

YouTube and Cooperative Extension

YouTube is a video sharing website that has gained popularity in recent years. Some videos available on YouTube can be classified as entertainment only, but there is a growing trend for making educational videos available as well. Many leading universities are creating “channels” (organized video collections) for their exclusive use to inform and educate. In October 2008, University of Wisconsin – Extension, Cooperative Extension launched its own channel to provide to the people of WI, engaging and educational programming that is available in video format. This is the Wisconsin Idea- bringing the knowledge and research of the University of Wisconsin to the residents of the state. We expect the use of this channel to grow quickly as it becomes more widely known. Like other new web-based technologies, Cooperative Extension employees need to have access to youtube.com to enhance their educational programming as well as to have access to the new UW Cooperative Extension channel. Administrative and technical barriers that prevent access to youtube.com need to be removed.

UW Cooperative Extension YouTube Channel

<http://www.youtube.com/uwcoopextension>

The new Cooperative Extension YouTube Channel has instructional and informational videos that extend the reach of our educational programming in each of our main program areas: 4-H and Youth Development, Agriculture and Natural Resources, Family Living Programs, and Community and Natural Resource Development.

For more information and to submit a video to be included on the UW Cooperative Extension channel:

<http://www.uwex.edu/digital/>

Other Universities on YouTube

Some of the many prominent universities with a channel on YouTube include:

- University of California – Berkley
- Stanford University
- University of Minnesota
- Auburn University
- University of North Carolina
- Northwestern University
- Princeton University

Questions related to the use of YouTube may be directed to either Greg Johll (greg.johll@ces.uwex.edu) or Larry Jones (larry.jones@ces.uwex.edu)