

Robert L. Strong, Ph.D.

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EDUCATION

Doctor of Philosophy in Agricultural Education and Communication, May 2010
University of Florida

Dissertation: *The effect of efficacy in instructional strategies and motivational orientations on adult tenure in the Florida Master Gardener Program*

Master of Science in Extension Education, December 2001
University of Tennessee

Thesis: *Perceptions of the Putnam County explorer and junior 4-H Program by local public school educators*

Bachelor of Science in Animal Science, August 1996
Middle Tennessee State University

PROFESSIONAL EXPERIENCE

Assistant Professor 2010 – Present
Department of Agricultural Leadership, Education, and Communication
Texas A&M University

Teaching responsibilities: Teaching and assisting with graduate courses in the department, grading, and managing online courses.

ALEC 610 Principles in Adult Education – *Distance*

ALEC 695 Frontiers in Research – *Distance*

Graduate Assistant 2007 – 2010
Department of Agricultural Education and Communication
University of Florida

Teaching responsibilities: Assisting with undergraduate and graduate courses in the department, grading, and managing online courses. Experience in the following courses:
AEE 6704 Extension Administration and Supervision – *Distance* (Teaching Assistant)
AEE 6611 Agricultural and Extension Adult Education – *Distance* (Teaching Assistant)
AEE 6512 Program Development in Extension Education – *Distance* (Teaching Assistant)
AEE 6426 Volunteer Leadership Development – *Distance* (Teaching Assistant)
AEE 6300 Methodology of Planned Change (Teaching Assistant)
AEE 4506 Nonformal Teaching Methods and Delivery Strategies (Lead Instructor)
AEE 4506 Nonformal Teaching Methods and Delivery Strategies (Teaching Assistant)

AEE 4434 Communication and Leadership in Groups and Teams (Teaching Assistant)
AEE 3313 History and Philosophy of Extension (Teaching Assistant)
AEE 3030 Effective Oral Communication (Teaching Assistant)

Project responsibilities:

Contributed to the development of reusable learning objects for the USDA Teaching
Locally, Engaging Globally grant

Developed podcasts on the promotion and tenure process for Florida extension agents

Constructed professional development learning modules for Florida extension agents

Assisted with the Extension County Program Review Process

Assisted with research on Extension customer satisfaction

Assisted with research on preferred planned change strategies for adult learners

Extension Agent II 2006 – 2007

4-H Youth Development

University of Florida Institute of Food and Agricultural Sciences Extension – Marion County

Planned and evaluated programs for approximately 175 adult volunteers and 8,000 4-H
members

Extension Agent II 2003 – 2006

4-H Program Leader

University of Florida Institute of Food and Agricultural Sciences Extension – Orange County

Administrator of two extension agents, two program assistants and a secretary for 4-H

Planned and evaluated programs for approximately 550 volunteer leaders and 17,000 4-H
members

Extension Agent I 1996 – 2003

4-H Youth Development/Adult Agriculture

University of Tennessee Agricultural Extension Service – Putnam County

Planned and evaluated programs for approximately 40 adult volunteers and 3,000 4-H
members

REFEREED JOURNAL ARTICLES

Strong, R. (in-press). The effect of efficacy in instructional strategies and motivational
orientations on adult tenure in the Florida Master Gardener Program. *Dissertation
Abstracts International*.

Strong, R. (in-review). Reusable learning objects enhanced Master Goat Producer's learning.
Journal of Extension.

Strong, R., & Harder, A. (in review). Influence of selected characteristics on Florida Master
Gardener's instructional efficacy. *Journal of Agricultural Education*.

