Your **Gateway** to the Future of Cooperative
Sheraton Westport Chalet Hotel St. Louis

Using Ballroom for General Session and Reception.

Westport Conference Center

Sheraton Westport Plaza Hotel St. Louis

To Hotel Lobby
October 20, 2009

Dear Conference Attendees,

As Director of the national eXtension Initiative, it is with great pleasure that I welcome you to St. Louis, MO and the 2009 eXtension National Conference: Your Gateway to the Future of Cooperative Extension!

We’re excited about this year’s conference and the diversity of our audience with over 40 Communities of Practice represented, along with interested county agents and educators, directors and administrators, communication and information technology professionals, eXtension sponsors and partners and invited guests. Thanks to the excellent work of the conference program committee, speakers will present and discuss what it takes to be a leader in uncertain times, how to build social capital through virtual communities, Community of Practice successes and strategies, institutionalizing eXtension within our organization, effectively using eXtension tools and technologies, and how to develop meaningful sponsorships and partnerships. We will also meet and hear from Roger N. Beachy, newly named Director of the National Institute of Food and Agriculture.

We have a great line-up of keynote speakers that includes:

- Bob Johansen, Futurist, Distinguished Fellow—The Institute for the Future
- Russ Roberts, Adjunct Professor, Management and Organizations Department, Kellogg Graduate School of Management, Northwestern University
- Tara Hunt, Co-founder and Chief Marketing Officer, Citizen Agency

I encourage you to take every opportunity to network, collaborate and build relationships with others. As this conference will attest, eXtension is a growing community that represents a broad spectrum of experiences and learning opportunities. And as we know, the most meaningful learning opportunities occur when we engage with others who are experiencing many of the same challenges as you.

I hope you will have a chance to enjoy a bit of St. Louis during your stay. Its a fun city with its unique blend of arts, culture, cuisine, history, shopping, sports and more. May you experience your own sense of the “Spirit of St. Louis” this week as you explore and experience new ways to educate and engage our audiences.

I look forward to meeting with you this week at what I hope will be an exciting and meaningful learning experience.

Respectfully Yours,

Dan Cotton
Director, eXtension
Conference Agenda

Monday, October 19
1:00 pm–5:00 pm  Individual Community of Practice Meetings
• Better Kid Care America
  ✖ Westport Conference Center - Board Room 2
• Entrepreneurs and Their Communities
  ✖ Westport Conference Center - Board Room 3
• Family Caregiving
  ✖ Westport Conference Center - Board Room 6

Tuesday, October 20
11:30 am–3:00 pm  Conference Registration
  ✖ Westport Plaza Ballroom Foyer
4:00 pm–8:00 pm  Conference Registration
  ✖ Westport Chalet Versailles Ballroom Foyer
8:00 am–Noon  Individual Community of Practice Meetings
• Better Kid Care America
  ✖ Westport Conference Center - Board Room 2
• Consumer Horticulture
  ✖ Westport Conference Center - Board Room 7
• Entrepreneurs and Their Communities
  ✖ Westport Conference Center - Board Room 3
• Family Caregiving
  ✖ Westport Conference Center - Board Room 6
• Water Conservation in Lawn and Landscape
  ✖ Westport Conference Center - Conference Room D

10:30 am–Noon  eXtension Preconference Staff Meeting
  ✖ Plaza Hotel East Ballroom - Room East B
11:00 am–1:00 pm  Individual Community of Practice Meeting
• Families, Food and Fitness
  ✖ Plaza Ballroom 2
1:00 pm–5:00 pm  Learning Moodle Pre-Conference Workshop
  ✖ Westport Conference Center—Conference Room D
  Larry Lippke & Nick Broady, eXtension staff
  Jennifer Jahedkar, Texas AgriLife Extension

Many institutions, including eXtension, have selected and are using Moodle as their online course delivery system. Moodle effectively reaches public audiences with in-depth learning content, and eXtension provides Moodle space for anyone in the Cooperative Extension System to develop an online course.

Participants in this 1/2 day preconference workshop will have their own course shells in which to work, and will learn how to create various resources and activities supporting a course topic of their choosing. Courses begun during this workshop will be available for participants to complete and actually release for enrollment as desired to support their respective Extension education efforts. The only prerequisite is to have an eXtension ID and an idea for a course you would like to develop.

It will be helpful to bring supporting files (graphic images, word processing files, etc.) that can be uploaded or copied into Moodle.

Bring your own computer.
1:00 pm–5:00 pm  General Session for New Communities of Practice
   Westport Conference Center - Conference Room A
   • How to become a fully functional eXtension Community of Practice
   • Introduction to tools and technologies of eXtension
   • How to use eXtension on a daily basis
   • Discoverability and keywords

1:00 pm–6:00 pm  Individual Community of Practice Meetings
   • Financial Security for All
     Westport Conference Center - Board Room 2
     Map@Syst
     Plaza Hotel East Ballroom - East B

2:00 pm–5:00 pm  Content Management Board Meeting
   Westport Conference Center - Conference Room B
   • Open to ALL Leadership Team Members of each Community of Practice
   • Agenda to include discussion of eXtension Community of Practice business practices,
     sponsorships and partnership guidelines

6:00 pm–8:00 pm  Welcome Reception
   Westport Chalet Versailles Ballroom
   • Second Life Mixer
   • Exhibits by Communities of Practice and Institutional Teams
     Better Kid Care America — Lesia Oesterreich
     DAIReXNET — Nancy Chenault
     Families, Food, & Fitness — Jane Clary
     eOrganic — John McQueen
     Drinking Water & Human Health — Kate Reilly
     HorseQuest — Kathy Anderson
     Bee Health — Mike Wilson
     Wildfire Information Network — Stephen Quarles
     Beef — Rick Rasby
     Livestock and Poultry Environmental Learning Center — Rick Koelsch
     Financial Security for All — Pat Swanson
     Sustainable Ag Energy — Sue Hawkins
     EDEN — Virginia Morgan
     Entrepreneurs — Bo Beaulieu & Mary Peabody
     Map@Syst — John Nowatzki
     Family Caregiving — Jatunn Gibson
     Home Energy — Shirley Niemeyer
     Imported Fire Ants — Bart Drees and Paul Nester
     Pest Management in and Around Structures — Fudd Graham,
       Jerri Caldwell, and Jennifer Gillett-Kaufman
     Diversity in Higher Education — Pamala V. Morris
     Wildlife Damage Management — Raj Smith
     Goats — David Kiesling
     Gardens, Lawns & Landscapes — Karen Jeannette
Wednesday, October 21

7:00 am–8:00 am  Breakfast
× Westport Chalet Versailles Ballroom

8:00 am–11:50 am  General Session
× Westport Chalet Versailles Ballroom

8:00 am–8:15 am  Welcome
Dan Cotton, Director, eXtension
Karen Hinton, Dean and Director, University of Nevada Cooperative
Extension, Chair of the eXtension Governing Committee

Public Launch of the Extension Wildfire Information Network (EWIN)

8:20 am–10:00 am  Get There Early: Sensing the Future to Compete in the Present
Bob Johansen, Institute for the Future
This interactive presentation will draw from Bob’s new book, Leaders
Make the Future: Ten New Leadership Skills for an Uncertain World, but he
will also provide an experience that will help you sort out what these
leadership skills mean for you. Foresight can provoke insight and lead to
better decisions—and better leadership—in the present.

10:00 am–10:15 am  Break

10:15 am–10:45 am  Ask an Expert Task Force Results
Kevin Gamble, eXtension Associate Director of Technology

10:45 am–11:30 am  Institutionalization of eXtension Panel
Representatives from each Extension Region

11:30 am–Noon  USDA Perspective
Roger N. Beachy, Director of the National Institute of Food and
Agriculture (NIFA), United State Department of Agriculture

Noon–1:30 pm  Lunch - How Can eXtension Prepare for an Uncertain Future?
× Westport Chalet Versailles Ballroom
• eXtension Champion Award
• Russ Roberts, Adjunct Professor, Management and Organizations
  Department, Kellogg Graduate School of Management, Northwestern
  University

1:30–5:15 pm  2009 National Conference Breakout Session I
• Track 1A Community of Practice Successes and Strategies, four sessions
  × Westport Conference Center - Conference Room A
• Track 1B Community of Practice Successes and Strategies, four sessions
  × Westport Conference Center - Conference Room B
• Track 2 eXtension Implementation at the State and Local Level, four
  sessions
  × Westport Conference Center - Conference Room C
• Track 3 Effective Use of eXtension Tools and Technologies, four sessions
  × Plaza Hotel East Ballroom - East C
• Track 4 Key eXtension Discussions, four round table sessions
  × Westport Conference Center - Conference Room D

5:15–6:30 pm  Military Families Community of Practice Roundtable
× Plaza Hotel East Ballroom - East C
Discussion with Cathann Kress, Office of the Deputy Under Secretary of
Defense Military Community and Family Policy, and Ryan Schmiesing,
National Program Leader, Families 4-H, and Nutrition, National Institute of
Food and Agriculture (NIFA)
**Conference Agenda**

5:15–6:30 pm  
Institutional Team Roundtable  
× Westport Conference Center - Conference Room A  
Join members of Institutional Teams from around the country to share ideas, learn best practices, and to pat yourselves on the back for the great work you’ve done thus far!!!

5:15 pm  
Adjourn for the day - Dinner on your own

**Thursday, October 22**

7:00 am–8:00 am  
Breakfast

8:00 am–11:45 am  
2009 National Conference Breakout Session II

• Track 1A Community of Practice Successes and Strategies, *four sessions*  
  × Westport Conference Center - Conference Room A

• Track 1B Community of Practice Successes and Strategies, *four sessions*  
  × Westport Conference Center - Conference Room B

• Track 2 eXtension Implementation at the State and Local Level, *four sessions*  
  × Westport Conference Center - Conference Room C

• Track 3 Effective Use of eXtension Tools and Technologies, *four sessions*  
  × Plaza Hotel East Ballroom - East C

• Track 4 Key eXtension Discussions, *four round table sessions*  
  × Westport Conference Center - Conference Room D

Noon–1:15 pm  
Lunch - Embracing the Chaos (& other scary tales from the social web)  
× Westport Chalet Versailles Ballroom  
**Luncheon Speaker:** Tara Hunt, Author, *The Wuffie Factor*, Co-founder and Chief Marketing Officer, Citizen Agency

The only thing consistent in this world is change and with the inception of the internet these changes are a doozy! Lucky for all of us, the change is extremely positive and opens up unprecedented opportunities for the growth of knowledge through collaboration. In this presentation, Tara will give multiple examples of how government, media and academic organizations achieve their goals through embracing the chaos of online social networking.

1:30 pm–5:15 pm  
2009 National Conference Breakout Session III

• Track 1A Community of Practice Successes and Strategies, *four sessions*  
  × Westport Conference Center - Conference Room A

• Track 1B Community of Practice Successes and Strategies, *four sessions*  
  × Westport Conference Center - Conference Room B

• Track 2 eXtension Implementation at the State and Local Level, *four sessions*  
  × Westport Conference Center - Conference Room C

• Track 3 Effective Use of eXtension Tools and Technologies, *four sessions*  
  × Plaza Hotel East Ballroom - East C

• Track 4 Key eXtension Discussions, *four round table sessions*  
  × Westport Conference Center - Conference Room D

1:30 pm–2:15 pm  
Small Group Presentation by Tara Hunt  
× Plaza Hotel East Ballroom - East B

2:30 pm–6:00 pm  
Future Backwards Workshop  
× Plaza Hotel East Ballroom - East B  
Kevin, Gamble, eXtension Associate Director; Beth Raney, eXtension;  
Anne Adrian, Alabama Cooperative Extension System at Auburn University;  
Rhonda Conlon, North Carolina State University;  
Jerry Thomas, The Ohio State University.

In this session, a Cognitive Edge Future Backwards technique will be used to develop alternative scenario planning. This technique is designed to increase the number of perspectives that a group may consider. This technique increases the understanding
of different past experiences and perspectives and increases the range of possible future scenarios based on the different ideas and thoughts of the workshop participants. The objective of this session is to investigate and develop a sense of what a future Cooperative Extension will look like. The exercise includes methods that compare and contrast different past perspectives and different aspirations as to the present and the future with the goal of developing ideas for possible future scenarios.

Each participant is expected to contribute to both large and small group discussions and offer his/her perspective on past, current and future situations. We are looking for a good cross sectional representation of Extension professionals.

