

Oregon IPM Center Mission Survey Response and EAC Annual Conference Meeting Report
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March 3, 2023

A survey to gather perceptions and opinions about the role and mission of the Oregon IPM Center (OIPMC) was drafted by the staff of the center in November 2022. The survey was distributed through OIPMC’s OSU-IPM listserv and through our monthly IPM newsletter, OSU Extension, CAS, and direct emails. The survey was open from November 16 through November 29, 2022. The responses to the survey informed a discussion with OIPMC advisory committee members and staff members at the OSU Extension Annual Conference on Dec 6, 2022. This report is a summary of the survey and the discussion at the conference. See **appendix I** for the survey questions.

Participant summary (Figure 1):

- 47 total respondents
- 31 of which entered contact information, and
- 22 respondents completed the survey.

Of those that completed the survey:

- 17 reported some/partial Extension FTE associated with their Position Description

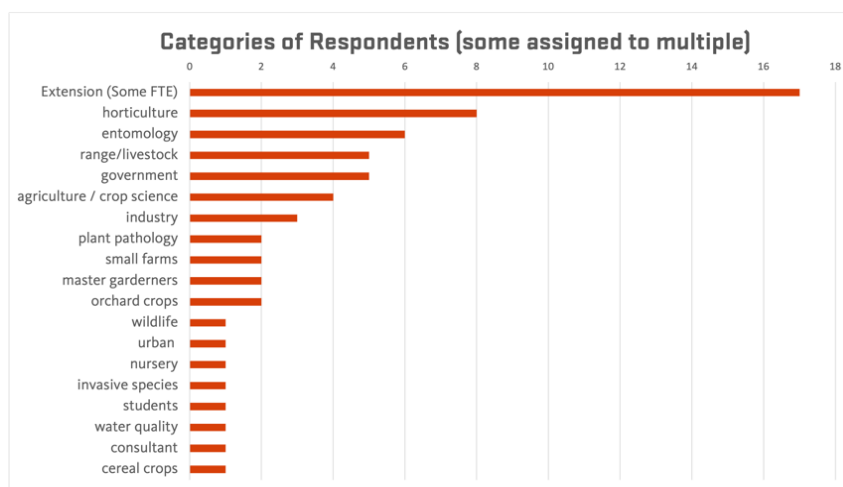


Figure 1: Summary of OIPMC Survey Participants

Note: The following survey interpretations by the OIPMC after categorizing responses into terminology and themes found in answers from survey participants. The survey was designed to allow participants to write responses to most of the questions. These responses were sorted into the terms, themes, and categories that make up this report to simplify analysis, interpretation, and presentation.

IPM: What is it, who is our audience, and what are the barriers to implementation?

We asked respondents to define IPM as they understand it. As a center, we need to ensure that we agree with our colleagues and partners about the underlying tenet of what we are striving towards. While definitions were broad, they largely agreed that **IPM is a systematic method**

using multiple approaches to manage pests with a reduced negative impact on the environment. This includes using pest identification, biology, and action or economic thresholds to inform decision-making.

We also asked what factors are seen as barriers to IPM implementation (Figure 2). **This information would help to inform the mission and specific activities of the OIPMC.** Responses covered many possible reasons, but standouts included perceived costs for growers (both short and long-term) and a lack of awareness or understanding of IPM. These are areas that we clearly need to target in our outreach planning as a Center.

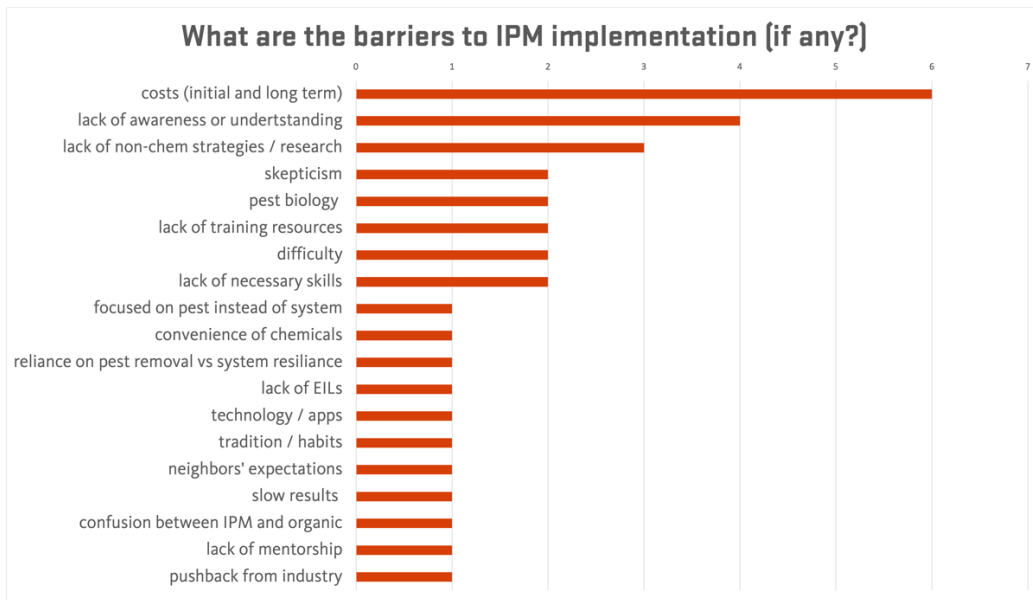


Figure 2: Responses to the question: What are the barriers to IPM implementation (if any)? from OIPMC Mission Survey

Understanding your audiences and stakeholders is critical to creating a mission and executing it successfully.

