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## 2017 JCEP Leadership Conference

### Poster Session: 1

**Poster Title:** Leading Together: Envision, Discover and Design your Community's Destiny

**Track:** Strategic Planning Tools and Methods

**Poster Presenter:** Alexis Cordova  
Liberty County Extension Agent for FCS,  
Texas A&M AgriLife Extension

**Additional Presenter:** Ronnie McDonald, Executive Director of Community Relations and Strategic Partnerships, Texas A&M AgriLife Extension

**Abstract:** Empower leaders by introducing concepts and effective strategies to facilitate the building of trust and sharing of leadership responsibilities among individuals, across cultures and between communities in order to establish effective strategies for change. Through the use of a community approach, supporting efforts in building relationships among key leaders, families, and organizations creates a network for community development where asset community development flourishes rather than negative issue identification. The community approach builds leadership skills that facilitate "leading together" about personal and community assets to activate and shape a collective future. Such skills include bringing about community ownership in projects where citizens communicate using appreciative inquiry and deliberative dialogue to build partnerships and grow a healthy sustainable network for growth. The ultimate goal is to build a cohesive foundation for thriving communities to develop. This approach comes from the Texas Rural Leadership Program which creates and delivers exciting effective leadership development programs for rural Texas.



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## 2017 JCEP Leadership Conference

### Poster Session: 2

**Poster Title:** Walking a Thin Line: My House, the Schoolhouse and the Courthouse

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Angela R. Williams  
Youth Development Specialist,  
Alabama Cooperative Extension

**Abstract:** The widespread implementation of zero tolerance policies in American schools have brought much controversy. Though the intent of the policy is to remove students who disrupt the learning opportunities of others, opponents of the policy argue that such policies introduce children, youth and adolescents to the school to prison pipeline. Statistics show that minority boys are disproportionately represented in the school to prison pipeline. There have been a number of initiatives such as My Brother's Keeper, introduced by President Barack Obama, developed to help boys and young men of color to stay on track for success. However, dialogue, programmatic support, and initiatives have failed to consider the impact and needs of minority girls regarding zero tolerance policies and the school to prison pipeline.



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## 2017 JCEP Leadership Conference

### Poster Session: 3

**Poster Title:** Leveraging Your Leadership Network To Address Emerging Issues

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Bradley Burbaugh  
County Extension Director University of Florida

**Additional Presenter:** Matt Benge, Assistant Professor, University of Florida

**Abstract:** Extension professionals have highlighted social networks as a critical factor in obtaining buy-in and improving outcomes at the community level (Bartholomay, Chazdon, Marczak, & Walker, 2011). A leader's network has value because it can serve as a key channel for novel information, resources, and support when addressing emerging issues (Grayson & Baldwin, 2007), but successful leadership networks are designed – they don't just happen! As such, understanding and mobilizing these networks is essential when responding to complex, emerging issues at the community level (Plastrik, Taylor, & Cleveland, 2014). This interactive workshop will help participants understand how to develop, nurture, and catalyze networks to address issues that cannot be solved by any one person or organization. As result of this workshop participants will:

- 1) understand the role of social networks in leadership,
- 2) visualize and identify the relationships, resources, and opportunities embedded in their leadership networks, and
- 3) understand the design principles for building effective social impact networks.

Due to the grassroots nature of our organization, Extension leaders often have strong and diverse networks in the communities they serve. These networks are becoming more important in an increasingly interconnected and changing world that requires greater learning and collaboration for solving complex issues (Hoppe & Reinelt, 2010). Extension leaders who know how to harness the power of their networks and leverage their knowledge and expertise will be successful at building networks of individuals and organizations to address emerging and/or complex issues.



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## 2017 JCEP Leadership Conference

### Poster Session: 4

**Poster Title:** Successful Partnerships Require Trust & Effective Leadership

**Track:** Leadership Challenges, Collaborations and Partnerships

**Poster Presenter:** Brandy VanDeWalle  
Extension Educator, Nebraska Extension

**Abstract:** “Trust, not money, is the currency of business and life,” according to David Horsager, M.A., C.S.P. is a business strategist, entrepreneur, professor and author who researches and speaks on the bottom-line of trust. Developing trust within partnerships leads to effective and successful collaborative programs. Creating a lasting impact, while rapidly responding to client needs is better accomplished when organizations such as Extension work with businesses and organizations with similar goals. Collaborative partnerships and effective teamwork is key to achieving positive impacts. Why do some partnerships work and some do not? How can Extension professionals develop partnerships that create long-lasting impacts? How can trust can be established in partnerships?

