



NEWS RELEASE

Central State University

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For Immediate Release

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Central State University Creates Innovative Programming to Reach the Community

WILBERFORCE, OH-When a fledgling 1890s Land-Grant university is confronted by a world-altering epidemic, it learns to fly into the storm with creativity, teamwork, and imagination. Central State University Extension (CSUE) in Ohio was --- and is still --- hiring staff to fulfill its mission when the organization was confronted by Covid-19 with its emphasis on limited face-to-face contact.

A daunting feat when your mission is built on sharing research-based information to the public it serves. Without a library of on-line resources yet established, the CSUE team quickly began creating new, virtual means to communicate with its communities. CSUE Associate Director Siddhartha Dasgupta believes the unforeseen pandemic has created the best with his team.

“We have been growing rapidly as a relatively new 1890s Land-Grant university,” Dr. Dasgupta says, “and the challenges created by Covid-19 have shown how the team can work together virtually with the common mission of making life better for the people of Ohio and beyond. We are learning together as we face this new normal.”

Several CSUE programs began communicating in new ways. The CSUE Family and Consumer Sciences/EFNEP Team created a series of videos allowing those already registered for their classes a method to successfully complete the lessons. All videos were filmed in one day and posted on the CSUE YouTube and social media channels.

At the same time, the Agriculture and Natural Resources (ANR) team also created a trio of videos about the CSU Seed to Bloom Botanical Garden. With the neighborhood preview and grand opening postponed due to Covid-19, the videos allowed a sneak preview of the garden and what it has planned for the future.

With a strong bee research program established at CSUE, the ANR team also created a series of four webinars featuring the university's research program as well as three other apiculture researchers from across the country. The webinars will also be posted on the CSUE YouTube channel.

The CSUE Communications Team also ventured into new territory with the creation of multiple radio and podcast programs including:

- A monthly 30-minute program, *The Synergy Show*, airs on the university's radio-affiliate WCSU-FM, Jazzy 88.9, and features the CSUE Community and Economic Development Team.
- A weekly 10-minute program, *Extension Central*, is produced and broadcast on WBZI FM as well as their affiliate station throughout Ohio. *Extension Central* highlights all aspects of CSUE with an emphasis on the ANR program.
- A partnership with Wilson Communications allowing our program leaders and researchers to be featured in each "In Ohio Country" television broadcast and internet podcast. These weekly features allow CSUE to share the latest in agriculture and natural resources research. Features reach all of the counties we serve in the State of Ohio.
- Weekly features in *Dayton Weekly*, which allow CSUE to share important news and information regarding programs, research, and other opportunities.

"We are continuing to partner with the community and local organizations to expand our program reach," said Dr. Dasgupta. "All of the above efforts are new to CSUE as the team moves forward with building the organization and meeting the new needs created by Covid-19," He added.

Like other 1890 Land-Grant across the country, Covid-19 has forced CSUE to look at new ways to reach the community. "At the end of the day, our organization will be stronger and have an even larger impact on the many communities we serve," stated Dr. Dasgupta.

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About Central State University:

Central State University, located in Wilberforce, Ohio, is a regionally accredited 1890 Land-Grant University with a 132-year tradition of preparing students from diverse backgrounds and experiences for leadership, research and service. The University, which has been named HBCU of the Year by HBCU Digest, fosters academic excellence within a nurturing environment and provides a strong liberal arts foundation and STEM-Ag curriculum leading to professional careers and advanced studies globally.

EEO Statement:

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Cutlines:

A series of four webinars featuring CSUE bee research was produced this summer to share the latest information from around the country. Shown is Dr. Hongmei Li-Byarlay, CSU Associate Professor of Entomology, who was featured on the first webinar and moderated the other three in the series

A weekly ten-minute radio program, *Extension Central*, is produced for a trio of stations southwest Ohio as well as the university radio affiliate. Shown is CSUE Ag/NR Program Leader Dr. Alcinda (Cindy) Folck during the first taping of the program.