6:00 pm  
Adjourn for the day - Dinner on your own

**Friday, October 23**

7:00 am–8:00 am  
Breakfast Buffet  
× Westport Chalet Versailles Ballroom

8:00 am–Noon  
General Session  
× Westport Chalet Versailles Ballroom

8:00 am–9:15 am  
Cultivating Partnerships and Resource Development Panel  
Michael Ouart, Vice Provost for Extension, University of Missouri Extension,  
Chair, eXtension Finance Committee  
James Wade, Executive Director, ECOP, and Director of Extension and Outreach, Association of Public and Land-grant Universities  
Deborah Sheely, Deputy Administrator, Competitive Programs, National Institute of Food and Agriculture  
Cathann Kress, Office of the Deputy Under Secretary of Defense Military Community and Family Policy  
Randel Raub, Director of Research and New Product Development, Ralston Purina Company  
Michael McGirr, National Program Leader, Sustainable Development, Global Engagement, National Institute of Food and Agriculture

9:15 am–9:45 am  
National eXtension Awards  
• Community of Practice Partnership Award  
• Community of Practice Individual Achievement Awards  
• Outstanding Community of Practice

9:45 am–10:15 am  
Break

10:15 am–11:40 am  
eXtension 2010 and Beyond  
• Improving Services to Our Customers  
• Empowering CES Employees  
• Transparency and Accountability  
• Adding and Supporting Communities of Practice  
• Content Development and Support  
• Increasing Funding and Partnerships

11:40 am–Noon  
Closing Comments  
Keith L. Smith, Director, Ohio State University Extension, Incoming Chair of the eXtension Governing Committee

Noon  
Conference Adjourns
Keynote Speakers

Bob Johansen

Bob Johansen has been doing ten-year forecasting for more than thirty-five years now, with remarkable accuracy. In this talk and interactive discussion, he returns from the future and shares the leadership skills that will be needed to thrive in a world of volatility, uncertainty, complexity, and ambiguity—but still a world of great hope. This interactive presentation will draw from Bob’s new book, *Leaders Make the Future: Ten New Leadership Skills for an Uncertain World*, but he will also provide an experience that will help you sort out what these leadership skills mean for you. Foresight can provoke insight and lead to better decisions—and better leadership—in the present. Bob is a social scientist by training, with an interdisciplinary background: he holds a BS degree from the University of Illinois, where he also played varsity basketball, and a Ph.D. from Northwestern University. Bob also has a Master of Divinity degree, with a focus on world religions.

Russ Roberts

Russ Roberts assists clients in developing and implementing winning business strategies: clarifying future direction; identifying critical priorities; and building core competencies, effective organizations and strong cultures. Russ works with organizations ranging from respected Fortune 100 companies to relatively unknown start-ups. He has served with distinction across a broad range of industries including financial and professional services, technology, consumer products, insurance, pharmaceuticals and life sciences and manufacturing. He also has assisted educational institutions, state and local government, non-profit, service and professional sports organizations. Russ is Adjunct Professor in the Management and Organizations Department at the Kellogg Graduate School of Management at Northwestern University, where he teaches “Consulting Frameworks and Practice”, a popular course of his own creation. He has been quoted in *The Wall Street Journal, The Journal of Business Strategy* and elsewhere. Professor Roberts has been a speaker and lecturer for clients, industry groups and graduate business schools. He was a contributing author to *The Strategic Management Handbook and The Future of Human Resource Management*. Russ has written numerous articles on leadership, change, sales force performance and human resources (see Publications).

Tara Hunt

Tara Hunt is a leading authority on online communities—how they are changing our culture and how businesses must behave in order to succeed in the participatory web economy. She is one of the most respected and cited thought leaders in community marketing—how to delight and enchant the people in the communities your company serves with products, experiences and communications that honor an all-new set of expectations. *The Whuffie Factor: Using the Power of Social Networks to Build Your Business* is Tara’s new breakthrough book on community marketing. It provides the strategic map and specific tactics for success in the new economy and its elusive, lucrative world of online communities.
# Breakout Sessions at a Glance

## Wednesday, October 21, 2009

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<th>Time</th>
<th>Track 1A Community of Practice Successes and Strategies</th>
<th>Track 1B Community of Practice Successes and Strategies</th>
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<td>1:30–2:15pm</td>
<td>Combined session</td>
<td>Home Energy CoP Success Stories</td>
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<td>eXtension’s HorseQuest – Getting Equine Education to the Top of the List</td>
<td>Shirley Niemeyer</td>
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<td>Kathy Anderson</td>
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<td>Going Viral: Using the Audience to Market</td>
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<td>HorseQuest Content</td>
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<td>Betsy Greene</td>
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<td>2:30–3:15pm</td>
<td>Combined session</td>
<td>Virtual Team Building: Getting your CoP Up, Running, and Moving Forward</td>
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<td>A FINRA Funded Grant: A FSA Success</td>
<td>Terry Meisenbach</td>
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<td>Nancy M. Porter</td>
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<td>Bringing “Adding It Up” to eXtension</td>
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<td></td>
<td>Rebecca Travnichek</td>
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<td></td>
<td>Michael S. Gutter</td>
<td>Growing a CoP: Managing Turnover, Business and Deadlines in the CoP</td>
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<td>Bo Beaulieu</td>
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<td>Building a Community of Practice from the Ground Up: Blueprint from Youth Entrepreneurship</td>
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<td>Debra Jean Kantor</td>
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<td>4:30–5:15pm</td>
<td>Livestock and Poultry Environmental Learning Center: A Review of Accomplishments, Impacts and Future Direction</td>
<td>Communications Leadership in eXtension CoPs</td>
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<td></td>
<td>- Jill Heemstra</td>
<td>Virginia Morgan &amp; Carol Whatley</td>
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## Breakout Sessions at a Glance

### Wednesday, October 21, 2009

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<tr>
<td>How to Host Your Own Webinar and Why</td>
<td>Making your Virtual World Project a Reality, with the eXtension in Second Life ® Mentors</td>
<td>Engaging the Research Community</td>
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<tr>
<td>Floyd Davenport</td>
<td>LuAnn Phillips</td>
<td>Jill Heemstra</td>
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<tr>
<td>Technologies for Creating Educational Content for Online Programs</td>
<td><strong>Combined session</strong></td>
<td>Building Connections Between Research Communities and eXtension</td>
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<tr>
<td>Floyd Davenport</td>
<td>Engaging Emerging Populations of Adults with Interactive Activities in a 3D Virtual Learning Environment</td>
<td>Rick Koelsch</td>
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<td>Kristin Woods</td>
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<td></td>
<td>Second what? A case study using Second Life for teaching applied agronomic topics</td>
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<td>Deana Namuth-Covert</td>
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<tr>
<td>Yes, a multi-state collaboration can produce success, plus more!</td>
<td><strong>Combined session</strong></td>
<td>eXtension Tools for Local Research and Outreach</td>
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<td>Jody Johnson</td>
<td>Using eXtension Response Tools to Help Consumers During Tough Economic Times</td>
<td>Molly Spaulding</td>
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<td>Barbara O’Neill</td>
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<td>Using Chats and Webinars to Engage and Recruit CoP Members</td>
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<td>Patricia Swanson</td>
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<td>How the Virtual News Room Works for You</td>
<td>Rapid Fire Community Engagement - Using Workgroup to Generate Content</td>
<td>Community Food Systems and Civic Agriculture - Letitia (Tish) Johnson</td>
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<td>Lynette Spicer</td>
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<td>Thurs. 10/22 8:00–8:45am</td>
<td>Social Media Strategies and Streams for Engaging Communities of Interest and Practice Karen Jeannette</td>
<td>Online Tools for Community Management: Ideas from eOrganic John McQueen</td>
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<td>Thurs. 10/22 9:00–9:45am</td>
<td>Enhancing Statewide Needs through Screencasts in eXtension: A geospatial case study Shannon H. White</td>
<td>Strategies for Identifying and Organizing Content to Expedite Publication Sue Hawkins</td>
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<td>Thurs. 10/22 10:00–10:45am</td>
<td>Good, Better, Best: Engaging Your CoP Audience Through Directed, But Interactive Webcasts Christine Skelly and Betsy Greene</td>
<td>Getting to Quality Content: Editorial Experiences of eOrganic and Other CoPs Debra Heleba</td>
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<tr>
<td>Thurs. 10/22 11:00–11:45am</td>
<td>eXtension and Map@Syst Go Global - A 2.5 inch Experiment Amy Hays</td>
<td>Duck, Duck, Goose! Glenda Freeman</td>
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<td>Thurs. 10/22 1:30–2:15pm</td>
<td>JITP web 2.0 upgrades: Retooling Just In Time Parenting’s e-newsletters and web presence Andrew Behnke</td>
<td>eXtension and the Youth Audience Tony Cook</td>
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<td>Thurs. 10/22 2:30–3:15pm</td>
<td>Beef Cattle Clearinghouse-Successes and Future Direction Rick Rasby</td>
<td>Get Connected—Becoming an eXtension Member (for Non-Extension Faculty) Charlene LeBleu</td>
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<td>Thurs. 10/22 3:30–4:15pm</td>
<td>Effective Review Standards: The Role of Authors, Editors, Reviewers, Users, and Communicators in Quality Control and Usability Mark Anderson-Wilk</td>
<td>Rangelands CoP and the Western Rangelands Partnership: Integrating Programs to Serve our Stakeholders John Tanaka</td>
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### Breakout Sessions at a Glance

**Thursday, October 22, 2009**

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<td>Using eXtension Tools, Technologies, and Concepts to Improve Extension Work</td>
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<td>Guidelines for Information Technology-based Promotion &amp; Tenure Expectations and Metrics: A Proposal</td>
<td>More than a tool, software reflects organizational values</td>
<td>Evaluating the Entrepreneurs and their Communities Section of eXtension’s Website: What Have We Learned and What Challenges Do We Face?</td>
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<td>Robert Hughes, Jr.</td>
<td>Jason Young</td>
<td>Louis Bassano</td>
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<td>Implementing the eXtension Widget on County web sites in Ohio: A case study</td>
<td>Evaluate Your Content with Google Analytics (by Category)</td>
<td>Ask an Expert Discussion Roundtable</td>
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<td>Jerry Thomas</td>
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<td>Be, Grow, Create Phase 2 @ Oregon State</td>
<td>Introducing ideas for establishing a social media strategy</td>
<td>Ask an Expert Responder Issues and Training Development</td>
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<td>Mark Anderson-Wilk</td>
<td>Anne Adrian</td>
<td>Karen Jeannette</td>
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<td>Virtual County Office: Speed Bumps to Reality</td>
<td>Moodle-Making in 8 steps or less</td>
<td>The Scholarship of eXtension</td>
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<td>Jeff Hino</td>
<td>Jennifer Jahedkar</td>
<td>Debra Pankow, Michael Lambur</td>
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<td>Strengthening Extension’s Capacity to Develop Civic Programs that Promote Public Dialogue, Deliberation, Action, and Learning: Results of a National Needs Assessment</td>
<td>The effectiveness of e-mail updates as an educational delivery method</td>
<td>What Are You Reading &amp; Why?</td>
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<td>Loretta Singletary</td>
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<td>North Dakota Soil Conservation District Supervisor Accreditation</td>
<td>Developing Forage Based Online Learning Lessons for Horse Owners</td>
<td>Sustainability through Leadership</td>
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<td>International eXtension Round-table Discussion</td>
<td>Tools for Harnessing Members</td>
<td>Linking eXtension CoP’s with Existing Web-based Information</td>
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<td>Mike McGirr</td>
<td>Kim Hand</td>
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Track 1A: Community of Practice Successes and Strategies

OVERVIEW & FUNDING TYPES

Wednesday, October 21 (1:30–2:15 pm)—Combined Session

eXtension’s HorseQuest – Getting Equine Education to the Top of the List

K. P. Anderson, University of Nebraska, Lincoln; E. A. Greene, University of Vermont, Burlington; A. S. Griffin, University of Kentucky, Lexington; C. D. Skelly, Michigan State University, Lansing

As the first Community of Practice launched from eXtension, HorseQuest (HQ) offers free, interactive, peer-reviewed, on-line resources on a variety of equine related topics at www.extension.org. This group has learned how to adapt traditional content to the online environment to maximize Search Engine Optimization (SEO), in order to be more discoverable and relevant in the online world. This means that HQ resources are consistently being found on the first page of search results. Also, by researching keywords searched by Internet users, HQ has guided new content direction and determined potential webcast topics based on relevance and frequency of those searches. In addition to establishing good SEO, HQ has been utilizing the “viral networking” aspect of the popular social network, YouTube™. By uploading clips of existing equine educational videos to YouTube™, HQ content appears in mainstream media, is passed on by the user, and helps HQ effectively reach their community of interest (horse enthusiasts). HorseQuest partners with My Horse University to produce webcasts that combine concise knowledge exchange via a scripted presentation with viewer chat and incoming questions. Locally, multiple specialists have used the 24/7/365 web resource in classrooms and programming throughout their states. Examples include using archived webcasts to bring national talks to local audiences (e.g. Dr. Lenz on The Unwanted Horse), video clips demonstrating digesta moving through the horse’s system, or showing examples of equine artificial gaits (e.g. rack), which can be difficult to obtain. Additionally, animations of the parts of the hoof and the interactive learning lesson for body condition scoring have been used in the field and classroom to supplement presentations. HorseQuest is a resource for several state 4-H advancement and competition programs, and will continue to be incorporated into traditional extension, while reaching and impacting global audiences.

Going Viral: Using the Audience to Market HorseQuest Content

E.A. Greene, University of Vermont; J.L. Whittle, University of Kentucky; A.S. Griffin, University of Kentucky; C.H. Wood, University of Kentucky; K.P. Anderson, University of Nebraska; C.A. Williams, Rutgers, The State University of New Jersey

HorseQuest (HQ) has used YouTube as a way to rapidly distribute content to users. Taking advantage of viral marketing through this social media distribution, eXtension horse content is more readily available to a larger number of users through YouTube as opposed to a single location on the web. YouTube allows viewers to subscribe to individual channels to receive notifications each time a new video is uploaded. This subscriber list builds an online community where HQ members can directly market eXtension materials and receive candid feedback through comments posted. An eXtension Horse channel (eXHorses) was created for free on YouTube (www.youtube.com/user/eXHorses) to deliver existing instructional horse videos via the Internet. These peer-reviewed, instructional videos originated from materials created by university equine professionals at their home institutions.