This poster session will review one county educator’s experience with successful partnerships for eleven years and continues to develop and create new partnerships. Through the work of a collaborative programming effort, over \$105,000 from 72 business and organizations has been obtained since 2006, reaching over 7,550 agricultural producers and industry representatives. In addition, Nebraska Extension has partnered with Nebraska Agriculture Education instructors for ten years to provide an annual professional development program. Start to develop your own action plan how you can seek out partnerships that demonstrate a trusting relationship. As a bonus, learn some simple, but effective strategies to help you become more productive in the workplace. Productive people who deliver results to not only their organization, but also partnering organizations establish trust within that collaboration.



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## 2017 JCEP Leadership Conference

### Poster Session: 5

**Poster Title:** eXtension's New National Leadership Network Formation

**Track:** Leadership Challenges, Collaborations and Partnerships

**Poster Presenter:** Brian Raison  
Assistant Professor, Ohio State University Extension

**Abstract:** Would you like to be better connected with colleagues across the country who are working on leadership programming? We're using the national eXtension system to build a new participatory knowledge network of innovative people, programs, and resources focused on developing high quality leadership in the individuals, organizations, and communities we serve. Come join our roundtable to meet, share, and brainstorm ideas for leadership initiatives and working groups that will ultimately benefit the national Extension system and our clientele.

#### Additional Background:

The national eXtension network is designed to bring together faculty and staff from the Land Grant Universities around the country. It also includes researchers, academics, government, non-governmental organizations, community organizers, non-profits and for-profit entities. This network provides a unique online meeting place for these individuals to share information and learn from one another.

Many of us are working on leadership. We share a common interest in developing, supporting and sustaining individual, organizational, and community leadership programming. But doing so requires multi-disciplinary and multi-stakeholder engagement. Information about best practices, models, successes, and results from pilot projects are needed.

The main goal of this new network is to provide resources, collaboration opportunities, and collegial interaction to build or improve leadership programs. Participants in this session will begin that process. They will also learn how to log in and participate in this online community.



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## 2017 JCEP Leadership Conference

### Poster Session: 6

**Poster Title:** Adherence to Healthy Eating Guidelines within Extension – What is the Role of Extension Leaders in Promoting Compliance...If Any?

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Carol A. Smathers, MS, MPH  
Assistant Professor and Field Specialist, Ohio State Univ.

**Additional Presenter:** Theresa M. Ferrari\*, PhD, Associate Professor/4-H Youth Development Specialist, Ohio State University Extension, State 4-H Office; Jennifer Lobb\*, MPH, RD, LD, Family and Consumer Sciences Educator, Ohio State University Extension, Franklin County

**Abstract:** Cooperative Extension's National Framework for Health and Wellness asserts that land-grant universities have the knowledge and expertise for addressing Americans' health status and health care crisis. It notes that today's Extension system can do for the nation's health what it did for American agriculture in the past century. Healthy Living is one of three 4-H national mission mandates and a key focus of Family and Consumer Sciences programming. It is a state-level Extension impact area in numerous states.

Ecological models suggest behavior is influenced by multiple factors across multiple domains: the individual level (e.g., knowledge, attitudes), social level (e.g., family, friends, peers, co-workers), organization level (e.g., worksites, schools, events, organizations), and policy level (e.g., laws, regulations, organizational guidelines). Environmental changes may have more widespread and lasting effects when assimilated into policies, systems, and cultural norms.

Health promotion efforts, therefore, must go beyond educating individuals to creating social, organizational, and policy-level changes. SNAP-Ed guidelines now require multi-level public health approaches, in addition to individual or group-based nutrition education. All Extension professionals can model healthy choices and create healthful food environments for those employed and served by Extension.

Although research-based healthy meeting guidelines are used in some states to inform food environment practices at Extension meetings and events, they may not be understood or followed. One statewide Extension assessment using a scorecard based on that state's guidelines found an average 57% compliance and that inclusion of recommended options varied: water (93%), at least one fruit/vegetable (78%), no sweetened beverages (45%), vegetarian options (43%), and whole grains (30%). A 4-H Club practices survey indicated a lack of nutritious foods.

