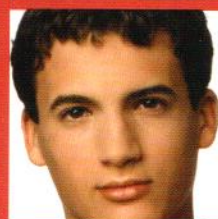
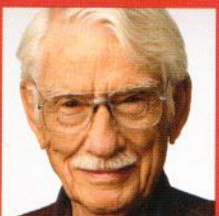
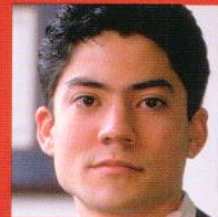
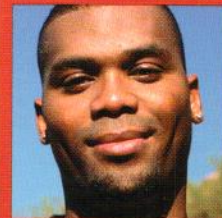
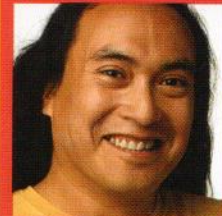
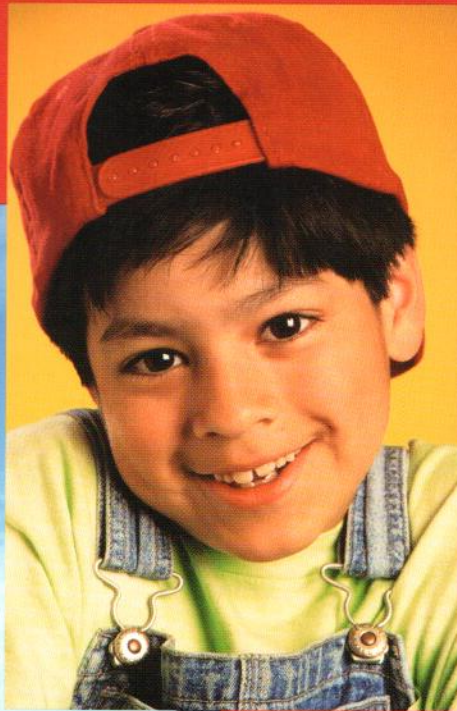


Meeting the Challenge of a Changing America

2003 Urban Extension Conference and Pre-conference



May 6-9, 2003
Chicago Hilton and Towers



RICHARD M. DALEY
MAYOR



OFFICE OF THE MAYOR
CITY OF CHICAGO

May 6, 2003

GREETINGS

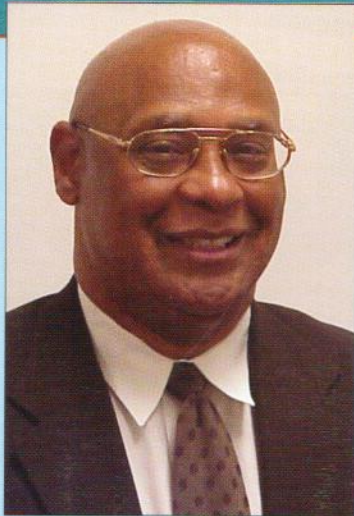
As Mayor and on behalf of the City of Chicago, I extend my warmest greetings to University of Illinois Extension and all those attending the 2003 National Urban Extension Conference and Pre-Conference, *Meeting the Challenge of a Changing America*.

The National Urban Extension Conference and Pre-Conference is one of the largest gatherings of extension and urban professionals in the country. It features workshops and exhibits examining a number of diversity issues and the opportunity to share successful and innovative urban program models and ideas. The conference provides extension and urban professionals with new knowledge and skills as well as a shared vision for the future.

Best wishes for an enjoyable and memorable conference in Chicago.

Sincerely,

Mayor



Welcome!

We are pleased you are here for the 2003 Urban Extension Conference. We hope that the next three days will prove to be thought-provoking and worthwhile for you.

The conference will focus on diversity issues and will help you —

- Understand demographic information and social changes.
- Share successful and innovative urban program models, ideas and resources.
- Better understand the issues of diverse audiences in America's communities.
- Identify challenges and opportunities for creating a diverse workforce in the 21st century.
- Acquire new knowledge and skills in delivery methods that reach diverse audiences through the use of technology and innovative program strategies.
- Learn a variety of strategies to measure Extension's impact.
- Develop a greater awareness and skill in marketing to stakeholders.

As you participate in the conference, we encourage you to challenge yourself and add new dimensions to your understanding of our complex and changing America as well as on our role in the global community.

