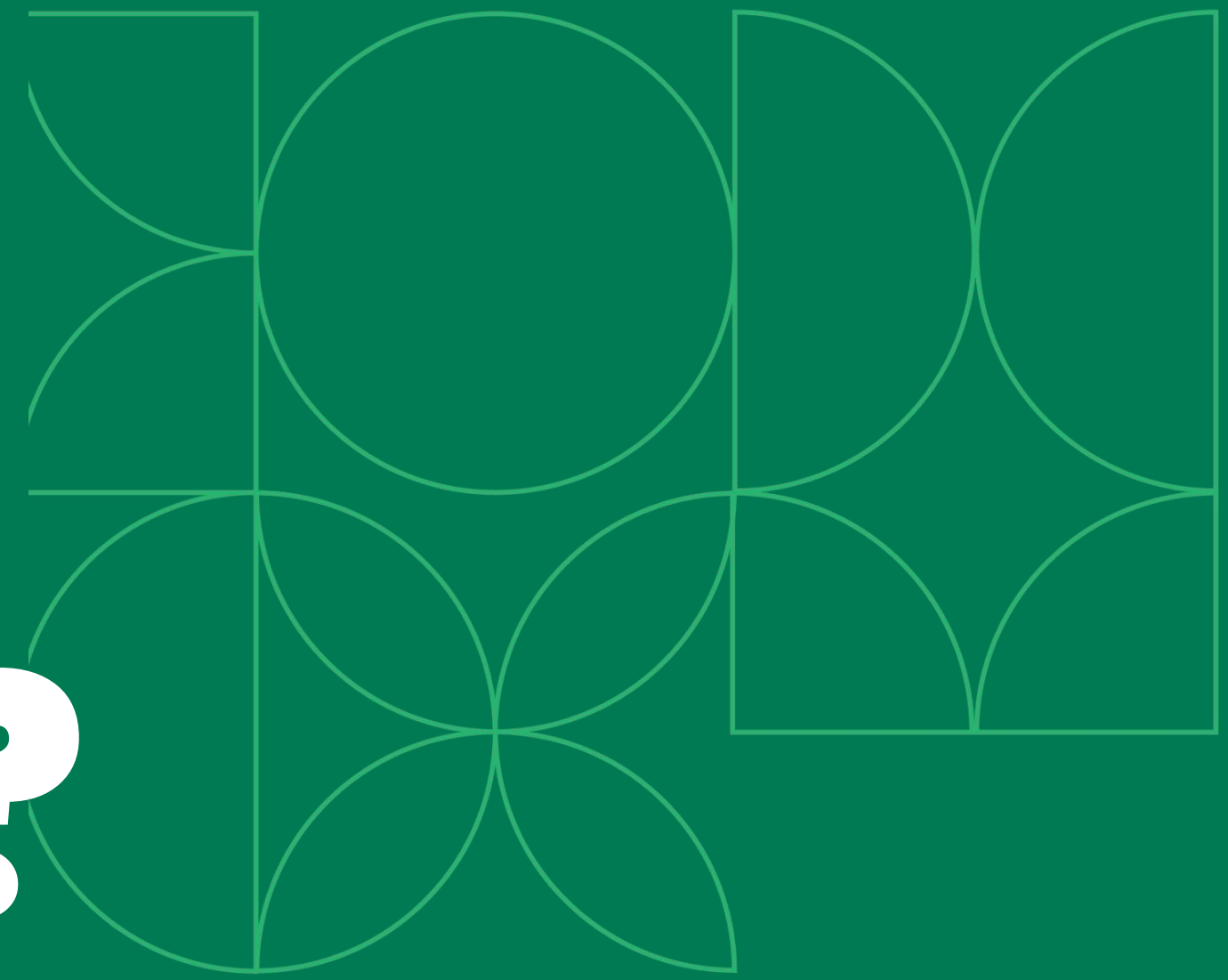


# WHAT IS THE **PIE CENTER?**



**UF|IFAS**  
UNIVERSITY of FLORIDA



Center for  
Public Issues Education



# ABOUT

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The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) examines how people think about, form, and act on opinions regarding complex agricultural and natural resources issues.

**UF|IFAS**  
UNIVERSITY of FLORIDA



**Center for  
Public Issues Education**





# MISSION

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The UF/IFAS PIE Center conducts and disseminates objective interdisciplinary research and educational programs to increase public understanding of and engagement in agricultural and natural resources issues.

# VISION

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The UF/IFAS PIE Center will be the preeminent research and education organization on the social science perspectives of agricultural and natural resources issues to promote a more informed and engaged public.