This session will describe current research related to creating healthy food environments at workplaces and events and explore potential roles for Extension leaders in encouraging healthy food environment practices, ranging from approval of guidelines, to verbal support, funding for trainings and materials, and adoption of procedures that enable and track compliance. Findings from interviews with state and regional leaders about these roles will be shared.



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## 2017 JCEP Leadership Conference

### Poster Session: 7

**Poster Title:** Using Alternative Communication Methods and Multi-County Partnerships to Enhance Extension Outreach: A Virtual VITA Example

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Carree Musgrove  
County Extension Director and FCS Agent, UF/IFAS

**Additional Presenter:** Jorge Ruiz-Menjivar\*, State Specialist, UF/IFAS; Taylor Spangler\*, State Coordinator, UF/IFAS; Heidi Copeland\*, FCS Agent, UF/IFAS - Leon County; Heather Janney\*, 4-H/FCS Agent, UF/IFAS - Hamilton County; Andrea Scarrow\*, Program Development Coordinator, UGA - Southwest District; Roxie Price\*, FACS Agent, UGA - Tift County; Rachel Hubbard\*, FACS Agent/County Extension Coordinator, UGA - Lanier County

**Abstract:** In the context of financial extension programs, agents must exercise discretion and caution when dealing with private and confidential client information. Additionally, in small rural counties, agents face the challenge to recruit volunteers for traditional extension programs, such as the Volunteer Income Tax Assistance (VITA) program. In this presentation, we discuss a set of alternative communication strategies and emerging technologies that have been employed in a tax and financial education extension program to address these issues. Finally, recommendations are described for the potential application of such methods in other extension programs.

Internal Revenue Services (IRS) consultants approached agents in rural counties to become involved with preparing taxes for free through their VITA program. There was much hesitation as agents needed to stay disconnected from knowledge about clientele's private and confidential information, including income and social security numbers, to ensure that relationships for education were not affected.

A plan was formulated to proceed in a Virtual VITA program by applying innovative methods—a set up that included a “hub site,” intake sites, and various new virtual technologies (e.g., Skype, Dropbox, shared Google calendar scheduling, Wi-Fi hotspots, and scanning/PDF generator mobile applications). These alternative methods enabled agents to provide financial education during a free, non-commercial service tailored to the needs of low resource taxpayers. This presentation elaborates on emerging communication technologies and strategies that resulted in trust, success, and notable impacts in financial education that have potential application to expand reach across programmatic areas.





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## 2017 JCEP Leadership Conference

### Poster Session: 8

**Poster Title:** Effective Volunteer Screening through Personal Interviews

**Track:** Strategic Planning Tools and Methods

**Poster Presenter:** Debbie M. Williams  
Extension Director, Washington State University

**Abstract:** Extension faculty have a limited amount of time and energy to provide programs. Volunteers can leverage the ability to provide quality Extension programs to communities. Ken Culp III stated “without engaged...volunteers, the benefit and outreach of the organization cannot be extended to audiences and communities” (Culp, 2013). Faculty and staff may feel they don’t have time to interview every volunteer. However, a personal interview is the first formal face-to-face chance to engage the volunteers in programs.

Even though volunteers are essential, they can also become a risk to the university by not following policy or suing when they feel their rights have been violated. Extension professionals should position themselves to leverage their time and protect the university to the best of their ability. Boyd (2004) recommends in his Journal of Extension article that “Extension should devote greater time and resources to helping faculty acquire competencies” which include volunteer screening and managing risk.

How do you start out with a strong relationship with the understanding of policy and expectations? A one-hour personal interview can make sure the volunteer understands the scope of the program and help Extension staff gain an understanding of the passions and needs of the potential volunteer. Before the individual is accepted as a volunteer, a personal interview can help make certain the volunteer is a good fit for the program. Once the relationship has started with a personal interview, it is easier to communicate effectively through technology as the relationship continues. The interview should engage the potential volunteer as well as provide basic training and materials to get the volunteer started in the program until they can access more in-depth training. The personal interview along with a follow-up letter of acceptance can also create a formal starting place for volunteers so they don’t start before you have accepted them into the program.