**James D. Oliver
Assistant Dean, Urban Programs
University of Illinois Extension**

Week-at-a-Glance

	Monday, May 5	Tuesday, May 6	Wednesday, May 7	Thursday, May 8	Friday, May 9
7:00 a.m.		Registration 8:00 a.m. – 8:00 p.m.	Registration 7:30 a.m. – 9:00 p.m.	Registration 7:00 a.m. – 6:00 p.m.	Registration 7:00 a.m. – 10:00 a.m.
8:00		North Central Director's Meeting 7:30 - 11:30 a.m.	NUTF Breakfast 7:30 – 9:00 a.m.	Breakfast and General Session 7:45–9:45 a.m.	World Religions Breakfast 7:30–8:45 a.m.
9:00			Pre-conference Tours (C) 8:00–11:15 a.m.		Capstone Presentations 9:00–11:15 a.m.
10:00			NUTF Workshops (B) 9:15–10:45 a.m.	Urban Conference Workshops (E) 10:15–11:45 a.m.	
11:00			NUTF Closing 11:00–11:30 a.m.	Lunch and General Session 12:00–2:00 p.m.	
Noon		National Urban Task Force Opening Luncheon 11:45 a.m. – 2:00 p.m.	Urban Conference Opening Luncheon 11:45 a.m. – 3:00 p.m.		
1:00 p.m.	North Central Director's Meeting Noon – 5:00 p.m.	Keynote Address - 1:00 p.m.	Keynote Address		
2:00	Urban Task Force Committee Meeting 1:00–5:00 p.m.	National Urban Task Force Strategy Sessions (A) 2:15 – 4:30 p.m.	Urban Conference Workshops (D) 3:30–4:45 p.m.	Urban Conference Workshops (F) 2:30–3:45 p.m.	Exhibits and Posters 10:00 a.m.–4:00 p.m.
3:00	Conference Planning Committee Meeting 2:00 – 5:00 p.m.			Urban Conference Workshops (G) 4:00–5:15 p.m.	
4:00		National Urban Task Force Reception & Hors d'oeuvres Buffet 6:00 – 7:30 p.m.	Urban Global Village Reception and Hors d'oeuvres Buffet 6:00 p.m.		
5:00					
6:00					
7:00	North Central Director's Dinner 6:30 p.m.				
8:00					

National Urban Task Force Pre-conference — May 6–7, 2003

For Administrators and Leaders of Urban Programs

Extension Administration: Meeting the Global Challenge in the 21st Century

8:00 a.m. – 8:00 p.m. Registration - Third Floor

11:45 a.m. Opening Luncheon - NW Stevens 5, Lower Lobby

Presiding: Mary Jane Willis, Associate Director, Rutgers Cooperative Extension

Welcome from Illinois: Dennis Campion, Associate Dean, Outreach & Extension, University of Illinois

Welcome: Bonnie McGee, Past Chair, National Urban Task Force

ECOP Perspective on Extension's Urban Outreach – Chester P. Fehlis, ECOP Chair

1:00–2:00 p.m.

Keynote Address

Emanuel Cleaver II, Former Mayor, Kansas City, MO.
"Influencing Public Policy to Effect Urban Programming"



2:15–4:30 p.m.

Strategy Sessions

- A1** Marketing, Resource Development and Accountability - Lake Michigan Room
Jane A. Scherer, Extension Specialist, Urban Programming, University of Illinois Extension
- * **A2** Working & Partnering with State and Federal Governmental Agencies - Lake Erie Room
*Carl O'Connor, Director, Cooperative Extension Service, University of Wisconsin and
Fred Burrell, Fellow, National Association of Counties*
- > **A3** Establishing Partnerships and Linkages with Not-for-profit Organizations and Groups - Lake Huron Room
Lala Williams, Unit Leader, University of Illinois Extension
- A4** Recruiting, Training and Retaining a Diverse Workforce - Lake Ontario Room
*Salvador Mendoza, Director of Diversity Nationwide, Hyatt Corporation, and
Jim Oliver, Assistant Dean, University of Illinois Extension*

6:00–7:30 p.m.

Reception and Hors d'oeuvres Buffet - Normandie Lounge

7:30–9:00 a.m.

Wake Up Call and Breakfast - Williford C

Extension Systems: Vision to the 21st Century

Sharon Anderson, Chair, ECOP 21st Century Vision Task Force

9:15–10:45 a.m.

Workshop Sessions

- B1** Focusing Extension Programs in Urban Areas – A Model for Urban Administrators - Williford A
*Joseph Konen, District Specialist, Urban Programs, and Karen Williams, District Specialist, Urban Program Design and Delivery,
Southwest District, Ohio State University Extension*
- B2** Strengthening Management and Leadership Skills - Joliet Room
Jill Eversole Nolan, District Director, Ohio State University Extension
- B3** Building Collaborations That Enhance Urban Extension Efforts - Marquette Room
*Betty Blase, County Extension Director, Kent County, and David French, County Extension Director, Genesee County, Michigan
State University Extension*
- B4** Helping Organizations Manage Change - Williford B
Annie Jones, Community Development Specialist, University of Wisconsin Extension
- B5** Managerial Leadership Curriculum: Training for Extension Department Heads - PDR 2
Mike Perkl, Extension District Director, University of Wisconsin Extension

11:00–11:30 a.m.

A View from Our Federal Partner, USDA-CSREES - Williford C

Colien Hefferan, Administrator, USDA/CSREES

Maurice Dorsey, National Program Leader for Public Policy, USDA/CSREES

Bonnie McGee, Assistant Director Urban Programs, Texas A&M University,
Shared Faculty CSREES

Closing Remarks – Mary Jane Willis, Associate Director, Rutgers Cooperative Extension

Pre-conference Tours

Tours will begin from the hotel at 8:00 a.m. Each group will meet in the hotel lobby. Check your conference materials for the specific meeting point for your group. (Will board buses on the south side of hotel.) Breakfast will be provided at your first stop.