- Strong, R., & Harder, A. (in review). The effects of Florida Master Gardener characteristics and motivations on program participation. *Journal of Extension*.
- Strong, R., & Irani, T. (in review). Cognitive style's influence on future Extension practitioners' self-efficacy regarding planned change strategies for adult learners. *Journal of Extension*.
- Harder, A., & Strong, R. (in review). An analysis of outcomes associated with conducting county program reviews in Cooperative Extension. *Journal of Southern Agricultural Education Research*.
- Strong, R., & Harder, A. (2010). Motivational orientations of adults participating in a Cooperative Extension Master Gardener Program. *Journal of Extension*, 48(4), Article 4RIB2. Available at <http://www.joe.org/joe/2010august/rb2.php>
- Strong, R., Harder, A., & Carter, H. (2010). Agricultural extension agents' perceptions of effective teaching strategies for adult learners in the Master Beef Producer Program. *Journal of Extension*, 48(3), Article 3RIB2. Available at <http://www.joe.org/joe/2010june/rb2.php>
- Strong, R., & Harder, A. (2010). Master Gardeners' teaching efficacy and demographics as volunteer educators for Cooperative Extension. *Journal of Southern Agricultural Education Research*, 60, 14-24.
- Strong, R., & Israel, G. D. (2009). The influence of agent/client homophily on adult perceptions about Extension's quality of service. *Journal of Southern Agricultural Education Research*, 59, 70-80.
- Harder, A., Lamm, A., & Strong, R. (2009). An analysis of the priority needs of Cooperative Extension at the county level. *Journal of Agricultural Education*, 50(3), 11-21.
- Strong, R., & Harder, A. (2009). Implications of maintenance and motivation factors on extension agent turnover. *Journal of Extension*, 47(1), Article 1FEA2. Available at <http://www.joe.org/joe/2009february/a2.php>

PEER REVIEWED EXTENSION PUBLICATIONS

- Strong, R., & Harder, A. (2010). *Utilizing Opinion Leaders to Affect Goal Achievement for FYN Objectives*. Florida Cooperative Extension Service Electronic Data Information Source (EDIS), Document AEC WC091. Available at <http://edis.ifas.ufl.edu/WC091>.

POPULAR PUBLICATIONS

- Strong, R., & Harder, A. (2008, Fall). The implications of maintenance and motivation factors on extension agent turnover. *The Agenteer*, 11-13.

REFEREED PAPER PRESENTATIONS

- Strong, R., & Harder, A. (in-review). Principal component analysis produced an instrument to measure adult motives to participate in a nonformal education course. *Southern Region of the American Association for Agricultural Education Conference*.
- Strong, R., & Harder, A. (in-review). Perceptions of competencies needed for teaching in International Extension settings. *Association for International Agricultural and Extension Education Conference*.
- Strong, R., & Harder, A. (in-review). The interactions of instructional efficacy, motivational orientations, and adult characteristics on tenure in the Florida Extension Master Gardener Program. *Southern Region of the American Association for Agricultural Education Conference*.
- Strong, R., & Harder, A. (2010, May). Adults' level of instructional efficacy and demographic characteristics as volunteer educators in the UF IFAS/Extension Master Gardener Program. *Proceedings of the American Association for Agricultural Education Conference, 37*, 269-280.
- Strong, R., & Harder, A. (2010, February). Adults' level of teaching efficacy and demographic characteristics as volunteer educators for their local Cooperative Extension Master Gardener Program. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference, 60*, 98-107.
- Harder, A., & Strong, R. (2010, February). Identifying outcomes from participation in a Cooperative Extension County Program Review. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference, 60*, 71-80.
- Strong, R. (2010, February). The impact of instructional efficacy and participant demographics on the UF IFAS/Extension Master Gardener Program. *Proceedings of the University of Florida Graduate Student Council Interdisciplinary Research Conference, 5*, 8-9.
- Strong, R., & Harder, A. (2009, November). The influence of program theory on evaluation relevance, quality and impact in Extension's Florida Yards and Neighborhoods program. *Proceedings of the American Evaluation Association Annual Conference, 23*, 68-69.
- Strong, R., & Irani, T. (2009, May). The influence of cognitive style on graduate students' self-efficacy regarding planned change strategies for adult learners. *Proceedings of the American Association for Agricultural Education Research Conference, 36*, 704-717.
- Strong, R., & Harder, A. (2009, February). Teaching strategies used by extension agents for a beef producer course. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference, 59*, 272-281.

