



Issues • Innovation • Impact

A Part of the Cooperative Extension System

April/May 2020

Impact Collaborative Summit

Event Summary

Design Team:

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The Problem: Almost overnight, the Cooperative Extension System (CES) along with their communities were faced with a global pandemic that made traditional methods of working and community engagement difficult, if not impossible.

Our Innovation: Recognizing that eXtension member institutions, their agents, educators, and staff are continuing in “reaction mode” to the pandemic and many current programs and projects need to shift to online delivery, the Impact Collaborative Design Team made the decision to pivot from the virtual event they designed (to be held now in October 2020) to a 3-day virtual event focused primarily on delivering programs virtually. The new virtual Impact Collaborate Summit held April 28, May 6, and May 15th used the Action Dialogue model first piloted in March/April 2020 along with new ways to collaborate and extend the learning and sharing beyond the Summit. Two “tech check” sessions were provided prior to Days 1 & 2 of the Summit to make sure the participants would be able to use the technologies supporting the Summit. The [Impact Collaborative group](#) in [Connect Extension](#) was used as the “home base” for the Summit providing navigation, communication, recordings, and resources.

Day 1 of the Summit had 207 participants from 37 eXtension member institutions who were inspired by three panelists who helped frame the Virtual Programming issues for the participants. Elise Lofgren, Senior Instructional Designer, Purdue University started the panel by sharing overall guidance about moving face-to-face programming online. Kristi Backe, Outdoor School Director, Oregon State University, shared how she and her program adapted the primarily face-to-face program to virtual, including being mindful of information overload, pacing, and translation of materials into Spanish. Craig Wood, Interim Assistant Director, University of Kentucky and Extension Horses team member, shared how Extension Horses has been providing virtual programming and engagement in multiple ways extending their programs by maintaining active stakeholder collaboration. Participants then generated and [shared ideas sparked](#) by the panel discussion and [considerations for making the change to virtual programming](#) with the large group before breaking into small group discussions that focused around the guiding question, “What needs our immediate attention going forward?” The small [group notes](#) and reports helped identify and [prioritize 7 issue topics](#) for problem-solving and action planning for Day 2 of the Summit.

Day 2 had 115 participants from 31 eXtension member institutions including volunteer Issue Leaders for small issue groups that were recruited from participants of Day 1. Volunteer Key Informants for each issue topic who listened, asked questions and gave advice to the small

groups as appropriate were also added for Day 2 of the Summit. Issue topic small groups in Day 2 used the following guiding questions and through [collaborative notes](#):

1. What systems and structures would need to be in place for us to make progress on these ideas?
2. What needs to happen for Extension to be fully engaged in making a difference in addressing this issue?
3. Who else needs to be included?
4. What are the next-step actions that we should take?

Issue topic leaders reported on which [specific ideas](#) their group focused and participants shared [strategies for virtual programming](#) and their [individual first/next step action items](#) post this event.

Day 2 Issue Topics, Issue Leaders, and Key Informants

1. Digital Engagement Strategies - Youth
 - a. Amy Henschen, University of Illinois -Issue Leader Room 1
 - b. Rose Hayden-Smith, eXtension Foundation - Key Informant Room 1
 - c. Cheryl Newberry, Oklahoma State University -Issue Leader Room 2
 - d. Kristi Backe, Oregon State University/Ashley Griffin, eXtension Foundation - Key Informant Room 2
2. Digital Engagement Strategies - Adults
 - a. Sara Elnakib, Rutgers University -Issue Leader Room 1
 - b. Steven Judd, University of New Hampshire - Key Informant Room 1
 - c. John Porter, University of Nebraska - Lincoln -Issue Leader Room 2
 - d. Elise Lofgren, Purdue University - Key Informant Room 2
3. Low/No Tech Engagement Strategies - Youth
 - a. Robin Eubank-Callis, Kansas State University-Issue Leader Room 1
 - b. Rick Klemme, ECOP - Key Informant Room 1
 - c. Chuck Stamper, University of Kentucky -Issue Leader Room 2
 - d. Beverly Coberly, eXtension Foundation - Key Informant Room 2
4. Low/No Tech Engagement Strategies- Adults
 - a. Krystle Allen, Southern University -Issue Leader Room 1
 - b. Scott Reed, extension Foundation - Key Informant Room 1
 - c. Steve Hadcock, Cornell University -Issue Leader Room 2