Chicago Fresh & Cook County Sheriff's Garden

Leaders: Ron Wolford & Rhonda Hardy

Chicago Fresh is an initiative created by University of Illinois Extension in Chicago. Chicago Fresh supports Chicago urban farmers in creating a sustainable and economically just agricultural society by accessing the economic, environmental and social opportunities associated with the agricultural industry. The goal is to work with targeted individuals and communities who have the potential to improve their lifestyle and environment. This project addresses a growing demand for fresh and locally grown produce, improves environmental aesthetics, and encourages community pride and cooperation. At the same time, communities are encouraged to carry out economic and social exchange.

Extension and the Cook County Sheriff have partnered to establish a 10,000 square foot garden within the Cook County jail complex. Begun in 1993, this garden grows over 2,000 pounds of vegetables each year for the WIC (Women, Infants and Children) program. Detainees plan, plant and maintain the garden as well as participate in Master Gardener Training.



Garfield Park Conservatory & Peggy Notebaert Nature Museum

Leaders: Francine Godwin & Glinda Lofton

Garfield Park Conservatory is one of the largest and most stunning conservatories in the nation. Often referred to as a "landscape art under glass" the Conservatory occupies approximately 4.5 acres inside and out, and includes cold frames and propagating houses where thousands of plants are grown each year for displays in city parks and spaces. A partnership with University of Illinois Extension in Chicago has allowed Master Gardeners to establish an office at the conservatory. Master Gardeners assist with workshops and provide resources to residents via phone calls, Internet inquiries, and face-to-face consultations.

The Nature Museum helps urban dwellers connect to the natural world through scientific learning and environmental programs. The Nature Museum is a place where you'll be dazzled by beautiful wildflowers, exotic butterflies will land on your shoulder, and youngsters can dress up like animals and go a little wild.

Diversity Tour

Leaders: Kristen Perteet and Aida Peralta

Visit Pilsen, Little Village and Bronzeville neighborhoods. You'll see the heart of Latino neighborhoods and meet some of their leaders. Then it is on to historic Bronzeville — the center of Black culture and economy in Chicago.



7:30 a.m. – 9:00 p.m.

Registration

11:45 a.m. – 3:00 p.m.

Opening Luncheon

Grand Ballroom

Presiding: Willene Buffett, Unit Leader, Chicago, University of Illinois Extension

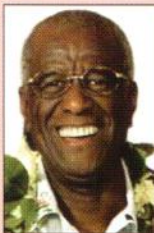
Comments: Robert Easter, Dean, College of Agricultural, Consumer and Environmental Sciences, University of Illinois at Urbana-Champaign

Welcome: Jim Oliver, Assistant Dean, University of Illinois Extension

Keynote Address

“Renewing Your Commitment to Helping People”

Wally Amos, Entrepreneur



Wally Amos' fame is grounded in quality, substance and a unique positive attitude. The founder of Famous Amos Cookies in 1975 and the father of the gourmet chocolate cookie industry, he has used his fame to support educational causes. Since 1979, he has been National Spokesperson for Literacy Volunteers in America and is also a board member of the National Center for Family Literacy and Communities in Schools. His most recent book is *Watermelon Magic: Seeds of Wisdom, Slices of Life*.

3:00–3:30 p.m.

Break

3:30–4:45 p.m.

Conference Workshops

D1 Extension Education in Homeland Security

Steve Cain, *Communications Specialist, Purdue University* and David Baker, *Assistant Program Leader, University of Missouri-Columbia*

All Americans were challenged when September 11, 2001 changed our lives. Extension educators across the country responded to the tragic events in various ways. The National Extension Disaster Education Network (EDEN) continues to facilitate and lead Homeland Security education. With CSREES funding and experts in member states, EDEN is coordinating and developing educational materials for urban and rural audiences on various topics related to Homeland Security: talking with children, sheltering in place, water security and more. Learn what Extension educators and the general public said Extension needs to do for Homeland Security education and how urban educators can use these materials to reach nontraditional audiences.

Room: Williford B

D2 Residential Indoor Air Quality Programs

Ted Funk, *Extension Specialist, Agricultural Engineering, University of Illinois Extension*

This workshop will present and develop concepts related to the indoor air quality problems by using models, case studies, instrument tool kits and research data. Participants will see how issues are currently being addressed through a variety of successful Extension programs in Illinois and other states.

Room: 4B

D3 Eat Well, Play Hard

Marisa Warrix, *Extension Agent, Family and Consumer Sciences, Ohio State University Extension*

The Eat Well, Play Hard curriculum recognizes the significant problems associated with obesity in children living in urban areas. The presentation will share a successful model using a variety of innovative age-appropriate activities and healthy recipes targeted to child care providers, after-school program staff, health educators and parents. Since Extension educators are leaders in their communities, our approach is to deliver a clear and consistent message targeting the most prevalent child nutrition problems in the United States.