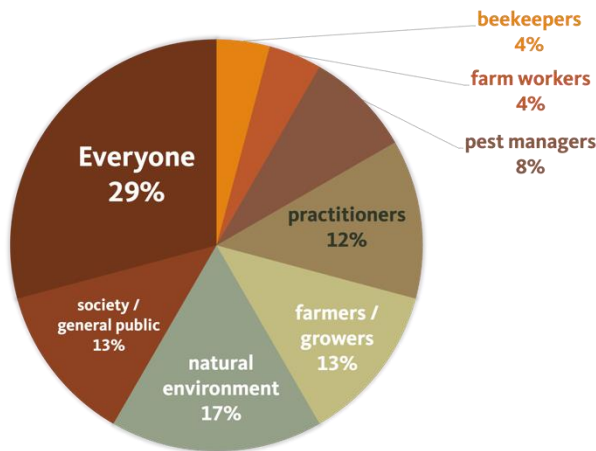


Figure 3: Responses to "Who does IPM serve?" from OIPMC Mission Survey

We asked our respondents whom they felt IPM serves. The highest category of responses was "Everyone", indicating that the benefits of IPM impact all levels of involvement, including, researchers, pest managers, applicators and farm workers, and consumers. Other responses indicated these groups specifically. **While the response of "everyone" does not help us to clearly define our core audience, it does indicate that we serve multiple audiences.** Our audience will depend on projects and collaborations, and our messaging should include the larger context of the benefits of

IPM to our communities and our society (Figure 3).

Roles and Responsibilities of the Oregon IPM Center

We asked our survey participants to tell us how they currently see the OIPMC, and what they felt our roles and responsibilities should be. We provided some suggestions as to the responsibilities, but we also gave respondents the opportunity to give their own answers. The most popular responses indicated that the **OIPMC should be a central, Internet-based information source, and provide outreach in the form of training and workshops**. Many responses

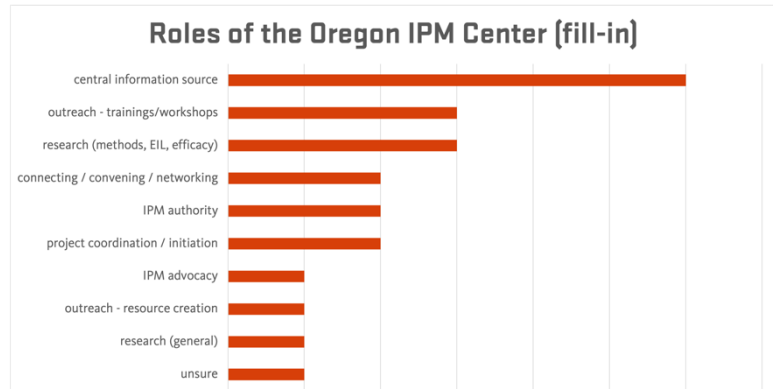


Figure 4: Roles of the OIPMC, from OIPMC mission survey

indicated that the OIPMC should be partners with our colleagues (those not employed specifically as part of the OIPMC) in outreach and research. It was also indicated that the OIPMC should continue to develop its pest phenology and predictive modeling tools through USPest.org and related projects. **The OIPMC should have a role in connecting and convening everyone working in IPM** (i.e., researchers, growers, county Extension agents, master beekeepers, small farms, water, and pesticide industry) (Figure 4 and 5).