- d. Jimmy Henning, University of Kentucky - Key Informant Room 2
- 5. ADA/Accessibility/DEI: Equitable Access Strategies
 - a. Danielle Hautaniemi, Cornell University -Issue Leader Room 1
 - b. Fred Schlutt, eXtension Foundation - Key Informant Room 1
 - c. Autumn Lavine, Cornell University-Issue Leader Room 2
 - d. Susanna Calvert, Foundation for Family and Community Healing - Key Informant Room 2
- 6. Virtual/Online Impact & Evaluation Strategies
 - a. Regina McGoff, University of Minnesota -Issue Leader Room 1
 - b. Teresa McCoy, The Ohio State University - Key Informant Room 1
 - c. Eli Sagor, University of Minnesota -Issue Leader Room 2
 - d. Beth Welbes, University of Illinois - Key Informant Room 2
- 7. What's Next? Strategies for Working During & Post-Crisis
 - a. Ann Taecker, South Dakota State University -Issue Leader Room 1
 - b. Craig Wood, University of Kentucky - Key Informant Room 1
 - c. Megan Hirschmann, eXtension Foundation -Issue Leader Room 2
 - d. Chrystal Checketts, CGFGC Solutions - Key Informant Room 2

Day 3 had 45 participants from 20 eXtension member institutions. The 1-hour interactive webinar featured Impact Collaborative Innovation Facilitators and eXtension team members who provided a hands-on introduction to the Innovation Skill-Building Experience (ISBE) workbook and related tools as well as sharing how local institution Innovation Facilitators may help teams make an impactful, local impact using these tools.

John Porter, University of Nebraska Extension, provided an overview of the ISBE, concentrating on the checklist that helps your team narrow down which of the ISBE block lessons and activities to concentrate on. Chuck Stamper, University of Kentucky, introduced the Innovation Canvas and led an activity for participants to fill in their own Innovation Canvas. Innovation Facilitators helped answer questions and coached participants in small groups to complete this activity. Krystle Allen, Southern University, provided an overview of what an Innovation Facilitator is, their training, and more. Krystle shared her journey from Impact Collaborative Summit team leader (coached by Innovation Facilitator and eXtension team member Tira Adelman) to becoming a recently trained Innovation Facilitator. John shared his enthusiasm for this program, evident from his involvement since the "early days". Chuck shared how he helped coordinate an ISBE state collaborative event between the University of Kentucky and Kentucky State University as well as how he uses the ISBE curriculum in his programmatic work. Ashley Griffin, eXtension Facilitator and Program

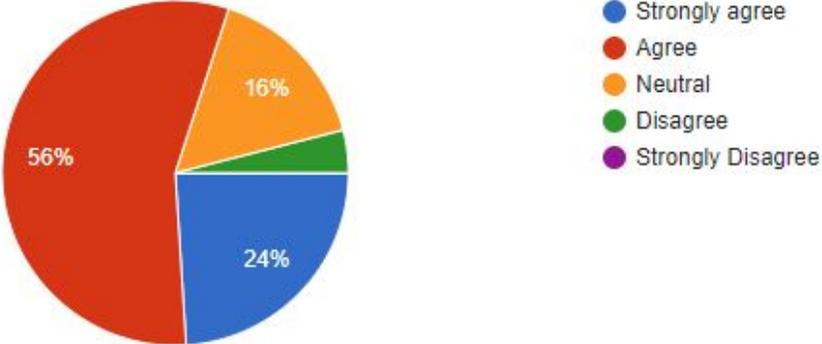
Manager, hosted the webinar as well as shared how you can find YOUR local institution Innovation Facilitator using Connect Extension.eXtension team members Molly Immendorf and Aaron Weibe, as well as eXtension Leadership Fellow Karl Bradley, were on hand to help the session go smoothly and shared their insights.

What Worked:

Day 1:

As a result of my participation in the Impact Collaborative Summit Day 1, I feel ready to participate in Day 2 which will focus on problem-solving and creating a personal action plan on one of the priority topics.

75 responses



Did you get what you needed through the Impact Collaborative Summit: Virtual Program Delivery Focus Day 1?