Room: 4C

D4 A Strategy to Increase Nutrition Education in Elementary Schools

Karen Wobig, *Extension Assistant, Nutrition Education Program, University of Nebraska Cooperative Extension*

Explore a strategy that resulted in positive student nutrition behaviors. Nutrition Education Program (NEP) will share locally developed comprehensive kits and teacher manuals that correlate with mandated health texts. The program includes hands-on educational experiences, classroom food preparation, evaluation, and funding. Teachers say “We tripled the amount of time we spent teaching students nutrition from four hours to 12 hours. Parents have told us their children talk about nutrition at the dinner table!” The 105 classroom educators invested 1,054 hours (10 hours per classroom over three weeks) teaching nutrition to 2,283 students during the 2001-2002 school year. The partnership includes Lincoln Public Schools, NEP, and USDA Food Stamp Nutrition Education Program.

Room: 4D

D5 The Incredible Exchange - A Positive Youth Development Program That Goes Beyond 4-H

Carol Dinius, Community Program Associate, and Sherry Boyce, University of Minnesota Extension Service

Learn about The Incredible Exchange - A local youth volunteer program - funded by the St. Louis County Board of Commissioners and managed by the University of Minnesota Extension Service. Learn of approaches used when working with our local County Board to develop and enhance the program over the years. This includes use of focus groups, utilizing research, and ongoing program evaluation. Successes, challenges, and implementation strategies will be shared. The Incredible Exchange video will be shown - which features youth and mentors at volunteer sites sharing personal stories and benefits of participating in the program. Participate in interactive and reflective activities from our mentor training. Discuss factors to think about when considering a program like The Incredible Exchange in your community.

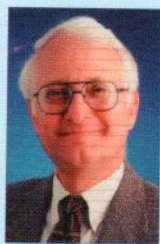
Room: PDR 3

D6 Garden Mosaics - Participatory Research and Learning Communities

Gretchen Ferenz, Senior Associate and Marianne E. Krasny, Associate Professor, Department of Natural Resources, Cornell University

Garden Mosaics is a multi-generational Participatory Action Research program for youth to engage in inquiry science while exploring ethnic practices of urban community gardeners at diverse sites nationwide. The presentation will describe the learning model and teaching tools available to urban Extension Educators. This model provides opportunities for engaging youth in science-inquiry learning and implementation of research techniques/activities. Educators and youth will draw upon the experiences and expertise of ethnically-diverse, elder gardeners, learning cultural horticultural practices and the ecological significance behind them. Participants will learn how the creation of learning communities enables intergenerational, multi-cultural exploration and interaction, as well as actions to address local needs. Participants will be encouraged to implement Garden Mosaics and share results through a nationwide database.

Room: Joliet



"Connecting communities with their land-grant university has been the goal of urban Extension programs for decades. From the campus research labs to local program-delivery sites, everything we do is geared toward helping people lead lives that are better, healthier, safer and more profitable. As the future unfolds, it won't always be easy to predict how your responsibilities and programs will change. But there's one thing I know we can count on: As urban Extension staff members, you will continue to have a powerful role in shaping the future for your communities and the people who call those communities home."

— Robert Easter, Dean, College of Agricultural, Consumer & Environmental Sciences, University of Illinois at Urbana-Champaign

D7 Meeting the Challenge of Diversity in the Workplace - It Is Easier Said Than Done!!

Mable J. Grimes, AA/EEO Officer and Director of Diversity, University of Missouri Outreach and Extension

This workshop will examine the issues and challenges of diversity in the workplace through a hands-on, interactive manner. Through poems, readings, simulation exercises and other fun tools and techniques, participants will find that meeting the challenge of diversity in the workplace is sometimes easier said than done.

Room: Waldorf

D8 Utilization of Vacant City Lots in the Urban Neighborhoods of Color in Chicago for Vegetable Production

Maurice Ogutu, Extension Educator-Horticulture; Rhonda Hardy, Extension Unit Educator, Community & Economic Development, University of Illinois Extension

The goal of this project is to convert vacant city lots free of lead in targeted urban neighborhoods into commercial vegetable gardens. The vegetables will be sold in farmers' markets in the neighborhoods and in the long run to restaurants in Chicago metropolitan area. The project will give opportunity to the urban minority population in the neighborhoods to produce vegetables in their area/locality and access it through the farmers' markets. The vegetable gardens are also used for educational programs aimed at reaching the urban youths and adults interested in vegetable production. The trainees were taught how to prepare business plans and network with the urban markets (farmers' markets and restaurants).

Room: 4M

D9 Housing Strategies for Urban Neighborhoods - What Role Can Extension Play?