From 6/17/08 to 6/16/09, 146 video clips were uploaded to the eXHorse channel which was viewed 8,052 times; while the videos within the channel have been viewed a total of 163,697 times. The channel has 391 individual subscribers that represent registered YouTube users. From July 2008 to May 2009, female viewers had a median percentage of 58 percent, with the highest median percentage (39%) between the ages of 45-54 years, followed by 35-44 (21%), 13-24 (16%), and 55+ (15%). Since its creation, there were 239 self-referrals from the eXHorses channel to the
eXtension Horse site (with an average of 6.81 page views/visit). That represents a user’s active choice to visit www.extension.org/horses from the HQ YouTube channel. If Extension programs want to reach and impact clientele in the broadest way possible, we must be willing to reach out and work in the world where they surf the Internet. By creating eXHorses and uploading peer-reviewed video segments to YouTube, horse specialists are reaching this audience and driving them back to our peer-reviewed eXtension content.

Wednesday, October 21 (2:30–3:15 pm)—Combined Session

A FINRA Funded Grant: A Financial Security for All CoP Success
Nancy M. Porter, Clemson University; Barbara O’Neill, Rutgers Cooperative Extension; Jane Schuchardt, NIFA-USDA; Debra Pankow, North Dakota State University Extension Service; Financial Security for All Community of Practice

Members of the Financial Security for All (FSA) CoP and eXtension staff are on the project team for the “Online Investment Education for Farm Households” (OIE) grant supported by the FINRA Investor Education Foundation. This session will provide an overview of this two-year project which is creating new learning lessons in Moodle designed especially for farm households.

After conducting a marketing and audience analysis with farm and ranch households, a course based on the FSA learning lesson, “Investing for Your Future (IFYF),” was redesigned in Moodle with the addition of an Introduction for Farm Families, revised content, and enhanced features to increase interactivity. A pilot study was completed in Spring, 2009 with participants in Annie’s Project, an Extension program for farm women designed to increase knowledge about farm and family financial and risk management. Results from the pilot test and a professional external review determined that the redesigned course did not adequately meet specific needs of the target audience and did not motivate participants to enroll and complete the course.

The team decided to rework the pilot-tested course to focus solely on information specific to the investment education needs of farm households including relevant exercises to personalize the content for users. Links to units in the IFYF course in Moodle will be available for further information and study but IFYF will no longer serve as the OIE course per se. After the new course is completed, various distribution methods will be used to market the investment course for farmers nationwide and position it for sustainability through existing Extension networks. An evaluation plan will determine the effectiveness of the course in increasing investing knowledge and positive behavior change. At the end of this project, farm households will have a basic investing course designed specifically for them, available via eXtension, for learning anytime, anywhere.

Bringing “Adding It Up” to eXtension
Rebecca J. Travnichek, University of Missouri Extension; Dr. Ann A. Berry, University of Tennessee Extension; Dr. Debra Pankow, North Dakota State University Extension; Dr. Bobbi Shaffett, Mississippi State University Extension; Lelia C. Wissert, Alabama Cooperative Extension System; Leanne Manning, University of Nebraska Extension; Vicki T. Wynn, University of Kentucky Extension; Judy Branch, formerly with University of Maryland Extension Values

‘Adding It Up,’ originally designed by Cornell University Extension, was given to the Financial Security for All Community of Practice for inclusion in the Youth Financial Literacy area. ‘Adding It Up’ takes middle school or high school students on a money journey in a game-like scenario. Students find ideas, tips, and interactive pages to increase their money knowledge and skills. As students travel through the site they will get a basic understanding of:

- how personal values affect money decisions. (Money and Values)
- how to keep track of and control cash flow. (Money and Values)
- how to use an ATM card. (Checking)
- balancing a checking account. (Checking)
- savings for future goals. (Savings)
- how to protect against frauds and scams. (Consumer Protection)
The Youth Financial Literacy—Interactive Education WebTeam consists of extension specialists and educators across the United States with a passion for youth money management, was established to review and revise the interactive site. Initial revisions have been completed and a pilot study of the site has begun. A marketing plan is being developed to encourage teacher utilization of ‘Adding It Up’ as part of their current economic and/or financial literacy curricula.

The leadership team is working with Dr. Ryan J. Schmiesing, National Program Leader, Mission Mandates, National 4-H Headquarters, and Nancy Schaff, Project Manager, Curriculum, National 4-H Council, to acquire the paper and web-based components of 4-H curricula, Financial Champions and Consumer Savvy. Both curricula and interactive components need revision and updating. Grant funding is being acquired to support and accomplish the revisions.

Future plans for the Youth Financial Literacy—Interactive Education WebTeam include developing teacher guides for curricula and interactive components; as well as the use of social networking/marketing tools to design electronic teacher training.

**Wednesday, October 21 (3:30–4:15 pm)**

**Financial Security: Managing Money in Tough Times**


Recent and ongoing economic conditions have affected households throughout the United States at most income levels. We would like to describe the multi-pronged, multi-level response to these conditions by Cooperative Extension. Learning about the processes including resource development, strategies, and partnerships used by this initiative should not only be of interest to other Communities of Practice, but may also provide ideas for other their efforts.

The “Managing Money in Tough Times” ([http://www.extension.org/pages/Financial_Security:_Managing_Money_in_Tough_Times](http://www.extension.org/pages/Financial_Security:_Managing_Money_in_Tough_Times)) section has been adapting quickly to consumer interests and needs as the economic crisis has unfolded.

Content for this section is developed, reviewed, and managed by experts in the Financial Security for All (FSA) Community of Practice. Initial materials came from programs developed at the University of Florida and Clemson University. Their materials included a simple flipbook, factsheets, and class discussions. Clemson’s program was provided to campus employees. Florida’s program was provided by county agents to both their own offices and throughout their communities.

By visiting the section, Consumers can also connect to “Frequently Asked Questions,” “Ask an Expert,” “Finance Calculators,” and calendar functions, as well as participate in live chat sessions with the experts. “Managing Money in Tough Times” includes links to research, the transcript of a January 2009 chat, and articles on a variety of topics of interest to consumers feeling stressed and anxious as recent economic events have affected their lives.

This national scale effort seeks to expand by: identifying the most critical issues for consumers, connecting consumers to relevant educational programs and resources, facilitating easy access to those materials, promoting resource sharing among Extension colleagues, and sharing evaluation tools.
Wednesday, October 21 (4:30–5:15 pm)

Livestock and Poultry Environmental Learning Center: A Review of Accomplishments, Impacts and Future Direction
Jill Heemstra, University of Nebraska; Saqib Mukhtar, Texas AgriLife Extension; Rick Koelsch, University of Nebraska; Joe Harrison, Washington State University; Mark Risse, University of Georgia; Mike Westendorf, Rutgers University

The Livestock and Poultry Environmental Learning Center (LPELC) community of practice (CoP) has experienced early successes in engaging and gathering data about the target audience.

- 1300+ people have subscribed to the email listserv.
- In the first year, clientele viewed more than 268,000 LPELC website pages. Around half of the page views were from search engine referrals, 21% from direct traffic and 34% from referring sites. Approximately 57% of page views were new visitors with 43% from return visitors.
- Over 130 individuals participate in live webcasts. Archived webcasts are viewed approximately 1100 times each month. The average viewer reports that they influence 198 producers annually. Participants include Extension (21%), regulatory agencies (21%), NRCS (13%), public sector research and education (14%), and private sector + producers (14%)
- Continuing education units have been approved by the Certified Crop Advisers and the American Registry of Professional Animal Scientists. Presentations have also been utilized to satisfy continuing education requirements for Technical Service Providers, Professional Engineers, and other programs.

The LPELC has conducted surveys for impact evaluation and setting priorities. As a result of access to LPELC resources:

- 58% of service providers reported that they made a recommendation that benefited a client while 47% assisted with a nutrient management plan
- 70% of county agents reported that they used the website to answer to a question
- 84% of extension specialists utilized LPELC to research an answer to a question while 74% utilized resources in in-service trainings or programs,
- 42% of regulatory agency staff used the information for permit reviews.

This presentation will conclude with plans to further utilize technology for an engaged learning environment. The LPELC is pilot-testing social media, with further expansions planned. These plans include peer-to-peer learning, virtual tours, curriculum development, user-generated content, and online courses.

SOCIAL TOOLS/CONNECTING TO CoP/MARKETING

Thursday, October 22 (8:00–8:45 am)

Social Media Strategies and Streams for Engaging Communities of Interest and Practice
Karen Jeannette, University of Minnesota

Consumer Horticulture began exploring using social media as a way to reach its Gardens, Lawns, and Landscapes (GLL) community of interest shortly after the 2008 National eXtension Community of Practice conference. Twitter, Flickr, and YouTube accounts were created to support a sampling of existing GLL content. During this same time period, the community of practice was seeking ways to engage more researchers and educators in content development in order to provide the expertise needed to support its diverse subject matter and regional differences. Use of listserves, CoP wiki community and content home pages, and Adobe Connect meetings provided limited outreach capabilities beyond the eXtension network since these forms of communication were mostly available to those already holding eXtension IDs. In May 2009, the
Consumer Horticulture Community of Practice sought to address these challenges by launching a blog to enable consumer horticulture faculty and staff throughout Cooperative Extension to participate in discussion surrounding national consumer horticulture community issues, content development, and training needs.

This session explores ways social media tools have been used to support GLL content and the Consumer Horticulture Community of Practice, as well as potential strategies other CoPs may want to utilize as a means to:

- Invite and engage target audiences and networks
- Embed social media to enhance eXtension content pages
- Integrate social media tools for creating subject matter streams from experts, work group, or institutions
- Reach multiple audiences by re-purposing (not rewriting) content using feeds and streams

Thursday, October 22 (9:00–9:45 am)

Enhancing Statewide Needs through Screencasts in eXtension: A Geospatial Case Study
Shannon H. White, University of Missouri

The Map@Syst community within eXtension focuses on geospatial technologies such as global positioning systems (GPS), geographic information systems (GIS), and remote sensing (RS). The geospatial community of professionals, educators and community leaders often need technical assistance beyond the written page.

In response to requests for technical assistance with software applications and the need for just-in-time professional development without travel or time constraints, the Missouri Geospatial Extension specialist has created an innovative screencast series to assist statewide and local needs for education about remotely sensed geographic data. Users can pause, replay and view these digital resources distributed through the eXtension platform. This solution increases the eXtension visibility by assisting the ongoing efforts of the extension specialist. Additionally, the use of screencasting and podcasting enables a solution for common questions to be shared by visual means that had historically required hands-on assistance. These resources are value added for the community at-large, other Geospatial Extension Specialists, educators and agencies.

Screencasts and podcasts can be distributed through communities of practice, such as Map@Syst, and further the technical skills or conceptual understandings of the members and others who seek topical resources online. While Adobe Captivate was used to create the remote sensing series for Map@Syst, there are free and inexpensive alternatives that will be shared with participants. This session will provide suggestions, lessons learned, and tips and tricks for planning, creating and using this type of assistance within the eXtension platform.

Thursday, October 22 (10:00–10:45 am)

Good, Better, Best: Engaging Your CoP Audience Through Directed, But Interactive Webcasts
Christine Skelly, Michigan State University; Betsy Greene, University of Vermont; Gwyn Heyboer, Michigan State University, My Horse University

As the first publicly launched Community of Practice, HorseQuest (HQ) has played the role of “guinea pig” for multiple methods and technologies to reach their audience with varying levels of success.

Good: The first efforts at hosting online chats involved synchronous chat using Valano, and three equine experts and a facilitator connected via conference call. Although there was a designated topic and pre-chat reading resources available, question topics were all over the board, and at times, individuals would try to dominate or redirect the discussion. Any transcripts had to be
“right clicked,” saved, and retyped into summaries of topics. Average attendance ranged from 10-25 participants per chat.

Better: Since January of 2007, HQ has partnered with My Horse University (MHU) to offer free monthly webcasts (September–May) on various equine educational topics. One expert uses a prepared PowerPoint lecture and Voice-Over IP, and participants can use the text chat to ask questions or make comments in real time. Approximately 718 people have attended the 19 webcasts. Experts have shown varying levels of comfort maintaining the “lecture flow” and still being responsive to the live text chat.

Best: Most recently, HQ and MHU have been using additional personnel with subject matter expertise to manage the live chat during the presentation, allowing the expert to focus on the materials, and then answer questions when they have a natural break or at the end.

All of the webcasts are archived on the MHU web site for viewing after the live event. This is significant, since 1,958 viewers have accessed the archived Webcast recordings as of June, 2009. Finally, a 10-question online survey has been developed to better measure satisfaction of the participants and impact data in terms of how the webcasts have affected the practices or perspectives of the participants.

**Thursday, October 22 (11:00–11:45 am)**

**eXtension and Map@Syst Go Global—A 2.5 inch Experiment**

Amy Hays, Texas AgriLife Extension; John Nowatzki, North Dakota State University, Map@Syst; John McGee, Virginia Tech., Map@Syst

eXtension became a globe trotting adventurer in the form of a 2.5 inch geocoin. In 2008, the Map@ Syst CoP release 100 geocoins into the hands of volunteers to be place, found, and hidden around the globe. The Map@Syst Geocoin Adventure served two purposes, 1.) to bring a community of user to eXtension that were not traditional Extension audiences, and 2.) to look at how social networking could enhance and enrich the Map@Syst CoP. On both counts, the coins were a success. More than 96,000 miles have been logged on the coins and each coin has on average touched the hands of 5 owners. Some have touched more than 40 hands. The coins have simple instructions...Go find out about eXtension and all it has to offer. Map@Syst found that utilizing an untraditional communication mechanism (social geocaching) reached a wide audience of potentially new clients. All sorts of social networking tools exist that could serve CoP’s in new ways of engaging clients.