73 responses



Day 2:

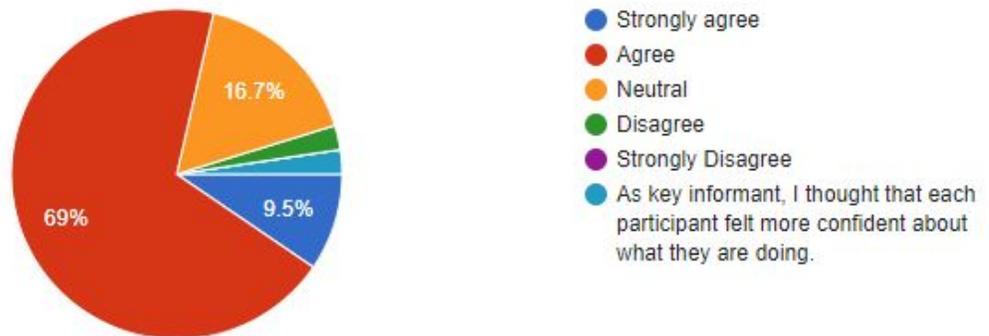
Did you find an issue to focus your first step/next step action item to address?

42 responses



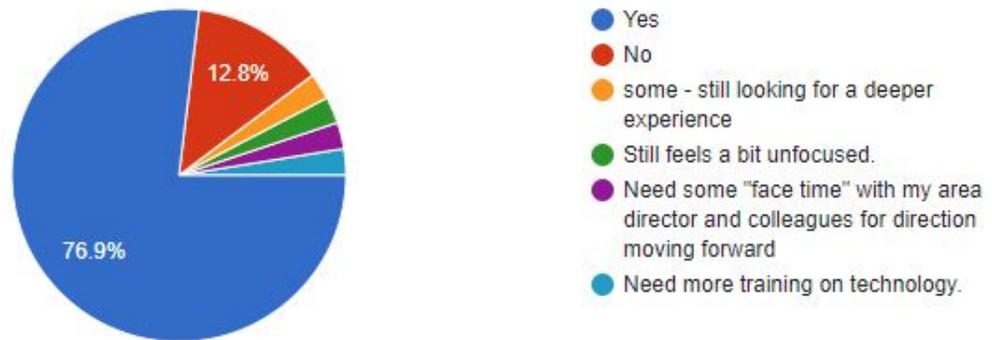
As a result of my participation in the Impact Collaborative Summit, I feel more confident to make an impact in my chosen issue topic.

42 responses



Did you get what you needed through the Impact Collaborative Summit: Virtual Program Delivery Focus Day 2?

39 responses



Day :3

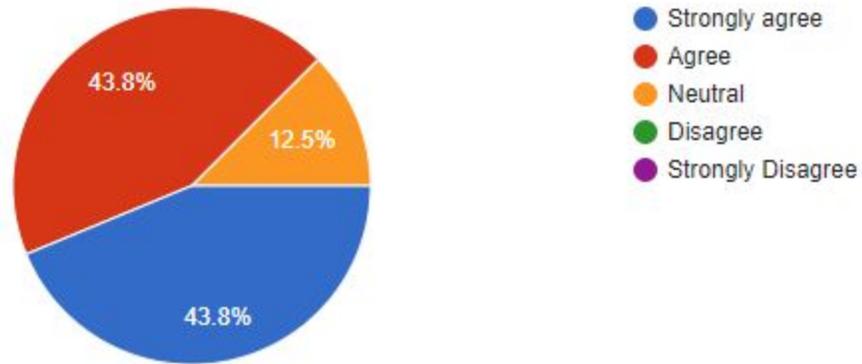
As a result of my participation in today's session, I have increased awareness of the Innovation Skill-Building Experience process and tools.

16 responses



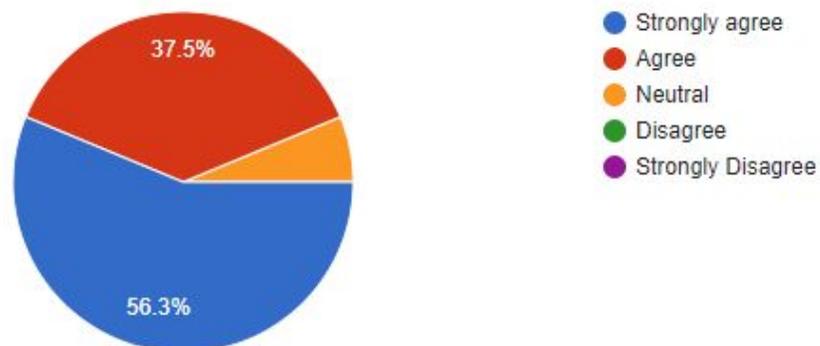
As a result of my participation in today's session, I have increased awareness of the Innovation Facilitators and how to find my local Innovation Facilitator(s).