# MEET OUR TEAM

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**SANDRA ANDERSON**  
Research Coordinator



**LAURI BAKER**  
AEC



**SYDNEY HONEYCUTT**  
Media Coordinator



**MICHAELA KANDZER**  
Communications Specialist



**ANGIE LINDSEY**  
FYCS



**ASHLEY MCLEOD-MORIN**  
SCCAHS Assoc. Director of  
Strategic Communication



**ALY MORRISON**  
Operations Specialist



**PHILLIP STOKES**  
Education Coordinator



**RICKY TELG**  
AEC; PIE Center Director



**ANISSA ZAGONEL**  
Research Coordinator



# OUR PROCESS

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01

## Research

Explore issues related to the agricultural and natural resources sectors

02

## Communication/Outreach

Create engaging communication materials for internal & external audiences.

03

## Education

Facilitate educational programs to increase awareness of agricultural & natural resources issues.



# RESEARCH

The PIE Center leads and directs social science research programming from ideation and research design to peer-reviewed publications and deliverables.



**QUANTITATIVE  
RESEARCH**



**QUALITATIVE  
RESEARCH**



**REPORTS &  
PUBLICATIONS**



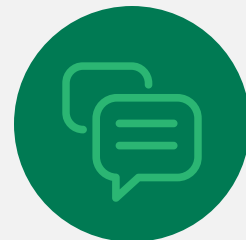
# RESEARCH EXAMPLES

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## Public Opinion Surveys

- COVID-19
- Immigration
- Industrial hemp production
- Septic to sewer



## Focus Groups / Interviews

- Harmful algal blooms
- Mental health
- Aquaculture
- Stakeholder input



## Organizational Planning

- UF/IFAS Extension Roadmap
- Extension Disaster Education Network strategic plan
- Needs assessments



# COMMUNICATION & OUTREACH

Communication deliverables integrate findings from research to effectively reach key audiences.

Examples include:

- Issue guides
- Communication toolkits
- Social media graphics
- News stories / blog posts





# EDUCATION



PIE Center educational programs use both face-to-face and online methods to increase awareness and enhance understanding of issues in agriculture and natural resources.

Educational programming:

- Science by the Slice podcast
- PIE Academy courses
- Educational videos
- Webinars
- Curriculum development



# PIE FELLOWS

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Year-long graduate student fellowship opportunity in social science research and outreach.

2022–2023 PIE Fellows include 7 UF graduate students representing 2 colleges and 5 departments.

## FELLOWS RECEIVE:



**Monthly seminars on research & outreach topics**



**Professional development stipend & networking opportunities**



**Funded public opinion survey shared among Fellows & research staff support**





# How can these resources work for you & your county?

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- Issue-based science communication in digestible format
  - Podcast
  - Webinars
  - Online learning
  - Toolkits
  - Newsletter
- Partner on community-based grants
- Resource when you have questions about science topics & policy



# PARTNER PROGRAMS

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[sccaahs.org](http://sccaahs.org)



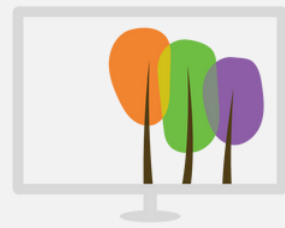
[piecenter.com/fl-eden/](http://piecenter.com/fl-eden/)



Center for Rural  
Enterprise Engagement

[rurallengagement.org](http://rurallengagement.org)





Center for Rural  
Enterprise Engagement

[ruralengagement.org](http://ruralengagement.org)



**LAURI BAKER**  
Lauri.m.baker@ufl.edu

Online Learning Resource: <http://ruralengagement.org>

Learning blog

Research and application for small, rural ag businesses

Multiple toolkits on marketing your small business in the digital age

[Facebook](#)

<https://www.facebook.com/RuralEngagement>

Mix of research, lifestyle, and how-to

Third party content of interest like updated social media trends and studies

YouTube

<https://www.youtube.com/@ruralengagement>

Playlists on creating videos (simple and advanced)

Research playlists by topic

**We help agricultural small business owners grow their business online through generating a source of knowledge about new-media marketing for rural-based businesses.**





[sccaahs.org](https://www.sccaahs.org)



**Dr. ASHLEY MCLEOD-MORIN**  
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**COASTAL FISHERY  
WORKER SAFETY AND  
HEALTH**



**PESTICIDE/HERBICIDE  
EXPOSURE**



**OCCUPATIONAL  
HAZARDS RELATED TO  
HEAT STRESS**

<https://www.sccaahs.org/index.php/become-a-member/>





[piecenter.com/fl-eden/](http://piecenter.com/fl-eden/)



**Dr. ANGIE LINDSEY**  
[ablindsey@ufl.edu](mailto:ablindsey@ufl.edu)

Florida EDEN is a part of the [Extension Disaster Education Network](#), a collaborative multi-state effort by Cooperative Extension Services across the country to reduce the impact of disasters through research-based education.





**CONNECT  
WITH US**

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