Kay Gasen, Director, Community and Neighborhood Development, Public Policy Research Center, and Sharon Laux, Housing Specialist, University of Missouri Outreach and Extension

Many urban neighborhoods share common challenges regarding aging and substandard housing stock, inadequate rental properties, rising poverty levels and concerns with gentrification. This workshop will describe Extension's efforts as part of a HUD Community Outreach Partnership Center project to promote housing maintenance, financial literacy and home ownership in the Old North St. Louis neighborhood in the City of St. Louis. Through the development of partnerships with community organizations and financial institutions, the implementation of classes related to housing rehabilitation and financial fitness, and access to a network of financial management and technical assistance resources, University Extension is assisting current and prospective residents of the Old North neighborhood to improve their living conditions.

Room: Williford C

D10 Kids in the Kitchen

Karen Elliott, Nutrition Specialist, Tammy Roberts, Nutrition Specialist, and Christine Dewberry, Nutrition Extension Assistant, University of Missouri Outreach and Extension

Many children are responsible for preparation of their own meals before and after school. Harvesters Community Food Bank and University Outreach and Extension have teamed up to offer "Kid's Cafe" and "Kids in the Kitchen." "Kids Cafe" is a program originated by America's Second Harvest that provides an evening meal for children in after-school care. "Kids in the Kitchen" was designed to compliment the nutrition component of "Kids Cafe." This curriculum was developed to teach children ages 6-8 and 10-12 basic food preparation skills. Children experience 90 minute sessions where they learn proper use of kitchen utensils, how to read a recipe and food safety. Preliminary evaluations showed a 75 percent increase in the number of children able to name two food groups and a 50 percent increase in the number of children able to recognize hand washing as the first step of food preparation.

Room: PDR 2

D11 Using Mass Media for Timely Educational Outreach

Judith A. Myers-Walls, Extension Specialist and Associate Professor, Purdue Extension

Suggestions and techniques will be shared for identifying teachable moments for using mass media to reach individuals and families. Extension educators in urban settings benefit by maximizing efforts to reach large numbers of people with limited resources, but it can be difficult to establish media contacts in major markets. The presenter will talk about defining topics of interest and areas of expertise, reaching media outlets, and embellishing news releases and interviews with web-based print materials. The presenter has worked all forms of local, national, and international media, most recently regarding talking to children about terrorism. The primary focus of the presenter's work (and, therefore, the examples in the session) is human development and family life.

Room: Williford A

D12 Community Partners Kick-off Indy Saves Social Marketing Campaign

Rebecca Haynes-Bordas, Extension Educator, and Elizabeth Kiss, Assistant Professor & Extension Specialist, Purdue Extension; F. David Bixler, President, Capital Strategies, Inc.

Many families lack the knowledge and skills to reach financial stability (being able to cover day-to-day expenses) and to begin to adopt a future orientation to become financially secure. With low savings rates, consumer credit card delinquencies and bankruptcies at historically high levels, many families are in economic crisis. According to a survey conducted among corporate human resource executives, the financial competence of workers is a critical unaddressed workplace issue. A "Saves" campaign offers opportunities for collaboration between corporations, non-profit, faith-based, and government groups to provide innovative programming that can effectively help individuals and families "Build Wealth, Not Debt" and be more productive in the workforce. It can also help financial institutions fulfill their Community Reinvestment Act requirements.

Room: 4A

6:00 p.m.

Urban Global Village Reception and Hors d'oeuvres Buffet

Grand Ballroom

Master of Ceremonies: Nigel Austin, University of Illinois Extension

Entertainment: Wesley Lud Polish Dancers
Campaña Folklórica Tenochtitlan - Traditional Mexican Music and Dance

Thursday, May 8, 2003

7:00 a.m. – 6:00 p.m.

Registration

7:45–9:45 a.m.

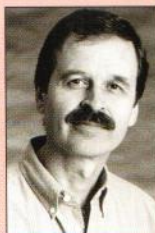
Breakfast & General Session

Grand Ballroom

Presiding: Gladys Quinones, University of Illinois Extension

"Privilege, Power and Difference"

Allan Johnson, Professor, Hartford College for Women



Allan Johnson has worked on issues of social inequality since receiving his Ph.D. from the University of Michigan. He teaches sociology at Hartford College for Women and is a popular speaker across the country. His books include *The Gender Knot: Unraveling Our Patriarchal Legacy*, *The Forest and the Trees: Sociology as Life, Practice and Promise*, and *Privilege, Power and Difference*.

9:45–10:15 a.m.

Break

10:00 a.m. – 4:00 p.m.

Exhibits and Posters

Waldorf Room

Authors will be at posters from 2:00 to 3:00 p.m.



EMIL JONES, JR.
SENATE PRESIDENT



OFFICE OF THE SENATE PRESIDENT
STATE OF ILLINOIS

327 STATE CAPITOL
SPRINGFIELD, ILLINOIS 62706
217-782-2728

May 5, 2003

Dear National Urban Extension Conference Members:

It is a great pleasure to welcome you to Illinois and Chicago. I am a firm believer in Extension and have seen what it can do to help my own community as well as how it can help individuals grow stronger and become more self-sufficient.