**Thursday, October 22 (1:30–2:15 pm)**

**JITP web 2.0 upgrades: Retooling Just In Time Parenting’s e-Newsletters and Web Presence**

Andrew Behnke, NC State University; Leslie A. Forstadt, University of Maine Cooperative Extension; Aaron Ebata, University of Illinois at Urbana-Champaign; Sally Martin, University of Nevada-Reno; Pat Nelson, University of Delaware

In this workshop we will share how Just In Time Parenting has come to use train-the-trainer webinars and face to face events to make extension agents, paraprofessionals, and partners aware of the new resources available free for parents. JITP has developed marketing materials and instruction sheets for agents/paraprofessionals (on how to get started with JITP, how to get evaluation data, etc). We have also developed new podcasts, and have links to exciting new video segments. Over the last year we have made our vibrant e-newsletters available in easy to download color PDFs in both English and Spanish. We will share our current evaluation of usage of our materials and an evaluation of the train-the-trainer events. We will also share examples of our new materials, with the hope that participants will be able to apply these strategies and ideas to their CoPs.
Breakout Track Abstracts

Thursday, October 22 (2:30–3:15 pm)

**Beef Cattle Clearinghouse-Successes and Future Direction**

R. Rasby, University of Nebraska—Lincoln; G. Selk, Oklahoma State University; L. Anderson, University of Kentucky; R. Weaber, University of Missouri; T. Marston, Kansas State University; C. Wright, South Dakota State University; J. Paterson, Montana State University; C. Mathis, New Mexico State University; G. Lardy, North Dakota State University; J. Whittier, Colorado State University; T. McCollum, Texas A&M University; C. Lane, University of Tennessee; D. Hamernik, USDA-CSREES, Washington, DC

A Community of Practice (CoP) from Land Grant Universities organized to design a national website who’s target audiences are producers, extension educators, and clientele with beef cattle interest. Beef Cattle Clearinghouse’s goal is to provide on-demand access to unbiased, research-based information via the internet. This national effort allows for expertise to engage with clientele using the Beef Cattle Clearinghouse website. Beef cattle production systems vary across the United States due to the wide variety of resources available, therefore; input into the Beef Cattle Clearinghouse website from a large number of faculty members from universities throughout the United States is imperative for the success of this educational effort. The website functionalities will consist of Cattle Questions (Frequently Asked Questions and Answers), Beef Pros (Ask the Expert), Beef Trains (Learning Modules) and Beef Tips (Timely Topics). Currently, there are 700 Cattle Questions and 200 Beef Tips in the data base, 5 Learning Modules, 2 webinars, a beef glossary with over 200 words with definitions, and a link to high demand Fact-Sheets from various Universities. Our goal is to expand the CoP membership nationally to make the content more inclusive and to better serve the wide variety of clientele who access information through the Beef Cattle Clearinghouse eXtension website (http://www.extension.org/beef+cattle).

Thursday, October 22 (3:30–4:15 pm)

**Effective Review Standards: The Role of Authors, Editors, Reviewers, Users, and Communicators in Quality Control and Usability**

Mark Anderson-Wilk, Oregon State University

Peer review is a commonly used quality control tool in the publishing process. However, there is not one way that peer review is defined and conducted, and studies have shown that peer review varies greatly in how well it actually succeeds in controlling for quality. In addition, many models of review neglect consideration of the users’ media preferences. This presentation will summarize research on the effectiveness of different peer review approaches and describe several innovative models for conducting peer review and building in user input. Examples of current peer-review and user-review practices used by Extension publishers and eXtension communities of practice will be discussed. Recommended “best practice” guidelines will be offered for eXtension communities of practice to consider adopting as a standard. Recommendations will focus on approaches that promote usability, appeal, consistency, and accountability, in addition to content accuracy.

Thursday, October 22 (4:30–5:15 pm)

**Regional Development Strategies: Building New Opportunity**

Sharon Gulick, University of Missouri Extension; Mary Simon Leuci, University of Missouri Extension

This workshop will explore the community engagement process used by the University of Missouri Extension’s ExCEED program and the strategies, approaches and outcomes of its 3-year engagement with five projects across the state. The ExCEED program works with rural communities and regions to implement entrepreneurship and place-based economic development as community economic development strategies. The program helps rural communities/regions stimulate their economy through entrepreneurship, community leadership development and
youth retention and connects the resources, programs and expertise of Extension staff and faculty, as well as other key partners, with these communities/regions. Each of the projects has a unique approach and set of goals, but common themes include entrepreneurship development and support, youth retention, tourism development, regional branding, and foundation/endowment development. Preliminary results from the project evaluation will be presented. A portion of the session will be devoted to a facilitated discussion that engages participants in sharing their experiences, challenges, approaches to regional development and discussion on eXtension’s role in regional community economic development. Anticipated results from this workshop are the development of a greater understanding of regional development, sharing of ideas, new learning, new eXtension tools and publications, and possible creation of informal networks.

**Track 1B Community of Practice Successes and Strategies**

**TEAM MANAGEMENT/LEADERSHIP**

**Wednesday, October 21 (1:30–2:15 pm)**

**Home Energy CoP Success Stories**

Shirley Niemeyer, University of Nebraska; Michael Goldschmidt, University of Missouri Extension; Michael Vogel, Montana State University of Extension; Claudette Reichel, Louisiana State University; Joe Wysocki, USDA CSREES

The Home Energy Community of Practice brings together nationwide Cooperative Extension and Research professionals to develop, enhance and maintain a world-wide-web presence on energy, sustainability and housing through eXtension. The CoP was formed in response to an immediate need to quickly address consumer concerns of higher energy prices and environmental sustainability.

The Home Energy CoP provides information to consumers on three main knowledge areas: existing homes, new home construction, and alternative home energy systems. In addition, the CoP is subdivided into topics which are important in multiple knowledge areas such as lighting, appliances, and landscaping. One of the main challenges and unique features of the CoP is to provide this large body of knowledge in various diverse climate zones (hot humid, mixed humid, mixed dry, cold). This is necessary because often what is an appropriate energy strategy for a hot-humid climate zone is the opposite of what is appropriate for a cold dry climate. The CoP is being set up to filter information that is appropriate to a consumer’s climate zone.

Initially, the Home Energy CoP team leadership developed an assessment tool using Survey Monkey to obtain information about members area of expertise, areas willing to provide content, assess existing experience in develop websites and using the eXtension Wiki system. The survey also provided opportunities for members to address how the Website would be organize, which topics should be addressed and to provide input specific topics.

The Home Energy CoP is harnessing the latest research from partners such as land-grant universities and colleges, Building America Best Practices, Department of Energy, and other recognized state and national resources. Content is reviewed by nationally recognized scientists and extension specialists and follows consistent standards to ensure that the educational materials are valid, concise, and easy to use.

**Wednesday, October 21 (2:30–3:15 pm)**

**Virtual Team Building: Getting your CoP Up, Running, and Moving Forward**

Terry Meisenbach, eXtension Communications & Marketing

Working on a team requires trust, harmony, commitment, accountability, and results...all traits that can face a huge challenge when team members are separated by distance, time zones, institutional and geographic boundaries. eXtension’s content development teams, institutional
teams, leadership and advisory teams must work together to accomplish the transformation of Cooperative Extension and reach new audiences. And, for the most part, they do this work by phone, email, instant messaging, web conferences, chats and a rare face-to-face meeting. Meeting the challenges of virtual teamwork and team building is helped by understanding the dysfunctions teams face and then working to overcome those dysfunctions. Patrick Lencioni’s “The Five Dysfunctions of a Team” has been used to analyze new and existing virtual teamwork and is the basis for this session. Learn how to build trust, overcome conflict, gain stronger commitment, improve accountability, and deliver results. New communities of practice in the organizational stages and existing communities of practice seeking better progress will find this session of great help in moving forward.

**Wednesday, October 21 (3:30–4:15 pm)—Combined Session:**

**Growing a CoP: Managing Turnover, Business and Deadlines in the CoP**

Bo Beaulieu, Director, SRDC; Mary Peabody, UVM; Greg Wise, UWEX; Connie Hancock, Nebraska Extension

Keeping teams functioning can be a challenging task in the best of times. And the stages of group development—forming, storming, norming and performing—take on a new dimension when the group is working in a virtual environment. In times of scarce resources the task of managing work groups becomes increasingly difficult and, at the same time, it becomes even more important for teams to be efficient and productive.

The purpose of this session is to have a conversation about best management practices related to the maturing of communities of practice. Among the topics to be discussed: managing turnover on your team, reaching out to stakeholders, delegating the work of the team beyond content development, communication, and negotiating rough terrain (or what to do when intelligent people disagree).

We don’t have the answers but we have faced all of the issues mentioned above and more. We would like to explore with others the strategies and tips that appear to yield the best results and explore areas where we are all struggling.

**Building a Community of Practice from the Ground Up: Blueprint from Youth Entrepreneurship**

Debra Jean Kantor, University of Maine Cooperative Extension, Assistant Extension Professor

**Background:** In June 2008, the Northeast Regional Center for Rural Development sponsored the Land Grant Youth Entrepreneurship Symposium, (Land Grant YES). The goal of the face-to-face symposium was to bring together educators and program leaders in youth entrepreneurship to focus on best practices, research findings, and future program development. Participants from geographically diverse regions shared curricula and programs for youth of all ages.

**Project Goals:** Over the three day symposium, participants identified areas of potential collaboration including developing an eXtension Community of Practice (CoP) for youth entrepreneurship.

**Strategy:** Following the symposium, a subcommittee of YES participants developed a plan that included:

1. creating a matrix to organize the resources and programs presented at YES to help locate materials appropriate for diverse youth entrepreneurial programs,
2. provide eXtension webinars to share the peer-reviewed resources presented at the symposium,
3. post peer-reviewed youth entrepreneurship resources on eXtension as part of the Entrepreneurship CoP.
Breakout Track Abstracts

Success: With the support of the Entrepreneurship CoP, the subcommittee implemented their plan with the following actions:

1. developing a matrix that incorporated all YES presentations. This was posted on a website for presenters to provide feedback.
2. facilitating a webinar highlighting two of the resources presented at the symposium and the matrix. Webinar participants were encouraged to become part of the CoP. E-mails were collected and a listserv created of those who expressed interest.
3. utilizing questions and feedback from the symposium and webinar, 10 FAQs were identified to be posted on eXtension. Fact Sheets and Case studies on these topics are planned.

Implications: A symposium served as the foundation for building a CoP that now contains a core group of over 30 individuals with expertise in youth entrepreneurship. This group identifies resources and acts as peer reviewers for the youth entrepreneurship component of the eXtension Entrepreneurship CoP.

Wednesday, October 21 (4:30–5:15 pm)

Communications Leadership in eXtension CoPs
Virginia Morgan, ACES; Carol Whatley, ACES; Terry Meisenbach, eXtension; Dan Cotton, eXtension

Does your CoP’s leadership include a communications professional? If not, your community is lacking a critical asset. Communicators bring expertise on marketing strategies, content design and format, and a host of other elements critical to the success of your community.

Communicators have a big-picture perspective, and thus can identify potential connections to other communities, recruit experts from complementary fields and institutions, integrate your eXtension resources with state resources, and call upon their external counterparts when necessary.

This session will feature a panel of communicators who will discuss integrating communications leaders into communities of practice.

CONTENT MANAGEMENT

Thursday, October 22 (8:00–8:45 am)

Online Tools for Community Management: Ideas from eOrganic
John McQueen, Oregon State University; Alex Stone, Oregon State University; Roger Leigh, Oregon State University

When working with any distributed team, whether across the world, country, or campus, there is a need to share information and communicate in an efficient manner. New web technologies are enabling people to work together from the convenience of their work stations in a cross-platform manner, regardless of computer or browser type, and beyond basic email.

eOrganic has learned that growing a CoP and publishing to eXtension is 20% content development and 80% group management! In this session we will share some tools and strategies we use (or would like to use) to keep eOrganic moving forward. We would also like to hear your experiences with project management—what works, what doesn’t?

We will discuss tools and strategies for 1) collaborative writing and tracking project deliverables (eXtension wiki, WetPaint, Google Docs), 2) scheduling and tracking meetings and events (Meeting Wizard, Doodle, Google Calendar), 3) talking to each other while sharing screens, and virtual seminars (FreeConference.com, Adobe Connect, Drop.io), and 4) communicating beyond email (IM, Twitter, Facebook, forum posting, blogging, social networks). This session is best for those who are new or just getting started in using online tools for project development and management.
Breakout Track Abstracts

Thursday, October 22 (9:00–9:45 am)

Strategies for Identifying and Organizing Content to Expedite Publication
Sue Hawkins, University of Vermont; Andrew Crocker, Texas AgriLife Extension

As Communities of Practice (CoPs) develop content, tracking and managing that content can and does become quite burdensome. Identifying and satisfying the “needs” of individual articles and collaborating groups is a constant throughout eXtension. To this end, each CoP is free to evolve its own internal mechanisms for developing and organizing content in the CoP.

