

Agronomy Communications Program

The Department hired a communication specialist in October 2003, with the goal of communicating a positive image about Purdue Agronomy to the public. This is done through Web sites, printed materials, displays, Agronomy Ambassadors, and events.

Web sites

The Agronomy Web site was re-designed in 2003. Since then we have had over 18.5 million visitors come to our site. Site viewership increased 26 percent in 2005, and another 24 percent in 2006, and leveled off with around four million page views each year in 2006, 2007, and 2008. The table below shows our top three pages since 2003.

Table 1.18. Most hit web pages since 2003

Web Page	Page Views
Agronomy Main Page http://www.agry.purdue.edu/index.asp	873,150
The Chat 'n Chew Cafe (Purdue University) http://www.agry.purdue.edu/ext/corn/cafe/	475,552
TURF TIPS http://www.agry.purdue.edu/turf/tips/	256,010

Since 2003, the communication specialist has created or re-designed 26 Web sites. Some of the Web sites that have been created, enhanced, or re-designed since 2003 include:

1. Purdue Crop Performance Program – www.agry.purdue.edu/pcpp
2. Natural Resources and Environmental Sciences – www.agriculture.purdue.edu/NRES
3. Midwest Regional Turf Foundation – www.agry.purdue.edu/turf/mrtf/
4. Agronomy Hydrology – <http://www.agry.purdue.edu/hydrology/>
5. The Center for Environment (C4E) – www.purdue.edu/dp/environment
6. Indiana Onsite Waste Water Professional's Association – www.iowpa.org
7. Purdue Soil Fertility - <http://www.agry.purdue.edu/ext/soilfertility/>
8. Purdue Forage - <http://www.agry.purdue.edu/ext/forages/>
9. Purdue Turf - <http://www.agry.purdue.edu/turf>
10. Purdue Pre Environmental Science - <http://www.purdue.edu/pre-es>
11. Phillip Owens Web site - <http://www.agry.purdue.edu/staffbio/owens/>
12. Romania Hungary Study Abroad - <http://www.agry.purdue.edu/Romania-Hungary/>

Alumni newsletter and other printed materials

The Agronomy Alumni Newsletter was created in 1992. The newsletter is sent out twice a year to alumni, friends, and donors of the Agronomy Department. The newsletter was re-formatted in 2003 by the communications specialist, and went from an eight-page, black and white newsletter to a full color magazine-like newsletter. The current newsletter fluctuates between 16 and 20 pages.

In addition to the newsletter, many other printed materials were updated or created since 2003. There have been two new undergraduate student recruitment brochures made with help from the Department of Agricultural Communication and one new graduate student recruitment brochure made with help from Agricultural Communication. Other materials that have been created include: General Department and Faculty Sheet and an Extension Highlights Booklet.

Events

Agronomy has increased their presence at different trade shows and other events to help educate the public about Purdue Agronomy. Some of the trade shows and events that Purdue Agronomy has participated in include:

1. Indiana State Fair (2005, 2006, 2007, 2008)
2. Indiana Black Expo (2006)
3. Farm Progress Show (2005)
4. Indiana FFA Convention (2005, 2006, 2008)
5. National FFA Convention (2006, 2007, 2008)

Purdue Agronomy has also held events to celebrate the alumni and friends of the department. The Harvest Reunion is held during Purdue's Homecoming and was created in 2000 and has since been held every year except for 2007. The Harvest Reunion usually has around 90 alumni, friends, faculty, students and staff that participate. Purdue Agronomy celebrated 100 years of excellence with a Centennial Celebration in 2007. There were more than 500 alumni, friends, faculty, students and staff that participated in the two-day event.

Agronomy is represented by the communication specialist on several college level committees, including:

1. College of Agriculture Events Committee
2. College of Agriculture Alumni Relations Committee
3. College of Agriculture Web Committee
 - a. College of Agriculture Web Design Subcommittee
 - b. College of Agriculture Web Technical Subcommittee
4. College of Agriculture Recruitment Committee