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## 2017 JCEP Leadership Conference

### Poster Session: 9

**Poster Title:** Our Cornerstone: Developing a Collective Understanding of Research-based and Evidence-based Programming within the Human Sciences

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Debra M. Sellers, Ph.D.  
Associate Dean and Director

**Additional Presenter:** Lisa Schainker, Ph.D., M.P.H., Associate Scientist, Partnerships in Prevention Science Institute; Peggy Lockhart, Doctoral Student, Human Development and Family Studies, Iowa State University, Ames, Iowa

**Abstract:** Sometimes emerging issues can be found in the most unlikely of places, including the language we use within our own culture of Cooperative Extension. Our legacy and future is established in several legislative acts which employ the phrases, “liberal and practical education;” “useful and practical information;” and “the development of practical applications of research knowledge.” The dissemination of “research-based” information and education as the cornerstone of Cooperative Extension work has become integral to our shared identity. However, as we stand today looking back at Extension’s 100-year-old legacy and toward an uncertain future, it may be time to revisit this cornerstone of our work. Within Human Sciences Extension and Outreach at Iowa State University, through the development of our guiding fundamental principles, we identified that the term “research-based” had become ubiquitous, yet had lost any tangible specificity. The devaluation of the term and the resulting implications for Extension became even more evident when placed within the context of discussions regarding “evidence-based programming.” Educators were not using the terms “research-based” and “evidence-based” in the same way, or in ways that were consistent with accepted standards.

In this presentation, we describe the response to this issue: the development, implementation, and exploratory evaluation of a professional development series offered to Human Sciences Extension Educators, focused on reaching a collective understanding of research- and evidence-based programming. In addition to a description of the series and of the participants, we review findings from a baseline and follow up survey, and highlight the implications for Extension. Our undertaking of this process resulted from this apparent need to explore our collective understanding of what it means for a program to be research- or evidence-based and to build educators’ capacity to assess current and future offerings along a continuum of standards. As Extension systems are faced with a growing challenge to articulate impacts and adopt evidence-based programming, we found ourselves examining our very foundation.



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## 2017 JCEP Leadership Conference

### Poster Session: 10

**Poster Title:** We're Listening! - Stakeholders Share Crucial Issues and Challenges at Community Forums

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Dena Kemmet  
Extension Agent/Family and Consumer Sciences

**Additional Presenter:** Lynette Flage/Director, Center for Community Vitality, and  
Community Vitality Specialist, NDSU, Fargo, ND 58108-6050

**Abstract:** NDSU Extension recognizes that to be most effective, we need to listen to local stakeholders and regularly ask about crucial issues and challenges affecting our state.

Opportunities may exist to make North Dakota an even better state to live in. To hear ideas, the NDSU Extension Service invited more than 300 North Dakotans to share their issues and challenges at community forums. Their input on agriculture, energy, natural resources and the economy, and children, families and communities will help shape NDSU Extension's strategic planning efforts for the next three to five years.

Last fall, NDSU Extension invited residents to 11 community forums throughout the state to share their concerns in two main areas: agriculture, energy, natural resources and the economy; and children, families and communities.

Input from the community forum participants will help guide Extension's strategic planning efforts in the next three to five years. This information also helps Extension create programs that most strongly align with people's needs and priorities.



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## 2017 JCEP Leadership Conference

### Poster Session: 11

**Poster Title:** Bridging the Divide: Fostering Partnerships between Program Areas within Extension

**Track:** Leadership Challenges, Collaborations and Partnerships

**Poster Presenter:** Meagan Brothers  
Health & Human Sciences Extension Educator, Purdue University

**Additional Presenter:** Hans Schmitz, Purdue Extension; Megan Hoffherr\*, 4-H Youth Development Extension Educator, Purdue University, 203 S. Prince St., Princeton, IN 47670

**Abstract:** Work demands on Extension Educators may force them to become highly focused on programming efforts related specifically to their program area. This poses a threat to collaboration among colleagues from different program areas. With the right amount of cooperation and the right program focus, multi-disciplinary programs can enhance learning and provide larger impact for an audience. Leadership development can occur when individuals share responsibilities and work to build on the strengths of each of the individuals to foster an environment of trust and collaboration.

