

## E & O Report 12/14/22

We discussed our 2022 Budget.

We were allocated \$1,750 and spent \$716 General E&O

GROW Initiative Allocated \$1,500 spent \$716 that included support for Nader Garden Club, the Springfield Library Project, Collaboration with the Oneonta Community Garden and Job Corps

### **Budget Recommendations:**

- **Have a simple protocol for expenditures that included approval from Chair and CCE Educator**
- **Have a simple protocol/template for press releases, articles, and other written work.** We had both of these but they've been forgotten over time.
- **Add articles/boosts to promote events without budgets to the budget such as Seed Swaps and AAS House**
- **When our articles include a photo, we tend to be included in Morning Ag Clips**

We would like to use our budget to sponsor a speaker - PD for all - All of us having in-depth shared knowledge. The Earth Festival was suggested as a time to offer a speaker for us and the community as well. Francine is contacting Doug Tallamy.

Also, Dr. Steve Reiners, Horticulture Chair at Cornell has agreed to provide a speaker on Plant Breeding to extend our understanding of the process which we can use in our work with home gardeners.

### **Outreach opportunities**

- **Cooperstown Senior Community Center > Connections at Clark Gym**  
1/5/23  
They'd be interested in a talk on taking care of your garden tools
- **Pickin' Patch** - space for workshops 12 - 15 - Woman-owned business supporting local crafts people
- **Job Corps ?**
- Sandra Knapp STEAM coordinator at **Worcester** - Harvest Festival. They want to integrate agriculture from K - 12. Interested in someone coming into the class to talk about composting as well as working with students during Ag Literacy week. Joan

### **FB Outreach for 1/2022 - 12/3/2022**

- Reached 27,762 through our FB outreach.

- 2,319 of that number were people reached through the paid boosts. We used boosts for the Plant Sale (2) and the AAS Open House. We spent \$30 in total to boost
- The total reach reflects a **99.2%** increase in the number of people reached. We've increased the number of people who follow our page by 115. That's a 47.4 % increase
- We currently have 822 followers. Oneonta, Cooperstown, and Cobleskill are the three top areas from which we draw users.,

### **FB Outreach in Action**

Dec 5 Post -Ag in the Classroom Grant with Grow with US

11 Responses

22 shares on our FB page

It had 2513 views and 151 Responses beyond our page

A teacher in Worcester applied for the grant.