Strong, R., & Israel, G. D. (2009, February). The influence of agent/client homophily on client perceptions about Florida Extension's quality of service. *Proceedings of the Southern Rural Sociology Association Research Conference*, 24, 23-25.

Harder, A., Lamm, A., & Strong, R. (2009, February). Challenges and threats facing county extension offices. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference*, 59, 11-21.

REFEREED POSTER PRESENTATIONS

Strong, R., & Harder, A. (2010, May). The relationships between instructional efficacy and motivational orientations for Florida Master Gardeners. *Proceedings of the American Association for Agricultural Education Conference*, 37, 248-251.

Strong, R., & Harder, A. (2010, February). The relationship of motivational orientation constructs on adult participation in the Cooperative Extension Master Gardener Program. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference*, 60, 116-119.

Strong, R., Harder, A., Goff, S., & Irani, T. (2009, May). Promoting effective behavior change with community-based social marketing: The case of IPM Farmer Field Schools. *Proceedings of the Association for International Agricultural and Extension Education*, 25, 546-547.

Strong, R., Irani, T., Thoron, A., Strickland, R., Mathews, C., & Felter, L. (2009, May). Ethnography permitted researchers to "have it their way" on a sensitive topic. *Proceedings of the American Association for Agricultural Education Research Conference*, 36, 1-4.

Strong, R., Baker, L., Irani, T. & Harder, A. (2008, May). Community-based social marketing may assist in raising the awareness of Extension. *Proceedings of the American Association for Agricultural Education Research Conference*, 35, 1136-1139.

Strong, R. & Israel, G. D. (2008, May). Does agent experience and level of education contribute to customer satisfaction? *Proceedings of the American Association for Agricultural Education Research Conference*, 35, 1038-1041.

Strong, R. & Harder, A. (2008, February). Implications of maintenance and motivation factors on extension agent turnover. *Proceedings of the Southern Region of the American Association for Agricultural Education Conference*, 58, 493-495.

SEMINARS & PRESENTATIONS

Refereed Presentations

Strong, R. (2009, July). *There is no "I" in team but there is "ME."* Seminar presented at the Florida 4-H Congress. Gainesville, FL.

Strong, R. (2008, July). *How to win a Florida 4-H scholarship.* Seminar presented at the Florida 4-H Congress, Gainesville, FL.

Invited Presentations

Strong, R. (2010, July). *Fundamentals of designing a high quality thesis/dissertation research proposal.* Presentation to 12 graduate students in AEE 6905 at the University of Florida. Gainesville, FL.

Strong, R. (2010, March). *Best practices for preparing volunteer educators.* Presentation to 27 members of the Florida Agricultural Institute at the State Farm Bureau office. Gainesville, FL.

Strong, R. (2010, January). *Adults' teaching efficacy as a Tennessee Master Gardener.* Presentation to 18 graduate students in AEE 6767 at the University of Florida. Gainesville, FL.

Strong, R. (2009, December). *Extension careers in animal science.* Presentation to 65 undergraduates in ANS 100 at the University of Florida. Gainesville, FL.

Strong, R. (2009, September). *Identifying and applying for travel funds to research conferences: Tips for funding.* Presentation to 17 graduate students in AEE 6300 at the University of Florida. Gainesville, FL.

Harder, A., & Strong, R. (2008, January). *Fundamental components of an effective Extension advisory committee.* Presentation at the 2008 Florida Extension New Agent Orientation, Gainesville, FL.

Strong, R. (2007, October). *Programs of Distinction in 4-H.* Lecture presented at the University of Florida Department of Agricultural Education and Communication Brown Bag Luncheon, Gainesville, FL.

HONORS AND AWARDS

Outstanding Journal Article 2010
Journal of Southern Agricultural Education Research
60th Annual Southern Region Conference of the
American Association for Agricultural Education, Orlando, FL.

AAAE Southern Region Outstanding Research Paper Presentation 2010
2nd Runner-Up, Graduate Student Division
60th Annual Southern Region Conference of the
American Association for Agricultural Education, Orlando, FL.