Extension Educators from three program areas - Agriculture and Natural Resources, 4-H Youth Development, and Health and Human Sciences - in a rural Indiana county collaborated to develop and provide programming to address all three program areas. By breaching boundaries, they were able to increase their impact on audiences and provide increased visibility for Purdue Extension. Programs offered included:

1. Science Sensation, a 3-day science program, aimed at sparking a science interest in over 450 7th graders. As a result, 97% students learned something new about science and 100% teachers said the students are more excited to learn about science.
2. Food Science Frenzy, a 4-day food science camp, focused on exciting teens about science. Results indicated that 100% participants like experimenting and testing ideas and 90% want to learn more about science.
3. Power of You, an 8-week empowerment after-school program, centered on building positive life skills in young women. Upon completion of this program, 100% of participants learned the foods they should eat every day and 85% know how to deal with stress in a positive way.
4. Additional educational programs were jointly offered related to teen leadership, healthy nutrition, and agriculture.

These programs would have been extremely limited and challenging if left to the responsibility of just one Educator. Utilizing the skill set and expertise of each Educator, programs offered were high quality and reached a broader range of participants.



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## 2017 JCEP Leadership Conference

### Poster Session: 12

**Poster Title:** Wellness Starts with Us

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Heather Janney

4-H/FCS Extension Agent II, UF/IFAS Extension Hamilton

**Additional Presenter:** Gabi Murza, Family and Consumer Science Agent, UF/IFAS Extension Osceola County; Brian Estevez, 4-H Youth Development Agent, UF/IFAS Extension Suwannee County; Becky Bennett, 4-H Youth Development Agent, UF/IFAS Extension Madison County

**Abstract:** Extension faculty and staff are charged with addressing and working to correct issues of health and wellness among adults, youth, and even animals throughout the nation. Our clients see us as role models. Yet, like everyone, we sometimes take our health for granted and often succumb to lack of motivation, no access to fitness activities/gyms, and overall poor general health. Faculty and staff stationed on or near campuses typically have access to employee wellness programs sponsored by their university but many don't know about these programs and/or lack motivation for involvement. Many of us are located far from campus with restricted access to activities or tools that would assist in becoming proactive in our own health. This presentation will introduce participants to tools for use in their personal lives and tools that can be used for their association. Participants will be introduced to wellness and all of the facets it includes: work/family balance, stress management, healthy weight, mental wellness, etc. They will be introduced to a wide array of websites, apps, webcasts, and other sources of tools that can be used. Challenges and healthy living activities used at conferences in Florida and at NAE4-HA National Conference will be explained and described. Participants will develop at least one goal to achieve for themselves and/or their association related to faculty wellness as a result of the presentation.



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## 2017 JCEP Leadership Conference

### Poster Session: 13

**Poster Title:** Using Social Media and Web-based Technology to Enhance the Reach of Extension Programming

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Heather Schlessner

Assistant Professor University of Wisconsin - Extension

**Abstract:** Generation Y and Z are growing up immersed in technology. Many school-age children have iPads or computers starting in kindergarten. Adapting Extension programming to meet the needs of this growing technologically literate population is very important. Developing curriculum with various modes of delivery is becoming more critical if we want to reach numerous participants. This presentation will discuss the technology used by this educator to reach various audiences. Technology such as YouTube, Facebook and Twitter are utilized on a regular basis to reach younger generations. Learning to synchronize some of these technologies allows Extension educators to work faster and more efficiently while reaching a broader audience.



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## 2017 JCEP Leadership Conference

### Poster Session: 14

**Poster Title:** Understanding People Builds Successful Leaders  
**Track:** Leadership Challenges, Collaborations and Partnerships  
**Poster Presenter:** Jeannette Rea Keywood  
State 4-H Agent, Rutgers University

**Abstract:** Success in both our personal and professional lives depends on communicating effectively and building strong relationships. Extension Educators work with people every day who have a variety of needs, interests and goals. We are constantly challenged with the task of bringing people together who have differing opinions and needs and having them work together on a project or task. <br /> <br /> Using research and techniques on how to understand people and their needs from the book *The Power of Understanding People*, by Dave Mitchell, workshop participants will have the opportunity to explore four interactive styles (Experts, Masterminds, Romantics and Warriors) and learn how each affects our ability to lead, sell, serve and communicate. Participants will also gain tips on how to build positive and strong relationships, lasting connections; and success in programming through meaningful and effective communication.

Mitchell notes that "Great leaders have an incredible capacity to understand their own mind and to embrace other perspectives that allow them to broaden their own perception of situations. Great leaders also understand that they need to employ different strategies in different scenarios and with different types of people."