16 responses



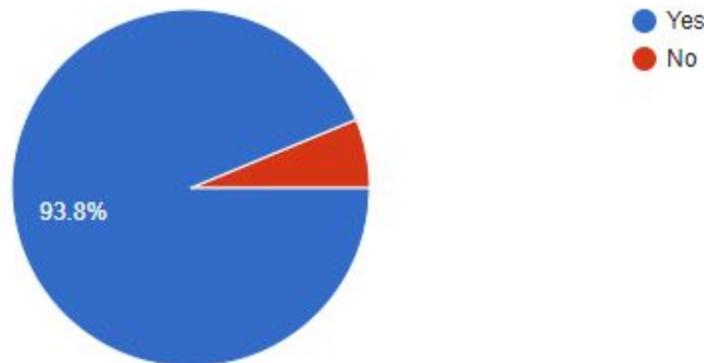
As a result of my participation in today's session, I am more likely to use the Innovation Skill-Building Experience process and tools.

16 responses



Did you get what you needed from today's session?

16 responses



Participants identified their biggest takeaways from Days 1, 2, & 3 (n=103)

- Being in this together/not alone/similar challenges
 - Sample responses:
 - It's nice to know that colleagues across the county are struggling with many of the same issues/challenges
 - We are all in this together no matter what part of the country we are from and all have similar issues, hurdles and successes.
 - We're facing a lot of the same issues in Extension around the country, in various Extension programs. I think there's a lot of potential to work together to strategize.
 - That we are all in the same boat...trying to do our best to find strategies that are worthwhile and engaging for our audiences.
 - Everyone, throughout the US, has the same issues and is willing to share-Collaborate!
- Compassion for self and others
 - Sample responses:
 - Being reminded that I am not alone and to be compassionate with myself (and others but I tend to be compassionate with others more than myself) during this time
 - Today, especially, I needed the reminder from the panelist to offer myself compassion!!!!!!
 - Keep it human and real, don't demand perfection.
- Just try and learn from it
 - Sample responses:
 - Virtual programs don't have to be perfect. It is better to get something out and edit as you go.
 - try new things & be intentional
 - don't make it bigger than it needs to be. move slowly and deliberately into remote/online delivery.

- Reframing what we are trying to provide online as analogous rather than replacing all our in-person activities.
 - To start somewhere. There are so many tools, platforms, ideas. It is overwhelming but I need to "not worry about being perfect". Innovate!
- Ideas generated and shared were helpful
 - Sample responses:
 - All the different priority areas--many I didn't think about!
 - Real-world examples of Extension pro's overcoming current challenges
 - Ideas from what presenters are doing, solidarity with colleagues in breakout room
 - Some new ideas, reaffirming my ideas, and knowing I'm not alone (there were even some fellow new people in my small group!)
- Stakeholder feedback and perspective is important (Day 1, n=61)
 - Sample responses:
 - Iterations and improving program/materials through stakeholder feedback does not represent a failure. It is a process of innovation!
 - Collect stakeholders needs while on resource overload
- Resources shared were helpful (Day 3, n=11)
 - Sample responses:
 - getting tools to use to do my job better
 - Being able to find the facilitators & what kind of resources they provide
 - The ISBE workbook is awesome! Thank you!

What We Learned:

- The action dialogue method continues to be a powerful tool to bring CES professionals together to collectively generate ideas, prioritize issues, share experiences, and plan next steps.
- Participation followed a notable trend we have seen in previous series-based synchronous events with the largest participation in the initial event (Day 1), approximately ½ of Day 1 participants join for Day 2 (even though new participants who were not able to attend Day 1 were encouraged), and then approximately ½ of Day 2 participants join for Day 3.
- A “tech check” session with recordings available prior to Day 1 was valuable to help participants fully engage without the technology getting in the way.
- CES professionals are still primarily in “reaction mode” due to the pandemic and have an expressed need for virtual programming examples to adopt and adapt for their own work.

- CES professionals are willing to help each other as we collectively navigate this “new normal.”

Next Opportunities:

- Continued engagement and sharing opportunities within the Impact Collaborative group in Connect Extension.
- Recruitment of volunteer curators of examples and ideas in each of the 7 Issue Strategy Topics.
- Continued professional development to increase confidence and skills of CES professionals to engage their communities through virtual programs.