I have had a Cooperative Extension Service office in my community for more than 30 years and, as a result, I have observed first-hand the benefits of your many outreach programs. I know that land-grant universities with their Extension outreach can play a crucial role in helping to build and shape our urban communities.

As you gather from around the country, focus on a vision for the future, assume leadership in meeting the many challenges facing our urban areas, and celebrate your numerous successes.

Sincerely,

Emil Jones, Jr.
Illinois Senate President

E2 Success Outcome Markers in Extension – Evaluation Tool for Hard-to-Measure Transformational Programs

*LeDeane Jha, Extension Educator, University of Nebraska
Cooperative Extension*

SOME is one way to evaluate complex, multi-strategy programs that assist individuals to transform their lives. By focusing on the strengths of their programs and clients, Extension Educators, as well as colleagues in sister agencies and organizations, can apply SOME constructs and integrate evaluation into the programming process, document outcomes and impacts, and use the findings to obtain additional programming resources.

Room: Williford A

E3 Displaced Worker Program

*Rexlyn Nicole, Program Coordinator, and Stu Ellis, Unit
Leader, Macon County, University of Illinois Extension*

The role in public education leads the foray of the diverse ways the DWP intertwines with the community as well as other Extension offices. Urban revitalization, addressing families in economic crisis, workforce development and preparation, building advisory councils, serving clientele with special needs, and working with the media, all have come into play with this program and can be showcased in a variety of ways. The needs of the area where this was piloted as well as the overall work done to lay the grounding, the network building, client format that was adopted and the implementation and its challenges will be discussed. Materials will be provided.

Room: 4B

E4 Life After Incarceration: Expanding Traditional Extension Programs

*Aadron Rausch, Extension Specialist, and Roger Moll, County
Extension Director and Educator, Allen County, Purdue
Extension*

Extension and universities are being called to expand their educational and research emphasis to meet the needs of a broader audience, while promoting collaborative efforts with local, state, and federal agencies. For many, the name "Extension" is synonymous with 4-H and agricultural education, but Extension is, and must become, much more. This expansion of the Extension system will occur through partnerships and collaborative efforts with agencies needing research-based educational programs and expertise to meet the needs of their constituents. The Life After Incarceration program is one such venture. The pre-release cognitive-behavioral program provides Extension professionals, correctional officers, and others with a tool for taking the first step in promoting successful reintegration of juvenile and adult offenders.

Room: 4M

E5 What Parenting Teenagers Need To Succeed

*Linda Crawl Jackson, Extension Educator, PREP, EFNEP and CYFAR,
University of Illinois Extension*

Parenting and pregnant teens have different needs. There is no one way to help a parenting teenager get on and stay on track. This population comes in all ages, races and stages and have various circumstances and experiences. It is important to have a variety of ways to reach out to this audience in order to provide avenues to experience success. This session will provide some up-to-date demographics of who this audience is, how to plan and provide programs for them and also share some real life examples of what has worked in the Metropolitan East St. Louis Area. A variety of professionals in the field have collaborated over the years to help these young parents become successful.

Room: Williford C

10:15–11:45 a.m.

Conference Workshops

E1 The Learning Network – A Learning Center Model That Works

*Susan Tharp, Clinton County Extension Director; John Huie, Professor and
Extension Ag Economist, Purdue University; and Susan Trees, Coordinator,
Learning Network of Clinton County*

The Learning Network of Clinton County of Clinton County is a model that takes a quantum leap in services and education offered as a result of new information technology. The Learning Network serves as a coordinated brokerage service for existing and future workforce training and adult education programs in Clinton County. The Learning Network has built an infrastructure for a system that will enable participants to work toward progressive professional and personal development. A mobile lab of sixteen laptop computers allows time and place bound students to access education where and when they need it. Over 2,000 students have been served in the first 24 months. The Learning Network is a collaborative model that works!

Room: Joliet

E6 Emerging Issues in Urban Tree Management

Christopher P. Dunn, Director of Research; Karel Jacobs, Plant Pathologist, Fredric Miller, Research Associate, and Abbas Shirazi, Research Horticulturist, The Morton Arboretum

The urban environment in the North Temperate Zone is devastatingly difficult for trees and shrubs. Winter cold and temperature fluctuations as well as diseases and pests severely limit the number of species available to beautify our northern cities and increase maintenance and replacement costs. We will provide new information on cold-hardiness of woody plants, on disease and pest management in an effort to reduce the costs of tree replacement while at the same time providing a greater selection of new varieties of trees and shrubs.

Room: 4D

E7 Broadway – Diversity in Progress

Chester Bowling, Assistant Professor and Extension Specialist, The Ohio State University

One of the major challenges in a changing America is ethnic and racial conflict. Rather than Extension mediating this conflict, this session will explore how Extension collaborated with another public university and a community development corporation to help an urban neighborhood. The process they used, Appreciative Inquiry, engaged hundreds of residents in discovering the ways in which African American residents and Slavic/Polish residents could cooperate. Through one-on-one interviews, residents and leaders developed a set of community building principles based on their own experiences. They then created a common vision and designed a series of action steps to transform a racially divided neighborhood into one that values its diversity.