In this poster session, you will have the opportunity to explore the four interactive styles (Experts, Masterminds, Romantics and Warriors); the characteristics, traits and qualities of these styles; and how people with each of these styles interact, communicate, serve, and lead. Participants will also gain tips for focusing on the positive; communicating effectively; and building strong relationships. Understanding these interactive styles will help participants work more effectively with program clientele and community members to develop and foster collaborations and partnerships.



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## 2017 JCEP Leadership Conference

### Poster Session: 15

**Poster Title:** GMOs & Citizen Science: Digital Methods & Partnerships to Expand Extensions Reach and Relevance

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Karen Ballard  
Professor, University of Arkansas, Division of Agriculture

**Additional Presenter:** Dr. Julie Robinson

**Abstract:** The first generation that has unlimited access to digital information about agriculture has few digestible resources to filter accurate from inaccurate information about contemporary issues. Genetically modified (GM) crops have been grown for human and animal consumption since the 1990s (Clive and Krattiger, 1996). The majority of commodity crops grown in the United States are GM crops and include soybeans, corn, cotton, sugar beets and canola. Most processed foods produced in the United States today also contain at least one genetically modified ingredient.

A heated debate, nonetheless, continues over the safety of genetically modified organisms (GMOs). Marketing campaigns like "Chipotle is G-M-OVER It" are actually reported in the mainstream nightly network news. Announcing a commitment to "foods with integrity," in April 2015, Chipotle demonized all GMOs while still serving dairy products from cows raised on GMO feed and soft drinks containing sweeteners produced through GMO corn. A class-action lawsuit was filed against Chipotle in September for deceptive marketing practices. In October and December of 2015 Chipotle consumers experienced a series of food-borne illnesses with 60 people sickened in 14 states.

In education, this is what you call a teachable moment. The Delta Farm Press reported in June of 2015 that "These are days that production agriculture is often clearly under attack in the social and popular media." This is a high-stakes game with the UN projecting a 70% increase in world food demand by 2050. The public policy implications related to the anti-GMO movement are staggering.

In the Extension tradition of delivering education where our clientele live, University of Arkansas Extension multi-disciplinary faculty and staff initiated a process to deliver GMO educational resources digitally to state-wide stakeholders. Key partnerships were critical to build institutional capacity for the development of original digital products targeted to diverse audiences, on multiple platforms. A research and Extension team approach to content development and delivery was also a pivotal strategy for the timely production of engaging education. Science is not without controversy. This presentation provides information and examples of the strategies utilized to interject Extension educators into the public debate.





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## 2017 JCEP Leadership Conference

### Poster Session: 16

**Poster Title:** Wrangling Success from Unexpected Opportunity: The Roads to Financial Health Partnership

**Track:** Leadership Challenges, Collaborations and Partnerships

**Poster Presenter:** Lisa A. Hamilton

Extension Agent, UF/IFAS Extension Volusia County

**Additional Presenter:** Patricia James, Human Services Manager, County of Volusia, 123 W. Indiana, Room 101, DeLand, FL 32724; Loretta Willary\*, Vice President Community Resources, United Way of Volusia-Flagler Counties, 3747 W. International Speedway Boulevard, Daytona Beach, Florida 32124; Deborah Parker\*, Assistant Store Manager, TD Bank, 2204 S. Volusia Avenue, Orange City, Florida 32763

**Abstract:** Family and Consumer Science Agents can be called upon to lead or participate in public/private collaborations that begin with lofty goals, unfamiliar partners, inadequate time lines, and limited resources. While these opportunities can be challenging, Agents can employ the Extension logic model, collaborative frameworks and best practices to lead successful collaborations with public-private partners. In February, 2016, County of Volusia requested UF/IFAS Extension Volusia County and United Way of Volusia-Flagler to partner in order to develop and deliver a new, unduplicated debt management program with one-time funding by year end.

In this presentation, partners from Extension, government, nonprofit, and business sectors will share the story of the tools, methods, creativity, and problem-solving used to achieve success in the Roads to Financial Health debt management program.

Ultimately, 10 partner agencies worked together to provide outreach and recruitment, assessment and evaluation, financial education classes and individual mentoring to 56 people in need of financial education due to a change in life circumstances (loss of job, college graduation, retirement, divorce). Participants attended six weekly financial classes and/or webinars and worked with a volunteer mentor for six months to set and progress toward financial goals. Goals included increasing credit score, reducing debt, increasing savings and investments, and managing college loans. The program is on track to exceed expectations and the County funds will be expended by year end. The new challenge is how to continue to meet the need for the program.



