

EXTENSION SNAPSHOT

Fulton-Mason-Peoria-Tazewell

I ILLINOIS Extension

COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES

What I Do and Why It Matters

This new Snapshot series serves as a way to re-introduce you to our unit staff. Each month a different staff member will be featured.

Photographing Extension programs is Anita Wilkinson's favorite responsibility as Communications Program Coordinator. Her work focuses on marketing upcoming programs as well as sharing the positive impact Extension programs make in the four counties.

What I Do and Why It Matters



“Through words and images, I share the stories of our volunteers, members, staff, partnerships, and programs. The stories I “tell” are created with the goal of inviting everyone to get involved, learn something new, and understand the impact Extension programs make in the lives and communities in our four counties.”

Anita Wilkinson

Communications Program Coordinator

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Anita has been the Communications Program Coordinator for the Fulton-Mason-Peoria-Tazewell Unit since 2014. She began her Illinois Extension career in 1998.

EDUCATION

A.A. from Black Hawk College, East Campus

B.S. from Illinois State University

EXTENSION JOB HISTORY

Marshall-Putnam 4-H Program & Technology Coordinator

Tazewell 4-H Program Coordinator

EXTENSION FOCUS AREAS

Graphic Design

Web Site Management

Client Database Management

Photography and Videography

Social Media Content

Program Promotion



Photo by Ellie Bourwieg

EXAMPLES OF ANITA'S CURRENT EXTENSION EFFORTS

- ◆ Photographing summer events: 4-H Shows, Illinois Junior Chef Schools, Master Volunteer projects and trainings, STEM camps
- ◆ Uploading content for the new University of Illinois Extension website
- ◆ Data and content collection for 2019 Year in Review
- ◆ Creating short videos and social media posts about 4-H alumni
- ◆ Editing and distributing monthly Snapshots