Room: 4K

E8 Reaching Elected Officials with the Urban Extension Message

Gwen Wolford, Leader, Legislative and County Relations, and Ted Berry, Liaison, State and External Relations, College of Food, Agricultural and Environmental Sciences, The Ohio State University

This session will primarily address the conference goal to develop a greater awareness and skills in marketing to stakeholders. The changing world in which we operate provides great challenges in the political arena to keep Extension programs viable and growing. Presenters Gwen Wolford and Ted Berry, legislative liaisons from The Ohio State University who work with extension and research programs, will share strategies you can put to immediate use in re-thinking your approach and materials to increase effectiveness at reaching urban elected officials. You will learn how elected officials think about the issues that we deal with in Extension, about the difference in organizational cultures and how that affects getting our message across, and how to create an effective advocacy program. You will have the opportunity to apply the strategies shared immediately by drafting a plan to market and promote your programs with urban elected officials, and get feedback from others present at the session, including the presenters, on how to strengthen those plans.

Room: Marquette

E9 Helping Hispanics Become More Horticulturally Savvy

James Schuster, Extension Educator-Horticulture; Bruce Paulsrud, Extension Specialist-P.A.T. and Plant Pathology; and German Cutz, Extension Specialist, Spanish Language Programming, University of Illinois Extension

This workshop addresses two of the conference's goals. The first goal is to share successful educational trainings and educational material that have and are helping Hispanic workers become better skilled in the horticultural industry. The second goal addresses helping and meeting the challenges of working with a diverse workforce. In the horticulture industry in Illinois as well as in many other states, Hispanics are the predominant laborers. To help maintain a basic horticulture knowledge

base among the Hispanic workers as well to improve on this knowledge base, Pesticide Applicator General Standard study guides were prepared, and worker protection information was produced and distributed throughout Illinois. Spanish Grounds Maintenance Seminars were developed and in house training for all workers (both Hispanics and non-Hispanics) at a nursery in Central Illinois were conducted during the last four years in order to address the needs of just one part of a diverse work force.

Room: Williford B

E10 Helping Communities Meet Educational Requirements of New Federal Stormwater Regulations

John Church, Extension Educator, Natural Resources, University of Illinois Extension

In many areas of America, there is a rapid transition from rural to urban development. As such areas develop, the management of stormwater becomes a major issue. Under new federal EPA guidelines, urban communities must comply with several minimum control measures to address this issue. Communities had to have submitted notices of intent of their planning process by March 2003.

One such minimum control measure is public education and outreach. In many areas, Extension can be in a position to help address this issue, having the traditional experience of community involvement, outreach and education, combined with technical expertise. Ideas on Extension's role on this important issue will be shared with the participants.

Room: 4A

E11 I Couldn't Have Said It Better Myself – The Peer Language Experience

Dawn Koger, Program Leader, and Lisa McGlone, Associate Program Leader, Michigan State University Extension

Extension must challenge itself to meet the needs of a changing America by creating materials relevant to consumers, including those with limited literacy skills. One technique utilized at MSU Extension is the "Peer Language Experience Approach." Peer Language Experiences engage consumers in a process that cooperatively constructs and reviews the content, text and layout of materials. Feedback on language, sentence structure, content, and concepts is obtained on text previously written by experts. Through focus groups, constituents suggest words as text, agree and disagree about concepts, recall memorable information, and critique layout and design. This session will highlight how this process helped create a parenting curriculum for limited resource/limited literacy caregivers and offer implications for all who develop print materials.

Room: 4C

E12 Deliberating Public Issues

Miranda Duncan, Community Development Specialist, and Kay Gasen, Urban Program Leader, University of Missouri-St. Louis

This workshop relates directly to the 2003 Urban Extension Conference goals of civic engagement. By conducting background research on an issue, and then framing it in a way that provides a factual and objective understanding of diverse viewpoints, we are helping improve public decision-making and leadership capacity. The workshop also will present a useful model for facilitating dialogue about public issues.

Room: Astoria

10:00 a.m. – 4:00 p.m.

Poster Sessions

Waldorf Room

Authors will be at posters
from 2:00 to 3:00 p.m.