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## 2017 JCEP Leadership Conference

### Poster Session: 17

**Poster Title:** Smarter, Not Harder, Ways to Increase Productivity at Work

**Track:** Strategic Planning Tools and Methods

**Poster Presenter:** Lori C. Wiggins  
UF/IFAS Family & Consumer Sciences Extension Agent III

**Additional Presenter:** Abbey Tharpe, Taylor County 4-H Agent

**Abstract:** There are only so many hours in the day, so making the most of your time is critical. We assume that by working harder and doing more, we will become more effective but research suggests the opposite to be true. There are two ways to increase output-either put in more hours or work smarter and through this ignite session agents will be given tips on how to work smarter, not harder and become a more efficient Extension Agent. Productivity in the workplace will often translate into better performance.



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## 2017 JCEP Leadership Conference

### Poster Session: 18

**Poster Title:** National Urban Extension Initiative: An introduction to the National Urban Extension Leaders

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Marie A. Ruemenapp  
Ext Educator, Org Development,  
Michigan State University Extension

**Additional Presenter:** Brad Gaolach, Director, WSU Metropolitan Center for Applied Research and Extension, Washington State University Extension

**Abstract:** According to the U.S. Census over 80% of America's population currently lives in cities or metropolitan counties, and that number is projected to continue to grow until at least 2025. With America's urban population increasing, in late 2013 a group of passionate and committed urban Extension professionals organized a grass-roots network they called the National Urban Extension Leaders (NUEL).

UDEL defined its mission as advocating and advancing across the Cooperative Extension System (CES) the strategic importance and long-term value of urban Extension efforts. NUEL then worked for about 18 months towards creating a network with participation from about two-dozen states for collective impact currently with active participation from about two-dozen states.

In 2015 the Extension Council on Organization and Policy (ECOP) requested that NUEL develop and present to them a plan for moving CES's urban efforts forward. NUEL created "A National Framework for Urban Extension" which was presented and approved in late 2015 kicking off ECOP's national urban Extension initiative. The framework focuses directly on urban Extension efforts providing analysis and support through positioning, programs, personnel and partnerships. ECOP has appointed NUEL to lead this initiative.

In this session participants will be introduced to some of the history of CES's work in cities and metropolitan areas and "A Framework for Urban Extension" approved by ECOP. They will learn about the four major elements contained in the ECOP national urban Extension initiative: positioning, programs, personnel and partnerships. They will understand NUEL, its structure, goals, engagement benefits, and action team initiatives underway, along with NUEL's strategies for involvement and networking opportunities. Lastly, participants will learn about how they can become involved in NUEL and the national urban Extension initiative.

This session is geared to cover everything participants ever wanted to know about NUEL, the ECOP national urban Extension initiative, and information about how you can become involved.



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## 2017 JCEP Leadership Conference

### Poster Session: 19

**Poster Title:** Outbreak of Locally Acquired Zika Virus in Miami-Dade County – Palm Beach County’s Response

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Matthew T. VanWeelden  
Extension Agent II , University of Florida

**Additional Presenter:** Frank Dowdle, Extension Agent I, Belle Glade, FL 33430;  
William L. Schall, Extension Agent IV, West Palm Beach, FL 33415-1311

**Abstract:** In May 2015, the World Health Organization reported the first local transmission of Zika virus in the Western Hemisphere, locally acquired cases in Brazil. By January 2016, local transmission had been identified in at least 14 countries or territories in the Americas, including Puerto Rico. In February 2016, the Center for Disease Control and Prevention (CDC) reported nine pregnant travelers returning to America had confirmed Zika virus disease. Florida now has a number of locally acquired Zika cases and infections among pregnant women. The virus is transmitted among humans in southern Florida by the region’s most numerous mosquito species, *Aedes aegypti*. *A. albopictus* is more common in areas of central and northern Florida, and is also believed to be a vector of the disease. Palm Beach County Extension implemented a multifaceted approach to this developing crisis. An informational website was developed to provide the most current information on the disease spread, how individuals could protect themselves and their families, how to reduce *A. aegypti* populations in their yards and communities, and how to understand mosquito management techniques undertaken by the local mosquito control division. Additionally, the website provides information for licensed pest management professionals in mosquito management, and helps clarify the confusing issue of what licenses are required in Florida to control mosquitoes. A second part of the effort was the licensing of mosquito control professionals in the county. A full day training and testing session was conducted. The third part of the effort included 4 presentations to local pest control professionals on managing the mosquitoes, local landscape professionals and residents to help them understand the issue and how to manage the mosquitoes and chances of infections by Zika virus. The fourth part of the effort included an article written for the Florida Certified Pest Control Operators magazine on which licenses applied to mosquito control in Florida. The fifth part of the effort was development of an easy to understand fact sheet outlining what pesticide applicator licenses were required under what situations for mosquito control. A final effort by Palm Beach County Extension included an assessment of the offices’ botanical garden for areas that might produce *A. aegypti* mosquitoes.



