension Specialist, Auburn University
- Marc Lame, Indiana University
- Shaku Nair, University of Arizona Maricopa
- Lynn Braband, New York State Community IPM -- Cornell
- Tom Green, IPM Institute of North America

### **Agenda**

1. SSP Rebranding materials and survey
2. Janet and Fudd eXtension update
3. Regional updates (group)

Hello and welcome to the June conference call for the National Steering committee for School IPM. This committee is funded by the NC IPM Center, which is supported by the USDA National Institute of Food and Agriculture, Crop Protection and Pest Management Program. On today's agenda we have: (read above)

#### **1. SSP Rebranding materials and survey**

- Quick Recap: Plan is to rebrand SSP using a school health viewpoint. Pests has negative connotation; people don't want to learn about it or think it's not their job. Asthma is too specific. School/student health evokes the best reaction from people (we hope).
- Background/Why Rebrand: Having trouble attracting attendance. Training in OH cancelled. Training in Las Vegas where we expected 50 participants, only 8 showed up.
  - We currently don't have the draw to pull people in over a different training sessions, especially at bigger conferences.
- Content will stay the same. Will have same nine modules.
- Shifting focus to school health and asthma connection. Connect IPM to improving school health.
- Julian sent out survey containing short list of new names, thanks to everyone who gave feedback.
- Plan is to roll this new survey out to school professionals using individual interviews and focus groups. Will call on personal contacts we have made in schools and school nurse affiliates from Kathy Murray. Focus Groups will be done locally in WI so we can travel and lead them, unless anyone else would like to volunteer to lead groups in their own states.



- Survey contains short list of new brand names
- Survey will circulate in WG for review
- Then, taking to external school IPM contacts to schedule interviews and focus groups, especially targeting NEA ESPs.
- Goal: 15 interviews
- Is the problem with the brand name itself? Or with how we market the training?
  - Janet: In TX, participation was low when school IPM was not mandated.
    - Focus should be on buzz words and key words to enhance existing SSP brand. More of a marketing than branding issue.
    - Tailor to specific audiences. Speaking to school nurses: head lice and bed bugs, not mention IPM. Crafting supplemental resources off of main document depending on audience. Retouch the message depending on audience.
- Survey:
  - Question #3: the term sustainability does not connect to all audiences. Replace Sustainability with Pest Free Schools.
  - Question #8: concerns about having to retrain schools using SSP certificates
- We will be reviewing all brand titles to ensure there is no overlap with existing campaigns, brands.
- Stop School Pests: [insert specific module/audience]
  - Logos/brand can represent Stop School Pests and title of training can completely different depending on content/audience.
- The main problem is that people don't care about Stopping School Pests because we are not getting people in the door. Is it enough to just add a tagline?
  - At the NEA ESP Conference in March, we marketed the SSP trainings as "Bed Bugs No More" and No Bugs in my Kitchen."
- Nobody understands "IPM," should not be used in brand title.
- American Academy of Pediatrics recommends IPM for children. Need to connect IPM to health to get people interested in IPM. Pediatrician recommended.
  - Incorporate pediatrician recommendation as message in survey to ESPs to gauge effectiveness.
- Outreach should not use IPM but can connect indirectly, "Come and learn what child's pediatrician recommends."
- Shaku: always uses IPM in outreach to connect to children's health to stay top-of-mind.

## **2. Janet and Fudd eXtension update**

- Herb Bolton with USDA NIFA connected to eXtension update
- Software that runs the web pages for eXtension can't be managed by staff because nobody knows the coding
  - Solution = transition to WordPress
- However, they are struggling with transferring content from eXtension into WordPress
- Hopefully by June 27<sup>th</sup> webinar a sample webpage will be ready to present



- Janet will send more information on webinar to Julian
- Communityipm.extension.org
- WordPress easier for google searches, e.g., Yoast SEO plugin for “search engine optimization”
  - A lot of times, eXtension does not come up when searched from a computer not affiliated with IPM or eXtension.
- What is the current traffic on pages:
  - Top visited pages: how do I remove bat in my house? (30,000 visits in one year), pesticides, fire ants, bed bugs, cockroach

### 3. Regional Updates

- **Western region**
  - Three extension publications sent out to schools, e.g., publications on repellents and scorpions.
  - Two IPM workshops in the fall, one for public schools and one for tribal schools
  - AZ school IPM conference
- **Southern region**
  - January 27-28 conducting two school IPM workshops in Alabama with support from Janet
  - Janet presenting Conroe ISD IPM STAR recognition at school board meeting next week
  - No response from Plano ISD until today when they said no school board meeting so just drop off the plaques.
    - David retired, the person who replaced him is not on par.
  - Wylie ISD audit went very well, blown away by pest control company (Terminix), director of facilities worked closely with Terminix service to improve IPM
- **Northeast region**
  - Updating school IPM BMP resources website on NE IPM Center site.
    - Applying for NE IPM Partnership grant this fall for a publication grant to update resources.
  - NE SIPM WG meeting discussed rodent cleanup procedures.
    - Default has always been CDC recommendations, however,
    - Lynn Rose, MA Dept of Public Health, has found CDC recommendations are inadequate.
    - There exists a need for deep cleaning of rodents in ventilation systems.
    - Requires hands-on training
  - Kathy Murray continuing with school nurses outreach
    - Fact sheet on rodents
- **Northcentral region**
  - Rolling out SSP to NC region
  - WG and IPM Institute contacting schools they have a relationship with to promote SSP
  - IPM Institute will provide demos to SSP trainings to interested schools
  - Bob Stoddard from EnviroSafe, GSC client, now up to servicing 83 schools

Send suggested agenda items for next month to [jcooper@ipminstitute.org](mailto:jcooper@ipminstitute.org)!



The coordination of the National School IPM Steering Committee is supported by funding of the USDA North Central IPM Center. The next conference call will take place on **Friday, July 20<sup>th</sup>**. Future calls will continue to fall on the third Friday of each month at **1:30 PM Central time**.