

**ARIZONA CROP INFORMATION SITE (ACIS) TECHNICAL SUPPORT – 2007 IPM PROPOSAL**

SITUATION	INPUTS	OUTPUTS		OUTCOMES – IMPACT		
		Activities	Participation	Short	Medium	Long Term
<p>ACIS provides growers and other clientele, extension personnel, researchers, state and Federal regulators, and the general public with current, independent, research-based desert crop production and protection information to inform pest and crop management decision-making statewide.</p> <p>This valuable communication tool was threatened following the loss of Program Coordinator in October 2004. Thanks in part to funding from an IPM proposal last year, we were able to hire a part-time student to maintain ACIS and re-invigorate our communication and relationship with agricultural clientele throughout the state.</p> <p>The loss of this important web resource would impede our ability as extension educators to communicate critical information to our agricultural clientele in a timely and economic manner and forces us to rely on more diffuse and less efficient methods of communication. In the long-run, this would impact our relationship and credibility with key stakeholder groups, who may turn to other, less independent and less science-based, information sources (primarily industry).</p>	<p>We are requesting \$5,500 for salary support for a part-time web specialist to maintain and expand ACIS. We will leverage this by continuing to seek partial ACIS support through APMC extramural grants that have outreach components.</p> <p>Al Fournier will invest time into this project to supervise the part-time web specialist and to communicate with faculty and stakeholders.</p> <p>Diverse faculty invest time to submit information and review pages and publications.</p>	<p>Post new events of interest to agricultural clientele; promote extension meetings, regional conferences, etc. Provide email updates to clientele via the ACIS email list. Post new “Pest Alerts” as they become available, in conjunction with the AZ PDN. Continue to organize, format and post a backlog of crop/pest management information. Continue to educate clientele <i>and</i> faculty about ACIS as a communication resource. Continue to seek other sources of extramural funding to support and expand ACIS.</p>	<p>Major users of ACIS include growers, PCAs, pest managers, and allied agricultural industries, county Extension personnel, researchers, state and Federal regulators, policy-makers, and clients worldwide.</p>	<p>Continued availability of current research and educational information for clientele.</p> <p>Continued posting of new events and email updates will keep clientele informed and promote the success of our extension meetings.</p> <p>Continuity of communication with stakeholders will not be disrupted.</p>	<p>Availability of timely information will help to improve crop/pest management practices in multiple crops.</p> <p>ACIS will improve the efficiency and effectiveness of communication efforts of extension educators (on campus, in counties, and at research centers), which should improve morale and time management of UA staff.</p> <p>Improved communication with stakeholders achieved through ACIS will inform our grant-writing efforts and improve our competitiveness for regional and national funding by increasing stakeholder input.</p>	<p>ACIS support will improve our relationship and credibility with agricultural clientele.</p> <p>A long-term goal is to extend the ACIS model to other program foci, particularly community IPM, including turf, horticulture, school IPM and structural IPM. This goal is depend upon availability of resources and the interest level of faculty working in these areas.</p>