

eXtension HorseQuest

Your online resource for unbiased, reliable, research-based equine science information.

HorseQuest members gain international recognition for their areas of expertise, enhanced promotion and tenure packets, as well as opportunities to network and collaborate with other university faculty in teaching, research and extension projects.



HorseQuest can provide researchers and educators:

National outreach component required for many grant proposals.

- Outreach can be targeted to desired audiences through direct marketing, social media and other national dissemination strategies.
- **E-Quine Expert Electronic Newsletter*** - Over 5,000 current subscribers receive information on the monthly webinar topic, equine news and events.
 - 62% of subscribers indicated that they made changes to their horse management practices based on knowledge gained from the e-newsletter.
- **Social Media Fanbase**
 - Facebook - 2,200 likes, weekly total reach of 116,500
 - Twitter - 195 followers, 447 tweets
 - YouTube - 2,317,600 Lifetime video views; 3,095 channel subscribers worldwide

Experience in program evaluation to evaluate participant behavior and knowledge gain.

- Online surveys and face to face focus groups have been critical components of HorseQuest's development of relevant programs for specific audiences and evaluation of a program's impact on behavior, economics, and horse welfare.
- A nationwide online survey (2011) of users of HorseQuest found 85% were able to make more informed decisions regarding the care of their horses and nearly 50% reported a financial savings after visiting and gaining information from the site.

Experience in garnering grant funding and sponsorships.

- Since 2006, HorseQuest members have successfully secured over \$400,000 in funding for educational products through grants, partnerships, and corporate sponsorships.

HORSES
www.eXtension.org/Horses

eXtension
more mind reach
www.extension.org

Innovative resources that can be used in classroom teaching, extension, and outreach.

- **Live & Archived Webinars*** - 60 webinars, with over 7,000 registered participants, and over 16,000 webinar viewed recordings.
- **Online Certificate Courses*** - 12 self-paced courses taught by world-renowned experts.
- **Articles** - Over 800 published peer-reviewed articles and online resources.
- **Instructional Videos** - 230 videos on our eXHorses YouTube Channel.
- **Learning Lessons** - 16 online lessons, with over 2,600 enrollments.
- **Ask an Expert** - Over 4,100 questions answered, 1250 published frequently asked questions.

**These resources are made possible through a partnership between eXtension HorseQuest and My Horse University (www.myhorseuniversity.com).*



- **Horse Adult Leader Training and Educational Resource (HALTER)**
Online certificate program for adult leaders working with youth.
Over 600 adults are enrolled in the four-level program, 194 earned certificates.



- **Equine Business Network**
Collection of online business resources focusing on liability, business finance, marketing, and insurance for equine professionals. Resources include webinars, short courses, articles, the Horse Biz blog, and Facebook page.



HORSE SENSE
YOUTH EQUINE SAFETY EDUCATION

- **Horse Sense: Youth Equine Safety Curriculum**
Online course developed for teens, focusing on safety practices while working on equine facilities. Eleven short courses offer equine safety & management information, videos, interactive games, and online activities.

Join eXtension HorseQuest

For more information on how you can join our team of over 50 Equine Extension Specialists, teaching and research faculty, veterinarians and industry professionals in the eXtension HorseQuest Community of Practice, contact a member of the HorseQuest Leadership team.

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