In this session we will highlight strategies and tools that enable CoPs to cooperatively manage the flow of content through development, peer review, copy-edit and finally, to publication:

- Categories – the foundation of all CoP systems of organization.
- Systems and management pages to organize content for easy access.
- Strategies for organizing different types of content: articles, learning lessons, images, research summaries, case studies, decision support tools, “library” of additional resources, and so on.
- “Alt text” in the naming of articles—members may see at a glance where an article is in process and what its needs may be.
- Discussion Pages – tracking content and the needs thereof; communication between contributors; keeps thought processes with page.
- Templates on pages to identify status of page
- Stub Articles
- Page under construction
- Author soliciting collaboration on page
- Current author wants page “untouched” for a specified period of time
- Ready for Review
- Ready for Copy-Edit
- Ready to Publish
- Dynamic Page Lists—Create the DPL code once and it will update and self-correct your functional lists! Based on categories or templates, you can make DPL lists of pages:
  - in a given status, i.e. Ready for Review
  - of a given topic, i.e. Biodiesel
  - of a given type, i.e. Decision Tools
  - combination of above, i.e. Biodiesel Decision Tools
- Case Studies: A quick look at a few CoP content organizing and management systems.

Thursday, October 22 (10:00–10:45 am)

Getting to Quality Content: Editorial Experiences of eOrganic and Other CoPs
Debra Heleba, University of Vermont; Alexandra Stone, Oregon State University

eOrganic is eXtension’s certified organic agriculture CoP. Our content is written and reviewed by our community of researchers, Extension personnel, certifiers, agricultural service providers, and farmers, all of whom have organic agriculture experience and expertise.

In this session, eOrganic staff will share our CoP’s editorial policies and procedures, including article format and citation guidelines, metadata, and content and certification review protocols. We will leave plenty of time to hear from other CoPs and have group discussion. To assist authors in submitting high quality content, eOrganic has developed an article format template. All articles start with a listing of author names and affiliations. They end with references and citations which follow the American Society of Agronomy citation guidelines (www.agronomy.org/publications/style/). The bottom of each article contains a statement to identify the article as eOrganic’s and encourage the user to check with their certifier before adopting new practices.
Additionally, for every article, eOrganic collects metadata, including geographical relevance, content contributors, permissions, and information sources, i.e. whether the content is science-based, practitioner experience-based, or regulation-based. We will discuss current and future metadata uses.

All eOrganic articles undergo peer-review and National Organic Program (NOP) compliance review before publication. Review process goals include improving content clarity, accuracy, and compliance; validating scholarship of authors; and providing a system of accountability to funders and users. Currently, two CoP members are selected to conduct an anonymous review of each article. As organic agriculture is now legally defined, eOrganic requires that all content go through at least one additional NOP compliance review conducted by CoP members with organic certification expertise.

**Thursday, October 22 (11:00–11:45 am)**

**Duck, Duck, Goose!**
Glenda Freeman, ACES; Virginia Morgan, ACES; Carol Whatley, ACES

“Duck, Duck, Goose!” may be a game for children, but adults may find themselves playing an eXtension version of the game with state publications and articles in the CoP wiki. What happens to state publications when the content is moved into an eXtension CoP? Duplication of effort? Different versions that might confuse an audience? Being prepared for these questions can allow both subject matter and communications professionals to win the game. Presenters will describe the approach they used to develop guidelines for moving content for a national or global audience to eXtension while continuing to provide local clientele with access to state-specific content.

**Thursday, October 22 (1:30–2:15 pm)**

**eXtension and the Youth Audience**
Tony Cook, Auburn University; Jeff Sallee, Oklahoma State University; Lisa Boullion-Diaz, University of Illinois

As eXtension evolves and as efforts to provide content to a youth audience, various strategies and concepts have been considered. Coming out of the Youth SET for Life CoP efforts is a concept called KXNN or Kids eXtension News Network. KXNN would engage college students with high school and middle grade students in the development and production of news content for youth. Interviews and narrations of content would be conducted by students as well. The concept is one that would provide timely and current content about work of land-grant universities in a news format appealing to a youth audience. KXNN is intended to be internet based and would extend across all content areas as well as a broad youth audience. Another concept also intended to accommodate broad content across many areas as well as be extended to a broad youth audience will be presented in “For Youth, For Life.” The “For Youth, For Life” approach is designed with the major themes of “Get SCIENCE, Be HEALTHY, Live RESPONSIBLY, and Go SERVE” in order to accommodate any content area for youth. Both concepts work together in providing content design in a multimedia and interactive format for online and offline learning. Content is designed for access via the internet through common searches and to serve an immediate need but also to engage the learner in more in depth learning. A secure and safe learning environment will eventually provide a means for youth to build a portfolio of learning and collaborate and share with others via the eXtension learning presence on the world wide web.
Breakout Track Abstracts

Thursday, October 22 (2:30–3:15 pm)

Get Connected—Becoming an eXtension Member (for Non-Extension Faculty)
Charlene LeBleu, Auburn University

Establishing eXtension partnerships among academia, businesses, communities and other public and private stakeholders can empower research and promote community education. Even faculty without a traditional extension appointment can sign up to be a part of this incredible network. eXtension is an internet-based collaborative environment where Land Grant University content providers exchange objective, research-based knowledge to solve real challenges in real time. eXtension offers assistance in formulating partnerships, networks, tools as well as assisting in distributing educational research materials.

This presentation focuses on why faculty without traditional extension appoints should become eXtension members and what eXtension offers in tools and support. The audience will be taken through the presenters “wiki experience” of writing and posting information, using eXtension as an implementation tool, the success of being invited to participate in a regional forum as well as future goals to get more involved.

Thursday, October 22 (3:30–4:15 pm)

Rangelands CoP and the Western Rangelands Partnership: Integrating Programs to Serve our Stakeholders
John Tanaka, University of Wyoming; Jeanne Pfander, University of Arizona

The Rangelands CoP team is a natural outgrowth of a working collaboration that has been in place for almost fifteen years. In 1995, librarians and rangeland scientists at the University of Arizona began development of a Rangelands website as part of the National Agricultural Library’s Agriculture Network Information Center (AgNIC) initiative. In 2002 this collaboration was expanded and the Western Rangelands Partnership was formed to include other Western land-grant universities and transform AgNIC Rangelands from a website with a largely Arizona focus to a web portal with a broad Western regional emphasis. This presentation will describe the unique cross-disciplinary partnership and the resulting challenges and benefits. We will discuss the evolution from a regional rangelands webpage (rangelandswest.org) and state specific rangelands webpages to becoming a Community of Practice and our strategies for moving forward. We will also examine the linkages between the two websites and how we will implement a successful integration between the AgNIC and eXtension websites. Because of our need to integrate programs, there are unique challenges that we are addressing including having subject area librarians as integral team members along with rangeland specialists, deciding where content most appropriately resides to serve our stakeholders, deciding the format of different content, deciding on the structure of the two different websites, and deciding how we deal with new issues that arise.

Thursday, October 22 (4:30–5:15 pm)

A Creative Approach to Generating eXtension Publications in the Family Caregiving CoP
Amy F. Hosier, University of Kentucky; Andrew B. Crocker, Texas AgriLife Extension Service, Texas A&M System; Jatunn Gibson, Alabama Cooperative Extension System

Within the Family Caregiving CoP (FC/CoP) lies eight resource areas that are hungry for publications and up-to-date research-based information to help the 29 million caregivers who provide over 30 billion hours of care. With the many trials, tribulations, and pleasures that accompany the caregiving role, it is important for an educational resource, such as eXtension, to provide materials and information that will help caregivers improve their lives and the
lives of those in their care. As eXtension subscribes to web feeds associated with land-grant universities, news releases are constantly being filtered to the various CoPs. The FC/CoP has decided to proactively target the various authors of these releases in order to introduce them to the eXtension process and to invite them to adapt their material for publication via the FC/CoP. The FC/CoP strategy not only adds to the richness of content but it also provides an excellent opportunity for peer-review of the work and a national platform for dissemination. This presentation will highlight the news release strategy from feed to publication and will draw attention to how the process involves state specialists, county agents and community-based individuals.

**Track 2 eXtension Implementation at the State and Local Level**

**Wednesday, October 21 (1:30–2:15 pm)**

**How to Host Your Own Webinar and Why**

Floyd Davenport, *Iowa State University*; Robin Brekke, *Iowa State University*; Dustin Hiatt, *Iowa State University*

Web conferencing technologies provide cost effective opportunities for extending the reach of your education programs to a growing online audience. Used for marketing new products/services, internal professional development and as components of online courses, webinars can be an effective way to engage the residents of your state (or multi-state initiatives). Whether you conduct your own webinars or contract with a web conferencing service, there are features common to most webinar technologies which when used properly will enhance your program.

This session/(hands-on workshop) walks you through how to setup and manage your own webinars using Adobe Connect. We will cover the following:

- What are the benefits of a webinar?
- Planning out my webinar?
- What can I do with Adobe Connect?
- What is a Connect Meeting room? How can I get one?
- Meeting roles (host, presenter, participant)
- How do I manage audio and video?
- Best practices for webinar tools and formats
- What equipment do I need?
- What is my next step?

**Wednesday, October 21 (2:30–3:15 pm)**

**Technologies for Creating Educational Content for Online Programs**

Floyd Davenport, *Iowa State University*; Robin Brekke, *Iowa State University*

This session/workshop will introduce three tools for capturing and packaging educational content into a published presentation including audio, video, slides, and application demonstrations.

Adobe Presenter is a software tool for rapidly creating e-learning content and high-quality multimedia presentations. Adobe Flash Encoder is a free tool for capturing video and formatting it for on-line delivery. Camtasia can record your audio along with computer applications. Learn how to use these tools individually or together for delivering educational content.

- Workflow (Design, Edit, Publish)
- Elements of presentations
- Planning a presentation
- Best practices
- Audio
## Breakout Track Abstracts

- About using audio in presentations
- Recording audio
- About audio recording equipment
- Synchronize Audio and Animation Timings
- Video
- Capturing Video
- Importing Video
- Adding Presenter Elements
- Publishing the presentation
- Using within Moodle

### Wednesday, October 21 (3:30–4:15 pm)

**Yes, a multi-state collaboration can produce success, plus more!**


Yes, a multi-state collaboration can produce success, plus more! Earthquakes in the Midwest have the potential to create major devastation resulting in loss of life and public services if advance preparation isn’t taken. Extension has stepped forward and is providing leadership in earthquake preparedness for the Midwest by coordinating a series of multi-state workshops and conferences (Indiana, Illinois, Missouri, Kentucky, Tennessee, and Arkansas) bringing together emergency and disaster experts and field teams from across the area with the result of greater recognition and preparation for a potential catastrophic earthquake in the Midwest. Participation in these workshops and conferences by ESDA coordinators, law enforcement, fire and rescue, other emergency personnel and political leadership has demonstrated the significant need for this initiative. Workshops engage k-12 educators, who go back and teach curriculum in their classrooms to encourage children to prepare their homes for disaster.

In recognition of the potential for catastrophic consequences resulting in significant human and economic loss from the New Madrid and Wabash Valley Seismic Zones, as well as lesser known ones, Extension received a USDA NIFA grant to address this issue. Goals of the grant include educating citizens in how to prepare for and survive the aftermath of a devastating quake that could result in the long-term disruption of all public services.

Participants in this session will discover methods used in securing partners for this project and how collaborations produced even greater success than first envisioned. Ironically, an earthquake occurred as this project was being implemented which provided the opportunity for additional first-hand practical experience in obtaining collaboration among various agencies. The model developed through this grant has the potential to be implemented in other earthquake prone areas of the country. The model could also be used to address other natural disasters such as tornadoes, hurricanes and floods.

### Wednesday, October 21 (4:30–5:15 pm)

**How the Virtual News Room Works for You**

Lynette Spicer, *eXtension staff, Iowa State University*; Terry Meisenbach, *eXtension Communications & Marketing Leader*

eXtension’s virtual news room has a great deal to offer every Community of Practice: News helps keep your site dynamic, vibrant and timely. But it can be even better with your help. Come to this session and see how your community can benefit by working closely with the Virtual News Room (VNR). You’ll learn:

1. How to relieve anxiety—Most of the news releases on eXtension are posted by the VNR staff. We need your help identifying additional sources (institutions where programs are strong and news is plentiful).
Breakout Track Abstracts

2. The best eXtension news is timely, has good content (content is king to search engines), of regional or national interest, and is from universities or other nonprofit sources such as government agencies.

3. eXtension news benefits your CoP and your home university—The news is proof visible that your site is being updated. It provides a reason for readers to return. You may use news releases as features on your site. The news promotes the entire extension system and each participating university.

4. How the VNR works and how you can help—The VNR coordinator reads news feeds and emails from 35 land-grant systems to find releases. You can help by suggesting additional sites to search. Evangelize for eXtension. Encourage and help your university extension news staff write releases to promote eXtension. Propose ideas from your CoPs, contribute facts to the VNR for a release on eXtension. A news release needs a component to make it timely. It can be research just released... Or it can be a new fact sheet or publication just released... Or an upcoming event... Or seasonal.