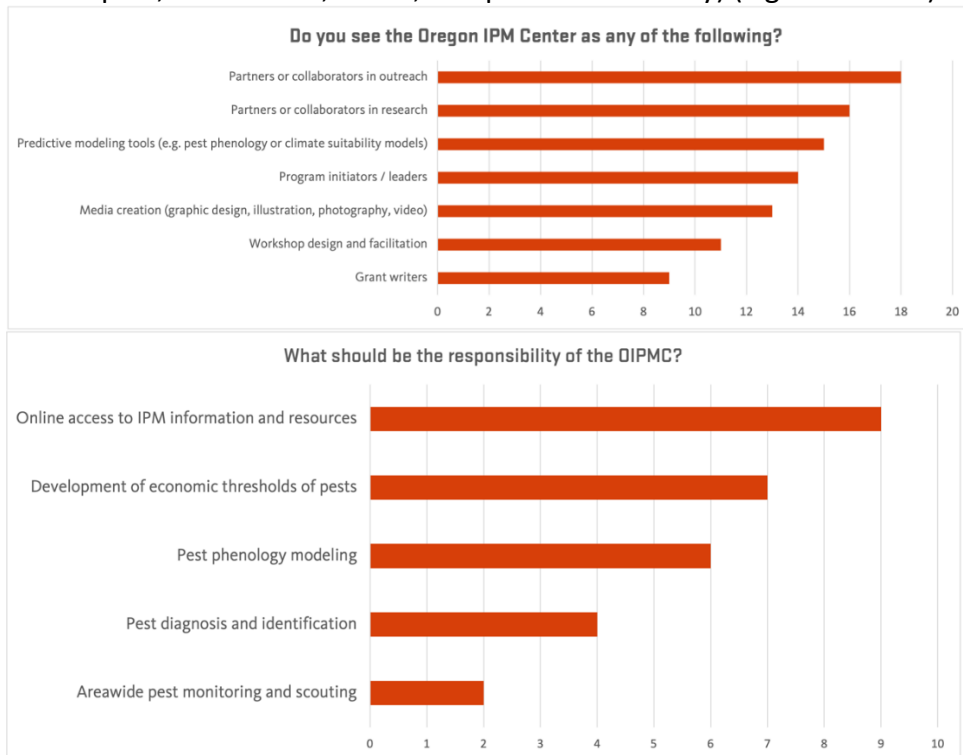


Figure 5: Perception of responsibilities of the OIIMPC, from OIIPMC Mission Survey

OIPMC Advisory Committee Meeting at the Extension Annual Conference, Dec. 6, 2022

The Oregon IPM Center invited everyone, including specific members of our advisory committee, to attend a meeting to discuss survey results and our mission statement in a working group meeting at the EAC in Corvallis, OR the morning of December 6, 2022. The conversation focused primarily on the results reported above. We also collected comments from the attendees, some of which are paraphrased here:

- “OIPMC could use a sociologist and an economist.”
- “Being dependent on soft funding limits what the OIPMC can do, and how they can pivot (to react to new or urgent stakeholder needs).”
- “The IPM Center is not just those employed in the center, but everyone working in IPM.”
- “The IPM Center needs ‘buy-in’ from Extension, including funding.”
- “The IPM Center advisory board is currently internal, but should also include in the future county commissioners or high-power or influential stakeholders outside of OSU.”

Key Messages

The survey provided valuable information to guide the future activities of the Oregon IPM Center. Below is a summary of key needs and actions:

Need	Action
Identify OIPMC clientele and stakeholders.	Research/Extension faculty and staff working on IPM or IPM-related activities will be approached to invite he/she/they to integrate his/hers/theirs IPM activities into theme/working groups. Research/extension practitioners are our direct clientele.
The main barriers to IPM implementation by growers are costs, a perceived lack of non-chemical options for pest management, and a lack of understanding of IPM concepts and methods.	Engage with researchers and extension specialists to determine the best channels to disseminate and transfer current, accurate, and science-based information to producers in their region.
There is a need to better understand the needs of our diverse clientele.	Hire a sociologist that can connect with main commodity groups to understand their needs.
Colleagues see OIPMC as a central Internet-based information source for IPM resources in Oregon.	OIPMC will redesign its website in 2023 to focus on organizing (and identifying gaps in) available content along major IPM themes (E.g. Agriculture, Livestock, Urban, Pollinator, Water)

Provide outreach in the form of training and workshops.	Hire one or two IPM educators. Seek support from CAS and Extension
Continued development of pest phenology and predictive modeling tools through USPest.org and related projects.	Continue to leverage support from CAS, Western IPM Center, and others to support this effort.

Questions?

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Appendix I: Survey Questions: *Oregon IPM Center - Mission evaluation*

Section I: Demographic information: Name, Discipline, Contact, Percentage of FTE that is IPM-Related

Section II: General Questions about IPM:

1. What is your definition of IPM?
2. In your discipline, whom do you think IPM serves?
3. How is IPM viewed in your discipline?
4. What are the barriers to IPM implementation?
5. Economic thresholds are a key component of an IPM program. Are there sufficient economic thresholds available for key pests in your discipline?
6. If there are not sufficient economic thresholds available, what do you think are the reasons they are not available?
7. How do you measure success in IPM?

Section III : Questions about the Oregon IPM Center:

1. What do you see as the primary role of the Oregon IPM Center?
2. Do you see the Oregon IPM Center as any of the following? Check all that apply:
 - Program initiators / leaders
 - Partners or collaborators in research
 - Partners or collaborators in outreach
 - Workshop design and facilitation
 - Grant writers
 - Media creation (graphic design, illustration, photography, video)
 - Predictive modeling tools (e.g. pest phenology or climate suitability models)
 - Other roles? Please list:
3. How do you hope to work with the Oregon IPM Center?
4. What is your opinion about IPM Centers in the US (for example, Regional IPM Centers like the Northeastern IPM Center, or university and/or extension IPM programs such as UCIPM?)
5. What programs are other centers doing that you would like the Oregon IPM Center to emulate or follow?
6. Which of the following services (if any) do you believe should be the responsibility of the Oregon IPM Center? Check all that apply:
 - Online access to IPM information and resources
 - Pest diagnosis and identification
 - Areawide pest monitoring and scouting
 - Pest phenology modeling
 - Development of economic thresholds of pests
 - Other services (please list):
7. Any comments, suggestions, questions, ideas, or additional information?