

Good Growing

2020 - A YEAR OF GROWTH

"This webinar was fantastic. It was very informative. I learned a great deal and am planning to watch it again. I've paid for webinars that weren't nearly as good as this one. I hope my tax dollars are going towards this program. It is worth every penny. Thank you."

2020 saw a 40% increase in home gardens, and Illinois Extension helped homeowners and communities create sustainable gardens and landscapes which provided beauty, food, and property enhancements.

With the demand for gardening and landscaping information spiking, the Good Growing team answered questions through their blog posts, podcasts, videos, and weekly e-mails.

As the year went on, the team planned and held their first webinar series and branched into videocasts.



72 BLOG POSTS

98,000

VIEWS



37 PODCAST &
8 VIDEOCASTS

5,800

PLAYS



11 VIDEOS

4,700

VIEWS



12 WEBINARS

2,700

VIEWS



EMAIL

680

WEEKLY
SUBSCRIBERS

950
participants

In the Good
Growing Webinar
Series

417%

Increase in weekly
email subscribers
over last year.



Illinois Extension
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

College of Agricultural, Consumer & Environmental Sciences
University of Illinois, U.S. Department of Agriculture, and Local Extension Councils Cooperating
University of Illinois Extension provides equal opportunities in programs and employment.

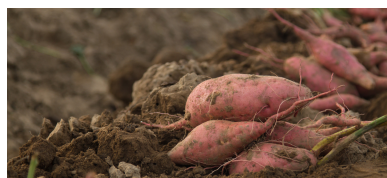
"I like being able to access your GG information because I know it is research based. I don't want fads. I want info I can access and implement with a high expectation of success. You guys rock!"

MOST POPULAR BLOG POSTS



Lawn aeration and overseeding

Helping homeowners create healthy, full lawns



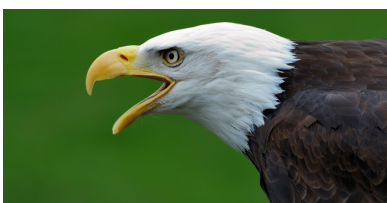
How to grow sweet potatoes

Helping gardeners grow and care for sweet potatoes



Trouble(s) with tomatoes

Helping gardeners tackle disease and insect problems on their tomatoes



Bald Eagles: noble bird or thieving scavenger?

Telling the story of our national emblem

SURVEY SAYS...

94

percent of respondents said the Good Growing blog has added to their knowledge

"The articles are very well written and they make the science very easy to understand."

56

percent have seen improved success in their landscapes and have shared this information with others

"Enjoyed this presentation, a lot of very useful information that can be applied to future encounters. I recommend this presentation to all who garden."

CONNECT WITH US



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go.illinois.edu/goodgrowing



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