Thursday, October 22 (8:00–8:45 am)
Sensemaking for Qualitative Research: The research methodologies used by the Ask an Expert Task force
Kevin Gamble, eXtension; Rick Durham, Consumer Horticulture CoP; Mike Lambur, eXtension; Larry Lippke, eXtension; Ben MacNeill, eXtension; Terry Meisenbach, eXtension; Beth Raney, eXtension; Craig Wood, eXtension

In the Spring of 2009 eXtension initiated a pre-hypothesis complexity-based approach to examine the various factors that affect users’ perceptions of the Ask An Expert service. The research looked at the public’s expectations of the service, and set out to answer the following questions:
• were people receiving meaningful/useful answers to the question they asked?
• were the answers provided sufficient to solve the problem the question addressed?
• did the public perceive that the answers provided were based on scientifically defensible information?
• were the answers provided quickly enough to affect the resolution?
• were the answers were written in a way to be easily understood by a non-scientists/lay audience?
• were people satisfied with using the AAE service?
• did the people understood/realize that the answers were being provided from non-biased university sources?

This session will focus on the data collection technologies, instrumentation, visualization and analysis software used to evaluate the Ask an Expert system. Where some of the findings will be highlighted, this session will primarily focus on “how” the research was conducted, and will discuss how these techniques can be used in pre-hypothesis, and narrative-based research.

Thursday, October 22 (9:00–9:45 am)
Guidelines for Information Technology-based Promotion & Tenure Expectations and Metrics: A Proposal
Robert Hughes, Jr., University of Illinois at Urbana-Champaign

Despite the transformation in information technologies, few universities have revised performance expectations and promotion criteria. These changes have had a profound impact on outreach and extension staff. The purpose of this session is to outline expectations for extension professionals (county, regional and state) and to define the metrics to assess these activities. The basic expectation is that personnel will create unique information technology-based instructional material that address issues confronting individuals, organizations and/or
society using knowledge based on scientific research. Generally, staff will be expected to develop instructional material for both the general public and professionals. Two broad types of information technology instructional strategies are expected to be developed—a broadcast strategy (one to many) and an engagement strategy (many to many). Broadcast strategies are designed to reach a broad group of people and might include such tools as an email newsletter, instructional video, or podcast. Engagement strategies are designed to foster extended learning communities and might include technology tools such as blogs, games, online courses, etc.

A standard set of metrics will be used to assess the quantity and quality of the information technology-based broadcast and engagement activities. Three general types of outcomes will be assessed—levels of participation, client satisfaction and participant change. For example, to measure the quantity of participation, page views and unique visitors will be recorded. Measuring the quality of broadcast strategies would include links and citations. Metrics for assessing participation within engagement strategies would include the number of people involved, the length of time people are engaged, and/or participant contributions. Standard tools and indices will be used to routinely assess satisfaction, although quantitative measures such as repeat users, depth and length of time on a website, blog, or game can serve as a proxy for “satisfaction.” Metrics and strategies for assessing outcomes will have to be tailored to the types of changes sought in regard to the programs, but general procedures will be outlined that can be incorporated into broadcast and engagement approaches.

**Thursday, October 22 (10:00–10:45 am)**

**Implementing the eXtension Widget on County web sites in Ohio: A Case Study**

Jerry Thomas, *The Ohio State University*; Bonnie Scranton, *The Ohio State University*

We present an interactive session that describes the process Ohio State University Extension used to add the Ask an Expert (AaE) widget to county websites in Ohio. First we share the process we used to pilot the widget in 11 counties and two additional sites. This includes county selection, the development of learning materials, and the use of training sessions. We also share how we evaluated the process, made local changes, and worked with eXtension staff to make improvements to the widget.

Next we discuss the process that we used to implement AaE widgets on all websites in Ohio. We also share information and curricula that we developed to help with county training, the process of handling questions, and follow-up evaluation methods and results. Examples of how we integrated the widget with the Ohio State eXtension pilot project and made adoptions based on the content management system used by Ohio State. We then discuss recommendations based on our experiences and findings. Our goal is to create dialogue with participants to provider further sharing of information. Our handouts will be available online for download. Interactive techniques like questioning, dialogue and online site visits will be used.

**Thursday, October 22 (11:00–11:45 am)**

**Be, Grow, Create Phase 2 @ Oregon State**

Alex Stone, *Oregon State University*; Mark Anderson-Wilk, *Oregon State University*; John McQueen, *Oregon State University*

As a pilot institution for the Be, Grow, Create Phase 2 initiative, Oregon State is working on a three part effort to increase participation in eXtension. The parts include full enrollment in eX IDs, more effective adoption of eX tools, and developing a case study for creating virtual county offices. Progress on all three efforts will be highlighted. Discussion will include what other states have found in similar efforts and suggestions for next steps.
**Breakout Track Abstracts**

**Thursday, October 22 (1:30–2:15 pm)**

**Virtual County Office: Speed Bumps to Reality**

Jeff Hino, *Oregon State University*; Dana Martin, *Oregon State University Extension*

What are the realities of implementing virtual technology tools in local county offices? An outside review team was invited to visit two counties in Oregon to consider the issues local faculty members face in adopting new technologies tools to improve work efficiencies and expand audience reach. The review team’s report will be the foundation of this presentation, including discussion of issues and possible solutions.

**Thursday, October 22 (2:30–3:15 pm)**

**Strengthening Extension’s Capacity to Develop Civic Programs that Promote Public Dialogue, Deliberation, Action, and Learning: Results of a National Needs Assessment**

Loretta Singletary, *University of Nevada Cooperative Extension*; Steve Smutko, *North Carolina State University*; Wynne Wright, *Michigan State University*; Renee Daugherty, *Oklahoma State University*

Increasingly, citizens ask Extension professionals to provide education on contentious public issues involving multiple stakeholders. Providing education on public issues, such as land use, water quality, food safety, health care, and economic development, can be challenging. These issues are often complex, cutting across a range of academic disciplines and personal values. And, public decisions about these issues are made in increasingly contentious and politically divisive settings. Yet, Extension professionals who work with citizens to address contentious public issues can play a critical community role.

To develop and deliver public issues programs requires that Extension professionals possess specific knowledge or skills that include:

- Creating partnerships;
- Collecting and interpreting information about issues, audiences and social environment;
- Communicating effectively;
- Facilitating group discussions and decision-making;
- Managing and transforming conflict;
- Working with scientific and technical information;
- Creating an environment of professionalism, and;
- Designing, conducting and evaluating the impacts of programs.

An assessment of the skill development needs of Extension professionals for providing education on contentious public issues was conducted in 2005. This presentation reports the results this national assessment, that featured 35 skill items which were adapted from the skill categories outlined. Results of this assessment indicate that the majority of Extension professionals who responded rated their priority for acquiring and/or strengthening the 35 skills as high or moderately high, regardless of their particular Extension region.

The national assessment results establish the need for an eXtension Professional Development Community of Practice (PDCoP) designed specifically to help Extension professionals acquire or strengthen skills necessary to develop civic programs that promote dialogue, deliberation, action, and learning as a valuable approach for tackling tough public issues. eXtension can support individualized professional development to address existing differences in skill development needs.
Thursday, October 22 (3:30–4:15 pm)
North Dakota Soil Conservation District Supervisor Accreditation
Dan Folske, North Dakota State University Extension Service; Scott Hochhalter, NDSU Extension Service/Soil Conservation Specialist; Thomas Hanson, Executive Director North Dakota Association of Conservation Districts

The 55 Soil Conservation Districts in North Dakota are each led by a five member board of supervisors. Each year new individuals are elected or appointed to many of these boards. Each legislative session also brings changes which can affect the governing and operation of soil conservation districts in the state. It is extremely difficult to schedule meetings and training sessions to provide the knowledge and information supervisors need to carry out their duties. An online course using Moodle on the campus extension.org website was developed to provide a training program which supervisors could access at their own convenience. The Moodle technology provides a variety of methods for the presentation of material and methods for tracking the progress of individuals taking the course.

The material is broken into short blocks that can be studied in 15 to 20 minutes and each section has an accompanying quiz. The quizzes are a method of monitoring an individual’s completion of a section. Supervisors who complete the course are recognized at the North Dakota Association of Conservation Districts annual convention each fall.

The Moodle technology provides a platform for the material that can be easily upgraded as laws, regulations, and conservation programs change.

Thursday, October 22 (4:30–5:15 pm)
International eXtension Opportunities Round-table Discussion
Michael McGirr, National Program Leader, Sustainable Development, Global Engagement, National Institute of Food and Agriculture

Track 3 Effective Use of eXtension Tools and Technologies

Wednesday, October 21 (1:30–2:15 pm)
Making your Virtual World Project a Reality, with the eXtension in Second Life ® Mentors
LuAnn Phillips /Thynka Little, eXtension virtual Worlds Coordinator; Dr. Peg Schear/Brianna Beresford, OSU, retired, eXtension in Second Life ® Stylist and Mentor; Dmitre Raposo/DFox Spitteler, eXtension in Second Life ® Builder and Mentor and eXtension CoP members with projects in Second Life ®

This in-depth session will cover important things you must know if you are considering an educational project using Second Life ® eXtension Virtual Worlds Coordinator LuAnn Phillips (in SL: Thynka Little) will review the latest research and trends in virtual worlds education, demonstrate a range of educational models that are possible using the Second Life ® environment, and highlight some notable success stories.

eXtension in Second Life ® mentor Peg Schear (in SL: Brianna Beresford) will share her secrets of avatar customization (without spending a lot of time and money), and will offer some important insider tips about avatar behavior and social etiquette.
Breakout Track Abstracts

eXtension in Second Life® builder Dmitre Raposo (in SL: DFox Spitteler) will explain: the basics of how things are constructed in Second Life® the kinds of things that are possible (or not) with the software, and how to work together successfully with a builder to reach your project design goals.

The session will wrap up with an opportunity for questions and answers with a panel of eXtension CoP members who have current projects in Second Life®

Wednesday, October 21 (2:30–3:15 pm)—Combined Session

Engaging Emerging Populations of Adults with Interactive Activities in a 3D Virtual Learning Environment

Kristin Woods, Auburn University/Alabama Cooperative Extension System

Food safety looms large in today’s complex world of globalization. In light of food borne outbreaks, food recalls and the threat of food contamination, all people must be educated with research based food safety information. This information must be presented in a way that is usable to the individuals requiring the information. The internet, particularly 3D virtual learning environments, has become a venue of choice for many young adults who have grown up in a period of rapidly advancing technology. This emerging population is increasingly difficult to engage with traditional Extension programming. This project deals with the feasibility and effectiveness of engaging young adults with a media in which they feel comfortable. With this in mind, a 3D virtual kitchen was created to teach foodservice staff about foodborne hazards. Evaluation of user perception, social interaction, and educational content of the virtual learning module was accomplished through a chat based survey instrument. Participants reported positively about their user experience and the educational content was found to be appropriate and useful. Responses related to the social realm indicated that participants’ pro-social needs were met in this environment.

Second What? A Case Study Using Second Life for Teaching Applied Agronomic Topics

Deana Namuth-Covert, University of Nebraska; LuAnn Phillips, eXtension; Martha Mamo, University of Nebraska; Ashu Guru, Sigma XFS; Gwen Nugent, University of Nebraska; Travis Jones, University of Nebraska; Dmitre Raposo, eXtension; Dennis McCallister, University of Nebraska; Tim Kettler, University of Nebraska; Erin Bauer, University of Nebraska; Leah Sandall, University of Nebraska; Clyde Ogg, University of Nebraska

Web 2.0 technology is expanding rapidly from social and gaming uses into educational applications. Specifically, the multi-user virtual environment (MUVE) such as Second Life® allows educators to fill the gap of first-hand experience by creating simulated realistic evolving problems/games. In a pilot study, University of Nebraska-Lincoln teachers, extension educators and education evaluators partnered with eXtension’s Second Life® team and a computer programmer to create a soil and water environmental case study. A pre-activity survey suggested that about 33% of the students had some level of experience with virtual environments and/or playing computer/video games.

Introductory Soil Science students (N=140) were given an orientation on how to use Second Life® before they began the case study activity. Students overall seemed engaged and intrigued working within Second Life®, however for maximizing the benefits of Second Life®, students suggested the incorporation of virtual interactive objects such as simulation activities/
experiments, live characters to interact with, and overall more action experience. While Second Life® and other simulation softwares have potential for educational use, the design of the activity utilizing this technology must be optimal to be effective in teaching and learning.

A tour in the Second Life® Smith-Lever farm will be given, as well as ideas discussed on how to capitalize on the strengths of this type of programming within education and extension activities.

**Wednesday, October 21 (3:30–4:15 pm)—Combined Session**

**Using eXtension Response Tools to Help Consumers During Tough Economic Times**
Barbara O’Neill, Rutgers University; Pat Swanson, Iowa State University; Debb Pankow, North Dakota State University

Perhaps more than any other eXtension Community of Practice (CoP), the Financial Security for All (FSA) community is currently providing research-based information to consumers during an extremely “teachable moment.” In April 2009, the FSA CoP’s investment course, Investing For Your Future, and the eXtension AaE feature were even profiled on the Today Show! As a result of the subprime mortgage mess, turned recession, the community’s subject matter focus, personal finance, has been daily front page news for almost a year. In response, the FSA CoP has handled an increased volume of consumer Ask an Expert (AaE) questions on topics that include copying with unemployment, debt problems, mortgage foreclosures, federal stimulus law features, declining home values, and investment losses. Many of these AAE questions have subsequently been published as eXtension Frequently Asked Questions (FAQs).