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## 2017 JCEP Leadership Conference

### Poster Session: 20

**Poster Title:** One Stop Shop: Resources for all your Program Assessment and Evaluation and Reporting Needs

**Track:** Program Evaluation for Planning and Program Improvement

**Poster Presenter:** Missy McElprang Cummins  
Washington State University Extension 4-H Agent

**Additional Presenter:** Jamie Davis, Oregon State University Extension 4-H and Family Community Health Extension Agent; Tara Kuipers, University of Wyoming Extension Community Development Educator

**Abstract:** Assessment and program evaluation are critical aspects to ensure program effectiveness and efficiency in meeting program goals in all Extension educational programs. Moreover, impact reporting is vital to build and maintain stakeholder and funder relationships. Yet, Extension educators can be easily overwhelmed with the amount of resources available to support their work in program assessment, evaluation and reporting.

This round-table discussion will provide participants with an extensive list of resources that have been vetted with extreme care, to support their professional development in the area of program evaluation. Resources for each stage of the program evaluation process will be presented. In addition, participants will be engaged in a discussion to gain and share strategies on how program assessment, evaluation and impact-sharing can be a natural and valuable component of the program planning process.



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## 2017 JCEP Leadership Conference

### Poster Session: 21

**Poster Title:** Michigan State University Extension Has Developed a Program to Help Identify and Respond to the Emerging Issue of Farmer Stress.

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Suzanne Pish  
Extension Educator, Michigan State University Extension

**Additional Presenter:** Adam Kantrovich, Extension Educator- Farm Management;  
Roger Betz, Extension Educator- Farm Management

**Abstract:** The National Institute for Occupational Safety and Health recently examined 130 occupations and found laborers and farm owners had the highest rate of deaths due to stress-related conditions like heart and artery disease, hypertension, ulcers and nervous disorder. It is important that we all learn how to manage our stress levels and to reduce the effects of unwanted stress. Many farmers are experiencing financial and emotional stress as a result of economic hardships. There are many factors in agriculture that farmers have no control over. Beyond the uncertainty of the weather, destructive crisis such as disease outbreaks and short-term incidents such as machinery break down or accidents can and do occur. One powerful factor that we always have the opportunity to control, however, is our mindset. Farmers and those within the agricultural industry have a tendency to be eternal optimists, but with all of the variability in agriculture there are times when we can become overwhelmed and stressed more than normal. . It is important that we all learn how to manage our stress levels and to reduce the effects of unwanted stress. Having the right mindset can help increase productivity and resiliency, so we are better prepared when times are tough. There are several signs and symptoms when a farm family may be in need of help. These signs can be observed by Extension agents, friends, extended family, neighbors, milk haulers, vets, clergy, school personal, etc. During times of stress, family and community members can offer one another a great amount of support. This session is helping to respond to the emerging issue of farmer stress and to identify ways that the front line community members that work with the farmers everyday will have resources available for those farmers in need.



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## 2017 JCEP Leadership Conference

### Poster Session: 22

**Poster Title:** The Youth Development Learn and Lead Cohort: A training model for new(ish) staff

**Track:** Identifying and Responding to Emerging Issues

**Poster Presenter:** Trisha Sheehan  
Extension Educator, University of Minnesota Extension

**Additional Presenter:** Amber Shanahan\*  
Extension Educator, University of Minnesota Extension  
shanahan@umn.edu

**Abstract:** Training new Extension employees requires a delicate balance of sharing immediate elements of the work while also providing space to learn-as-you-go. Recognizing that new(er) 4-H Program Coordinators were looking for more long-term support, The Center for Youth Development created the Youth Development Learn and Lead cohort. The cohort is intended to provide a deeper dive on topics covered in onboarding during the first 6 months of employment while supporting staff to increase retention of employees.