

2009 FANREP Awards Program

1. **Educational Materials Award:** Web Page
2. **Nominator:** Stacia A. Hetrick, Extension Faculty, Aquatics, University of Florida/IFAS Osceola County Extension, 1921 Kissimmee Valley Lane, Kissimmee, FL 34744, 321-697-3036, shet@osceola.org.
3. **Do you want materials returned to you?** No
4. **Title of Educational Material:** Osceola County Hydrilla and Hygrophila Demonstration Project
5. **Description:**
 - a. **Target audience:** The target audience for this website is the public and private industry involved in aquatic plant management as well as the interested public.
 - b. **Issue addressed:** This website was created for the Demonstration Project on Hydrilla and Hygrophila (Demonstration Project) which seeks to find new methods for controlling hydrilla and hygrophila and to share these findings with the industry and public. The website provides information on the biology of hydrilla and hygrophila and other aquatic weeds, the problems that these weeds cause, related publications, as well as frequently-updated information about the Demonstration Project.
 - c. **How the website is marketed to the target audience:** Several strategies are being implemented to market the website to the target audience, including links to the website from other related websites, listings of the web address in various publications (brochures, newspaper articles, newsletters) and promotional items such as magnets, key chains and web cards. Web cards are similar to business cards and feature images of plants as well as the web address for the project. A file containing the project brochure is attached and images of the magnet, keychain and web cards are below.
 - d. **Expected outcome:**

This website provides Osceola County residents and other stakeholder groups with information about aquatic plant management and the Demonstration Project's activities taking place in their community and why it is so important to their local economy and ecology. It provides a means of communicating with researchers in the field via the "Ask the Experts" web page. It also enables the citizens and recreational users access to the latest results of the project via the "Quarterly Reports." The expected outcome is for the public and private aquatic plant management industry to gain knowledge from the project website that will enable them to make better management decisions (i.e., using new herbicides or techniques based on successful results from the

project). Another expected outcome is that the interested public will gain a better understanding of aquatic weeds in Osceola County, the problems they cause, and the project that seeks to find solutions to the problems.

- e. **Evaluation results:** An in-house usability study is in the process of being designed and will be conducted with input from the website's targeted audience.

- f. **Role of FANREP member in producing this material:**
The website was launched in April 2007. The layout for the original website was designed by my predecessor, Dr. Tina Bond. The web designer is Beth Hathaway with the University of Florida Center for Aquatic and Invasive Plants. Since my employment on the project, I have renovated the layout and contents of the old website with the assistance of Beth Hathaway and the new website came online in February 2009. The number of web hits has increased by 68% since the new website came online (February/March 2009 compared to February/March 2008).

- g. **Other information:**
A file containing the project brochure is attached. Images of the magnet, keychain and web cards are below.



Welcome to the Osceola County Hydrilla and Hygrophila Demonstration Project website. We've been busy conducting research on hydrilla and hygrophila management in our lakes and making the information available to you here. Be sure to check back with us regularly for the most up to date information. This project is a collaboration of the UF/IFAS Center for Aquatic and Invasive Plants and the Osceola County Extension Service. Funding provided by the U.S. Environmental Protection Agency.

<http://plants.ifas.ufl.edu/osceola>

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