This workshop will describe how the FSA CoP actively encourages its members to register to answer AaE questions. The CoP needed to do this in 2008-2009 to respond to increased consumer demand. A description of how the CoP provides detailed instructions to members about how to set personal finance topic preferences will also be included. Next, the session will describe generic statements developed for FSA CoP members to respond to AaE questions that 1. request nationally available resources for people in financial distress. 2. request specific legal advice, 3. request specific investment recommendations, 4. request answers for obvious homework assignments, and 5. are poorly written, unclear, or lack sufficient detail to provide an adequate response. The third segment of the workshop will describe the process used by the FSA CoP to systematically convert resolved AaE questions into published FAQs. As one of the eight “pioneer” eXtension communities, the FSA CoP has amassed over 1,400 published FAQs with about 60 to 80 new FAQs published bi-monthly.

**Using Chats and Webinars to Engage and Recruit CoP Members**
Patricia Swanson, Iowa State University; Michael Gutter, University of Florida

It is important for Communities of Practice (CoPs) to recruit new members. It is also important to involve members once they have joined a community. The Financial Security for All (FSA) CoP holds monthly chats and quarterly webinars for these purposes.

Monthly chats provide participants with an opportunity to receive unbiased, research-based information on timely topics and to learn from others around the country. To date topics have included mutual funds, managing money in tough times, earned income tax credit, tax tips, and vacations during tough economic times. CoP members and other professionals are sent an email invitation to participate. A description of the chat, bios of the guest discussion leaders, and logon instructions are given. During a chat session, individuals can pose their own questions and get answers from FSA personal finance experts. Participants and panelists share resources and links. These are captured when the chats are summarized and posted on the public personal finance chats page.

Quarterly webinars are virtual meetings meant to inform current and potential FSA members of...
recent activities, engage participants in the work of the CoP, and provide training opportunities. The January 2009 webinar tied in with eXtension’s Be, Grow, Create internal marketing campaign. Participants came away with a better understanding of what it means to be involved in a CoP. In April 2009 participants were given an overview of FSA content development and told how they could be involved in developing additional content. An Ask an Expert update was also given. Webinars are taped and shared with members after the sessions.

**Objective/Purpose:** This workshop will describe how the FSA CoP involves current and potential members in chats and virtual meetings.

**Target Audience:** This presentation is targeted to all CoPs who would like to learn how to engage their current and potential members.

### Wednesday, October 21 (4:30–5:15 pm)

**Rapid Fire Community Engagement—Using Workgroup to Generate Content**  
Amy Hays, Texas AgriLife Extension

Developing, updating, and maintaining content is a challenge for every CoP. Not all content developers who contribute to a CoP need to have a long-term commitment to your CoP. The Map@Syst CoP offered an opportunity 12 teachers in Texas to attend a workshop where they would learn about an area of science (geospatial technologies) and also take advantage of eXtension tools and technologies (Wiki, Moodle) to participate as authors and collaborators. Educators were engaged to the workshop not only to learn about the science topic, but also to become rapid-fire developers within the Map@Syst CoP. The goal of this workshop was to both teach educators about a science topic, and ALSO to test the idea that content development can occur in workgroups that might convene as part of everyday Extension work. Many specialist and agents are part of, or lead working groups that could be used to develop new eXtension content. This workshop looked at how a small group could use tools (like Google Knol, Google Docs, Wiki, Moodle) to create content and how to port that into existing CoPs.

In addition, this workshop was designed to evaluate if benefits of participating in developing content (i.e. writing content, editing, just learning about content management or new technologies) through eXtension were seen by participants as an positive ancillary benefit of an learning workshop. Map@Syst developed this model to gauge whether the use of new tools and collaborative working environments increased the ability of client groups to produce eXtension materials. The educators were able to evaluate not only the science they learned, but also what value on top of education the eXtension tools and experience offered. The specialist provided a learning opportunity, but eXtension provided the tools to take the educator workgroup to a new level of content contribution that did not normally exist prior to eXtension. The outcome may help the Map@Syst CoP understand how eXtension tools and technologies can enhance local and state expert working groups and if there are new ways to think about how we can energize expert and workgroups into participating in eXtension as rapid-content developers.

### Thursday, October 22 (8:00–8:45 am)

**Using eXtension Tools, Technologies, and Concepts to Improve Extension Work**  
Jerold R. Thomas, Ohio State University Extension; Kevin Gamble, eXtension; Beth Raney, Penn. State University & eXtension; Terry Meisenbach, eXtension

Extension systems and professionals are facing reduced budgets, organizational restructuring, and increased clientele needs. We need to adopt and develop new tools that let us communicate and engage with clientele in distance and virtual settings. In this presentation we share current trends in Extension and then demonstrate and discuss various technology tools. Our primary focus is on how the tools work for engagement, learning, and organizational structure. Examples include tools that help us to connect with each other, collaborate with each other, and tools for teaching and learning.
We specifically believe that Extension professionals work in social settings and need to engage with each other and their clientele. This is a key way Extension adds value. So we also discuss tools that help us to do engage, build a brand reputation, and create trust. Examples of the tools we will share are wikis, training opportunities, social media (like Facebook), small pieces of software that can be installed on Extension websites to increase clientele access, and various productivity tools. All materials, links, and other media will be shared via a collaborative websites. Most of the tools are free or available from eXtension.

Thursday, October 22 (9:00–9:45 am)

More than a tool, software reflects organizational values
Jason Young, eXtension

While we most often think of our computers and networks as tools, the software that we use and create codifies a set of rules and instructions that reflect the values of the designers, the programmers, and the organizations that commission that software. In this session, we’ll explore the attributes of well known web tools and the features that reflect the values of their creators. We’ll also discuss the implications of these inherent values on the software tools created by eXtension and explore how different features represent the values of the organization and the Extension system as a whole.

Thursday, October 22 (10:00–10:45 am)

Evaluate Your Content with Google Analytics (by Category)
Ben MacNeill, eXtension

Google Analytics (GA) reveals tons of information about which pieces of content perform the best on the eXtension Public Site. However, until recently, it was only possible to look at performance for all content or single pieces of content. If you wanted to find the top-performing piece of content in a specific category (e.g., fire ants), you were out of luck. This all changed in April, and you can now use GA to drill down to a specific category. Come learn how to use GA to find your best (and worst) performing content. You will learn about bounce rate, the power of links, traffic sources, organic search keywords and how to get this information emailed to you from GA on a weekly basis. You have to have a Google account to access Google Analytics. (for CoP leaders & members, and all Extension)

Thursday, October 22 (11:00–11:45 am)

Introducing ideas for establishing a social media strategy
Anne Adrian, Alabama Cooperative Extension System at Auburn University; Jerry Thomas, The Ohio State University; Rhonda Conlon, North Carolina State University

More and more Extension and University faculty are using social networks and social media. Sites like YouTube, Twitter, and Facebook offers many opportunities to share and broadcast Extension programs. Thus, it seems logical that many believe these tools are more ways to deliver their programs. Many believe that social media tools are about marketing and the use of them should be led by the marketing team. However, these tools offer a lot more and in fact, taking a marketing or a “bull-horn” approach promises lackluster results. These tools, but more importantly how we use these tools, establish a gateway to increase interaction, engagement and content development with others.

To fully understand the opportunities of these tools, we need to concentrate on people, relationships and the possible growth of education and content, regardless of who contributes, and less on the tools themselves. Understanding the mindset of collaboration and open content are some of the fundamentals of creating a social media strategy. Creating goals that are related to the benefits of engagement—rather than using traditional market return-on-investment methods, is also important.
Lastly, including all aspects of the organization is imperative to creating a successful strategy. This session will introduce concepts of social media and discuss ideas that can be used for establishing a social media strategy.

**Thursday, October 22 (1:30–2:15 pm)**

**Moodle-Making in 8 steps or less**

Jennifer Jahedkar, *Texas AgriLife Extension*; Nick Broady, *eXtension*

*eXtension* offers the Moodle platform for design, development and delivery of Extension eLearning for employees’ Professional Development at [http://pdc.extension.org](http://pdc.extension.org) and for clientele outreach at [http://campus.extension.org](http://campus.extension.org). Many courses are being offered on both sites, and many more are under development.

The idea of developing eLearning in Moodle may seem be a daunting task to some. But in reality, if you have curriculum that’s been developed, you can make a Moodle course in 8 easy steps or less.

From requesting a course shell to repurposing content for use in Moodle, to uploading content and creating a quiz.... Join us to learn how to make a Moodle course as we go through it step by step.

**Thursday, October 22 (2:30–3:15 pm)**

**The effectiveness of e-mail updates as an educational delivery method**

Aaron Ebata, *University of Illinois at Urbana-Champaign*; Andrew Behnke, *North Carolina State University*; Sally Martin, *University of Nevada-Reno*

The Just In Time Parenting (JITP) CoP uses the Bronto e-mail marketing system to: 1) deliver customized monthly links to a parenting eNewsletter that corresponds to the age of a child, and 2) automatically invite participants to take an online survey after receiving a years worth (12 monthly issues) of eNewsletters. This presentation will focus on (a) how JITP has set up the delivery system; (b) how we monitor the effectiveness of our email delivery efforts (using actual data on what proportion of messages are delivered, opened, and acted on); and (c) suggestions for how to improve the effectiveness of an email marketing campaign. We will end with a description of planned research that will compare the effectiveness of alternative e-mail delivery methods.

**Thursday, October 22 (3:30–4:15 pm)**

**Developing Forage Based Online Learning Lessons for Horse Owners**

Carey Williams, *Rutgers, the State University of New Jersey*; Krishona Martinson, *University of Minnesota*; Ann Swinker, *The Pennsylvania State University*

*eXtension* HorseQuest was the first Community of Practice to go live in 2005. HorseQuest users can participate in the website through frequently asked questions, glossary of terms, instructional videos, and learning lessons. To date, 13 learning lessons have been developed including two learning lessons focusing on horse forages; Equine Pasture Management and Horse Hay. Our objectives are to discuss strategies for developing curriculum, and to identify technologies used. The topic of forages had challenges including regional variability, lengthy aspect of the topic, and delivering the information in layman’s language using a web-based lesson. To address regional specie differences, an interactive Google Map was developed listing recommended species, which directs participants to the proper section. Each learning lesson was developed in the wiki, and after peer review, was moved into Moodle for viewing by the public.

Through the learning lessons formation, the authors created some best practices for successful and timely development, including having a clear and concise lesson outline, assign faculty
Breakout Track Abstracts

When members express interest in a CoP, an email is generated to the leadership team for future follow-up to engage them in your Community. We developed an online form to send to individuals who express interest in our CoP. A simple reply can be automatically or manually sent when the PEOPLE application sends out an email to the leaders with contact information of an interested party. The email reply contains a welcome message along with an interest form and a brief description of the purpose of the form. The purpose of the form is to ascertain their specific interest area, and route their information to the person responsible for that area. When an area is selected and the form submitted, the leader for the area(s) receives an email, and is asked to respond to the person in a timely manner. Copies of the email are also sent to CoP leaders, and a confirmation is sent to the person submitting the form.

Links are provided to the team leaders that pull up the names of persons who have filled out the form, breaking it down into each area of interest. This tool helps with the first communication when interest is expressed. It gives the interested party a breakdown of what is available and they are able to specify where they would like to participate. Automation routes information efficiently to efficiently engage those who can help us in our CoP endeavors.

•   http://aces.nmsu.edu/registration/extension/interestform.php
•   http://aces.nmsu.edu/registration/extension/youth/interestform.php

THE RESEARCH QUESTION

Wednesday, October 21 (1:30–2:15 pm)

Engaging the Research Community

Jill Heemstra, University of Nebraska; Rick Koelsch, University of Nebraska; Alex Stone, Oregon State University; John McQueen, Oregon State University; Michael Wilson, University of Tennessee

Introduction: Engaging the research community and the [financial] sustainability of CoP activities are two topics that turn out to be closely related. Members of three CoPs will lead a question/answer session about different approaches to engaging the research community for:

• content development
• budget/subcontract in research proposals
Discussion questions:

- What are your CoP priorities for sustainability? ...operating funds, personnel, travel, etc.?
- How do you make researchers aware of your CoP? (How do you market yourselves?)
- How to integrate researchers into your CoP as members?
- What budget guidance is provided to researchers submitting proposals that include your CoP?
- What contributions can/do the researchers make in content development (short and long-term)?
- What feedback and data can you provide to researchers to help them justify their time, effort, and $ in partnering with your CoP?

Wednesday, October 21 (2:30–3:15 pm)

**Building Connections Between Research Communities and eXtension**

Rick Koelsch, University of Nebraska; Bryan Kaphammer, USDA Agricultural Research Service; Sue Hawkins, University of Vermont; Pat Swanson, Iowa State University; Karen Jeannette, University of Minnesota; Ashley Griffin, eXtension; Ben MacNeill, eXtension; Michael E. Wilson, University of Tennessee

About eXtension makes the statement “eXtension is an Internet-based collaborative environment where Land Grant University content providers exchange objective, research-based knowledge to solve real challenges in real time.” eXtension and most CoPs place a significant value on the research base for the information and recommendations shared. For some eXtension clientele, there may be value in connecting with the emerging research knowledge prior to being translated into recommendations or best practices. A team of CoP representatives, eXtension staff, and others has assembled recommendations for encouraging researchers to share their research projects and publications within eXtension.

This presentation and discussion session will accomplish the following:

- Summarize recommendations for models targeting researcher publishing of information within eXtension.
- Share the results of a survey conducted of researchers, CoP representatives and administrators.
- Introduce opportunities for connecting CoPs to USDA ARS research.
- Introduce eXtension plans/progress towards implementing researcher friendly tools for implementing committee recommendations.
- Host an open discussion of proposed tools and other ideas for improving the connection between the research community and eXtension.