AAAE Southern Region Outstanding Research Paper Presentation 1st Runner-Up, Faculty Division	2009
59 th Annual Southern Region Conference of the American Association for Agricultural Education, Atlanta, GA.	
Distinguished Service Award	2007
National Association of Extension 4-H Agents	
Early Career Award	2006
Epsilon Sigma Phi-Extension Professional Association	
Achievement in Service	2006
National Association of Extension 4-H Agents	
Distinguished Educational Program	2006
National Association of Counties	
Educational Video	2005
National Association of Extension 4-H Agents - Southern Region Winner	
Excellence in Teamwork	2005
National Association of Extension 4-H Agents - Southern Region Winner	
Agent of the Year	1998
Tennessee Association of Agricultural Agents & Specialists	
Other Extension Awards	1997 – 2007
(29) Florida Association of Extension 4-H Agents Communicator Awards	
(8) Florida Association of Extension 4-H Agents Specialty Awards	
(3) Florida Association of County Agricultural Agents Communicator Awards	
(2) Epsilon Sigma Phi Awards (1) Service; (1) Program	
(7) University of Florida Institute of Food and Agricultural Sciences Image Awards	
(16) Tennessee Association of Extension 4-H Workers Communicator Awards	
(3) Tennessee Association of Extension 4-H Workers Specialty Awards	

LEADERSHIP AND SERVICE

Leadership Positions

Alpha Tau Alpha, University of Florida chapter; Graduate President	2008 – 2009
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Epsilon Sigma Phi; Chaplain	2006 – 2007
National Association of Extension 4-H Agents; Urban Youth Programming Task Force	2003 – 2005
Animal Science Programming Task Force	2003 – 2005
Florida Association of Extension 4-H Agents; Bid Committee for 2012 National Meeting	2005 – 2006
FAE4-HA District 8 Director	2004 – 2006
FAE4-HA Public Relations Chair	2004 – 2006
FAE4-HA “Agenteer” (newsletter) Committee	2004 – 2006
Tennessee Association of Extension 4-H Workers Awards; Recognition Committee	1998 – 2000
National Association of County Agricultural Agents; Transportation Committee for 2004 NACAA meeting	2003 – 2004

Memberships

American Evaluation Association	2009 – present
Southern Rural Sociology Association	2008 – present
American Association for Agricultural Education	2007 – present
Association for International Agricultural and Extension Education	2009 – present
Agricultural Education and Communication Graduate Student Association	2007 – present
Alpha Tau Alpha-UF	2007 – present
Epsilon Sigma Phi	2004 – present
Florida Farm Bureau	2003 – 2007
National Association of Extension 4-H Agents	1996 – 2008
National Association of County Agricultural Agents	1996 – 2003
Tennessee Farm Bureau	1988 – 2003

Service Activities

Judge: American Association for Agricultural Education Innovative Poster Session	2010
Reviewer: American Association for Agricultural Education Research Papers	2010
Judge: Florida 4-H Scholarship and Awards Portfolios	2009
Judge: Florida FFA Horticulture Demonstrations	2009 – 2010
Judge: Alachua County 4-H Demonstration Events	2009
Judge: Alachua County Fair: Livestock Record Books	2009 – 2010
Coordinator: Florida 4-H Public Speaking Contest	2008
Facilitator: American Association of Agricultural Educators Research Conference Research Paper Presentation Session	2008
Judge: Florida FFA Horticulture Demonstrations	2008
Judge: Florida 4-H Youth Scholarships	2008

GRANTS

Harder, A. Principal Investigator (2008). *UF/IFAS Minigrant Program for Distance Technologies in Instruction, Extension, and Research*. Podcasting for professional development. Co-PI, Strong, R. \$1,900

Strong, R. Principal Investigator (2005). *National 4-H Council*. All Terrain Vehicle Safety. \$7,500

Juvinall, M. Principal Investigator (2005). *Orange County Television*. Funding for a monthly 4-H television series. Co-PI, Strong, R. \$40,000

Strong, R. Principal Investigator (2004). *Orange County Office of Professional Standards*. Federal Bureau of Investigations Background Checks for 4-H volunteers. \$5,250.