Wednesday, October 21 (3:30–4:15 pm)

**eXtension Tools for Local Research and Outreach**

Molly Spaulding, University of Wisconsin-Extension; Teri Zuege-Halvorsen, University of Wisconsin-Extension; Jane Jensen, University of Wisconsin-Extension; Andrew Crocker, Texas AgriLife Extension

Employers throughout the country are seeing a need to address caregiving, and Extension professionals in the aging field are poised to provide outreach and education in this area. However, it is increasingly challenging to reach employees through traditional methods, such as one-on-one or group sessions. The use of an on-line survey was the key to gaining the attention of employers and helping them recognize how family caregiving was impacting their employees. Wisconsin educators created the employee survey and built in the capacity to generate an executive summary and complete report including graphs and charts. The Family Caregiving CoP, with leadership from Wisconsin, is creating an employed family caregiving program with the survey as its centerpiece. The survey, reports and instructions can be replicated for any content so tools can be created for local educators to present community-specific data.
Breakout Track Abstracts

This session will showcase the survey instrument and ready-to-use templates for sharing the results with employers and other community stakeholders, which will be available through eXtension. Additional educational resources developed at the local, state, and national level will be available through eXtension and accessible to family caregivers anytime of day or night.

Note: Attendees will have the opportunity to take the survey before the conference, and summary report will shared in conference materials.

Wednesday, October 21 (4:30–5:15 pm)

Community Food Systems and Civic Agriculture

Letitia (Tish) Johnson, University of Missouri Extension; Sarah Hultine, Kara Lubischer, University of Missouri Extension; Crystal Weber, University of Missouri Extension

Cooperative Extension in Missouri, Iowa, and many other states are developing innovative approaches to support the development of civic agriculture and community food systems. As coined by Dr. Thomas A. Lyson in 2004, “civic agriculture” is the “rebirth of locally based agriculture and food production.” It includes innovative ways to produce, process, and distribute food, such as farmers markets, community gardens, and CSA’s (subscription farming). Similarly, a community food system is one in which “food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social and nutritional health of a particular place.” (Discovering the Food System: A Primer on Community Food Systems, Cornell University.) We propose to lead a discussion of these new economic trends to learn how extension is responding, and to identify opportunities for continued sharing of information. We hope to see a new eXtension Community of Practice emerge from this discussion.

Questions:

- What has been your involvement with civic agriculture?
- What programs or activities related to civic agriculture are happening through extension in your state? If little or none, what do you think are the barriers?
- For those of you engaged in civic agriculture, what tools and resources have you found to be most useful?
- What do you think is the future of civic agriculture? What new trends are emerging?
- What responses can/should extension be doing to further civic agriculture?
- Is there a need to network on this topic on a national level? If so, what strategies might we employ to develop that network?
- Are there other opportunities for collaboration around the topic of civic agriculture?

EVALUATION AND ASK THE EXPERT DISCUSSIONS

Thursday, October 22 (8:00–8:45 am)

Connecting with Communities of Interest: The evaluation challenge

Michael Lambur, eXtension

When eXtension was first conceived, we had anticipated a more “captured” audience (i.e., people registering on the public site where we could work with them on programming issues and evaluation). This has essentially gone by the wayside with the advent of web 2.0 applications. In addition, evaluation expectations and outcomes are based on a more traditional perspective of Extension programs (face-to-face interactions). These issues have ramifications for building Col’s and especially in evaluating the impact of eXtension. For this session, we will be focusing on three web 2.0 applications: YouTube, Facebook, and Twitter. Please come and share in a discussion about using these web 2.0 applications to engage and establish eXtension Col’s and how we might go about documenting involvement and outcomes.
Breakout Track Abstracts

Thursday, October 22 (9:00–9:45 am)

Evaluating the Entrepreneurs and their Communities Section of eXtension’s Website: What Have We Learned and What Challenges Do We Face?
Louis V. Bassano, University of Maine Cooperative Extension; Mary Peabody, University of Vermont; Charlie French, University of New Hampshire Cooperative Extension; Bo Beaulieu, Southern Rural Development Center

This roundtable will focus on strategies used to evaluate the Entrepreneurs and Their Communities section of the eXtension website. We will share insights about the process and identify challenges. Specifically, we will discuss the formation and role of the evaluation subcommittee, creation of a logic model to identify desired outcomes, developing and testing the survey instrument, the methodology used to gather data, using Google Analytics to track user statistics and reporting and incorporating findings into the work of the Entrepreneurship and Their Communities Leadership Team. In addition, selected key findings from the on-line survey of Entrepreneurs and Their Communities CoP membership will be shared as well as an evaluation of our monthly webinar series. Roundtable presenters will discuss the survey instrument and online survey used to gather feedback from webinar participants. The roundtable will conclude with an open discussion of the challenges and possible strategies appropriate for gathering impact data impact from a virtual environment. This roundtable will be especially useful for new CoP’s planning to evaluate their websites.

Key questions that will be addressed by the roundtable are as follows:
• What can be learned from the work of the Entrepreneurs and Their Communities evaluation subcommittee that might be applicable to other CoPs?
• What did each of the evaluation instruments – Google Analytics, user profile survey, use and usability survey and webinar evaluation survey – tell the CoPs about their audience and their needs?
• What are some key questions to query CoP website users about in terms of their use of the site and the appropriateness of website content?
• What was learned by the Entrepreneurs and Their Communities evaluation team?
• How can we move beyond gathering user data and trends to documenting impact?

Thursday, October 22 (10:00–10:45 am)

Ask an Expert Discussion Roundtable
Aaron Hundley, eXtension; Beth Raney, eXtension; Kevin Gamble, eXtension

This will be a hands-on discussion that encourages participants to ask questions and provide strategies and stories as to how they have successfully used the AaE system at their institutions. We will be having discussions on how to best foster participation and collaboration in the AaE system, and best serve our audience. Q&A on the AaE tools and services will be included.

Thursday, October 22 (11:00–11:45 am)

Ask an Expert Responder Issues and Training Development
Karen Jeannette, University of Minnesota; Rick Durham, University of Kentucky; John McQueen, Oregon State University; Barb O’Neill, Rutgers, University of New Jersey; Andy Crocker, Texas A & M University

Extension educators, county agents, trained volunteers, and graduate students throughout
Cooperative Extension may serve as Ask an Expert (AAE) question responders for many eXtension communities of practice (CoP). These responders hold varying levels of expertise, motivations, or affiliations with land-grant universities which each CoP determines is appropriate for answering questions from its Community of Interest (CoI). Assuming demand is anticipated to rise within AAE, CoPs will likely recruit more experts to serve as question responders. Growth of an expert base presents some challenges in providing a level of consistency and sometimes the professional quality of answers that eXtension Communities of Interest (CoI) grow to expect. Defining these challenges and discussing opportunities for creating information, guidelines, or training for question responders may be one way to encourage consistency and professional quality answer from AAE experts. While often volunteers or graduate students might be considered those most likely in need of such guidelines or training, constantly changing information in the areas of information technology, Internet security, copyright issues, and other legal issues are examples of training that may be helpful for all question responder experts.

This Roundtable discussion seeks to answer questions such as:

- What kind of fundamental knowledge or skills do CoPs assume is necessary to answer AAE questions?
- What types of information, training, or recruitment is necessary to ensure AAE responders have this fundamental knowledge and skills?
- Which issues and guidelines do current AAE responders seek to know or learn to most effectively answer questions from their CoI?
- Which of these issues and guidelines might be general for all CoPs and which are CoP-specific?
- How might such a list of information and guidelines be developed into some kind of training module(s) that would enable CoPs to expedite new question responder training, while also ensuring levels of consistency, and quality that meet eXtension’s and individual CoPs goals for CoI satisfaction?

**MIX AND MATCH ROUND TABLE DISCUSSIONS...**

**Thursday, October 22 (1:30–2:15 pm)**

**The Scholarship of eXtension**
Debra Pankow, North Dakota State University; Carla Craycraft, eXtension; Michael Gutter, University of Florida, FSA; Sharon Seiling, The Ohio State, FSA; Megan O’Neil-Haight, University of Maryland; Michael Lambur, eXtension

The eXtension platform is a catalyst for the global evolution of the Cooperative Extension System of the Land Grant Universities. Faculty and professionals involved in content creation for eXtension are change agents in how educational products and programs are developed, experienced by the consumer, and evaluated for impact.

A cornerstone of content creation in the eXtension environment is collaboration by faculty and other professionals to develop materials in a group effort. This is a major paradigm shift for university academics, moving from a “me” to “we” environment. In this setting of teamwork, it is recognized that numerous content experts jointly working on educational materials produce more in-depth and higher quality products for the public. Collaboration by communities of experts in content creation produces the “best of the best” educational materials and programs for customers.

Further, electronic learning takes place when student and the teacher use online technology to interact and participate and a transfer of knowledge takes place. Many technologies can be, and are, used and most eLearning situations use combinations of the these techniques. E-learning has implications beyond just the technology and refers to the actual learning that takes place using these systems...
Breakout Track Abstracts

Since eXtension self-advocates as a resource available “24/7/365 on any internet ready device” definitions of scholarship and teaching must broaden to reflect not just individual content expertise, but also the scholarship of collaboration, the scholarship of electronic engagement, and the eLearning that takes place. Research based knowledge of our world is growing exponentially and it takes many great minds working collaboratively in an electronically relevant and easily accessible manner to ensure that it reaches audiences and makes meaningful differences in people’s lives.

This roundtable will share experiences and guidance for county based staff and promotion and tenure track faculty involved with eXtension. Tips for documenting contributions and discussing the interface between traditional teaching evaluations and the eXtension environment will be provided.

Thursday, October 22 (2:30–3:15 pm)

What Are You Reading & Why?
Terry Meisenbach, eXtension; Lynette Spicer, eXtension; Kevin Gamble, eXtension

This interactive session will offer a quick-paced presentation of short summaries and excerpts of new and important books, yes books, the presenters and the audience have been reading recently, and are, or should be, of interest to eXtension national conference attendees. Ranging from novels to classroom texts, light to heavy content, fun to informative topics, this session is a sharing time with full audience participation expected. We will catch up on books and ideas you may have missed, maybe even things you should avoid. Participants will leave with a powerful list of “to read” books.

Thursday, October 22 (3:30–4:15 pm)

Sustainability through Leadership
Share DeCroix Bane, University of Missouri; Andrew B. Crocker, Texas AgriLife Extension; Deb Sellers, Kansas State University

eXtension is still in its infancy as an organizational structure. CoP’s are in different stages of development. How will eXtension and individual CoP’s successfully transition leadership in the years to come? Do formalized processes exist within different CoP’s to ensure leadership sustainability? And if yes, what are they? How can CoP’s not only engage membership, but encourage members to assume leadership roles within this important Cooperative Extension initiative?

The Family Caregiving CoP views the leadership challenge as fundamental to its continued success. It was initiated and developed through the leadership of one individual with a great deal of knowledge and contacts. A steering committee was formed and was involved in all decision-making in the early development. Last year, the CoP was faced with the need for new leadership and developed a formalized election process. New challenges have arrived with the implementation of this process, including the need for organizational memory, transfer issues with funding streams, and the technological knowledge needed to serve as a leader within eXtension. Join us as we explore these and other issues that directly impact upon the future of all CoP’s.

Thursday, October 22 (4:30–5:15 pm)

Linking eXtension CoP’s with Existing Web-based Information
Steve Quarles, University of California; Sue Hawkins, University of Vermont; Alex Stone, Oregon State University

Some eXtension Communities of Practice (CoP’s) are being developed in subject matter areas
where web-based content has already been developed, particularly at a state or local level. How to link to this information, or modify for direct inclusion in an eXtension site has been discussed within some CoPs. The tradeoffs between preparing information for an existing eXtension CoP rather than an existing site within a given extension program has also been discussed within some state-wide extension organizations. This roundtable will layout issues of concern to extension professionals and their home-institutions, and explore solutions that benefit both eXtension and state extension programs.
eXtension URLs

People
eXtension ID required
people.extension.org
Manage your eXtension profile and find colleagues.

About eXtension Blog
about.extension.org
Learn more about eXtension.

About eXtension Wiki
about.extension.org/wiki
Organizational information, resources and updates about the eXtension initiative.

Communities of Practice Wiki
eXtension ID required
cop.extension.org
Members create content for the public site eXtension.org.

Frequently Asked Questions Application
eXtension ID required
faq.extension.org
Tool to find, submit, and produce answers and questions database that is published on the public site eXtension.org.

Events Application
eXtension ID required
events.extension.org
Application to post events on the public site eXtension.org.

Instant Survey
Instant Survey login required
about.extension.org/wiki/InstantSurvey
This tool is a web-based survey application that is available to all Communities of Practice (CoP) for online surveys.

Cooperative Extension Collaboration Wiki
collaborate.extension.org
A wiki for professionals from the land-grant universities to collaborate on topics of interest.

Moodle Learning Management System
eXtension ID required
campus.extension.org
Tool to compose and offer learning lessons.

eXtension Training
eXtension ID required
cop.extension.org/wiki/eXtension_Training
Attend or review video conferences.

Get Satisfaction
Can login with eXtension openID
www.getsatisfaction.com/extension
A place where you can make comments, report issues and make suggestions about the eXtension tools.
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