**P1 Ag Entrepreneur Development Initiative—
Connecting the City to the Farm**

Kim Tack, Extension Educator, Rock Island County, University of Illinois
Extension

**P2 Appreciative Inquiry: A Methodology for Initiating
Change in Urban Extension Programming**

LaDeane R. Jha, Extension Educator, University of Nebraska Cooperative
Extension

**P3 Bringing WIC Participants to the Field of Dreams—
Multi-Agency Collaboration Connects WIC
Participants**

Alice R. Thomson, Nutrition Education Program Administrator – Racine;
John Schluckebier, Horticulture Educator, UW Extension; and Pam Halbach,
WIC Project Nutritionist, Racine/Kenosha Community

P4 Dogs as Companion Animals

Jannie Carter, Extension Assistant Director, Alabama Cooperative Extension
System

P5 Enhanced Literacy Training Program

Jennifer O'Neill, Carol Parker-Duncanson, and Evalina Irish-Spencer, Cornell
University Cooperative Extension

**P6 Grandparents Raising Grandchildren—Extension's
Response**

Nancy Crago, Senior Extension Agent, Penn State Cooperative Extension

P7 Impact of Youth-EFNEP in Cuyahoga County, Ohio

Punam Ohri-Vachaspati, Extension Agent, EFNEP, Cuyahoga County,
and Marilyn Rabe, Extension Agent, EFNEP, Franklin County, Ohio State
University Extension

P8 Jump Into Foods and Fitness

Daisy Seremba, Extension Educator, Wayne County, Michigan State
University Extension

P9 Lexington Summer Village

Beth Bridgeman, 4-H Youth Development Agent, Ohio State University
Extension

P10 Urban - Rural Conflict

Peter Wagner, Community Development Educator, UW Extension

**P11 Mind Over Money: Reaching Urban Youth with the
HSFPP**

George Okantey, Extension Educator, and Elizabeth Kiss, Assistant Professor
and Extension Specialist, Purdue Extension

**P12 The Morton Arboretum/ComEd Mile: Greening
Chicago's Highways**

Abbas Shirazi, Research Horticulturist; Christopher P. Dunn, Director of
Research, and Kathleen Roberts, Research Assistant, The Morton Arboretum

**P13 Municipality Collaboration to Protect and Manage
Our Urban Forest Against Gypsy Moth and Other
Pests**

Amy Kathleen Stone, Extension Agent, Consumer and Urban Horticulture,
Ohio State University Extension

**P14 A Nutrition Education Resource for Welfare to
Work Population**

Punam Ohri-Vachaspati, Extension Agent, EFNEP, Cuyahoga County, Ohio
State University Extension

P15 Partnering for Youth

Greg Yost, Extension Agent, 4-H Youth Development, and Jack Kerrigan,
Extension Agent, Ohio State University Extension

**P16 Pregnancy Prevention for Latino Teens: An
Investigation of Best Practices**

Faye C.H. Lee, Youth Development Advisor, University of California
Cooperative Extension

**P17 Racial Perceptions of the Benefits Derived from
Community Gardening**

Kimberly J. Shinew, Associate Professor; Troy Glover, Assistant Professor;
and Diana Parry, Graduate Assistant, University of Illinois

**P18 A Strategy to Increase Nutrition Education in
Elementary Schools**

Karen Wobig, Extension Assistant, Nutrition Education Program, and
Maureen Burson, Extension Educator, Nutrition Education Program,
University of Nebraska Cooperative Extension

**P19 On Target for Success - Getting It Together for
Work**

Susan Zies, Extension Agent, FCS; Patrice Powers Barker, Program
Assistant, FCS; and Nan Jones, Ohio State University Extension

**P20 Technology Extends Program to Thousands with
Minimal Cost, Time**

Alice Henneman, Extension Educator and Gary Bergman, Extension
Educator, University of Nebraska-Lincoln Cooperative Extension

**P21 University and Neighborhoods: Strengthening
Relationships and Leadership**

LaDeane Jha, Extension Educator, and William Manzi Freitas, Graduate
Assistant, University of Nebraska Cooperative Extension

**P22 Using the Affirmative Action 4-H Review
Committee to Launch an Effective Marketing
Campaign**

Molly Latham, Area Extension Specialist, University of Nevada
Cooperative Extension

**P23 Working With Lucas County Employers to
Encourage Participation in Ohio Parents'
Appreciation Week**

Susan Zies, Extension Agent, Family and Consumer Sciences, and Patrice
Powers-Barker, Program Assistant, Family and Consumer Sciences, Ohio
State University Extension

Noon – 2:00 p.m.

Luncheon Grand Ballroom

Presiding: Roger Moll, Purdue Extension

“People-Plant Interactions in Urban America” Roger Ulrich, Director of the Center for Health Systems & Design, College of Agriculture, Texas A&M University



Roger Ulrich is an environmental psychologist who conducts research on the effects of people's experiences with environments on psychological well-being, physiological systems and health outcomes. He is Director of the Center for Health Systems and Design, College of Agriculture, Texas A&M University.

2:00–2:30 p.m.

Break

2:30–3:45 p.m.

Conference Workshops

F1 Para Nuestros Amigos Latinos – A Collaboration To Meet the Challenge of the Changing Face of America

Jean Hall Dwyer, Extension Communications Specialist, and Juana I. Macías, Multi-County Agent, Alabama Cooperative Extension System

Assessments conducted by national and local organizations have reflected that information in the areas of youth and family development, health, consumer affairs, nutrition, housing, and legal issues are paramount in meeting the educational needs of the Hispanic community. Consequently, the UANNP unit of ACES developed a Spanish-only website with links to almost 600 culturally appropriate, research-based, publications in these areas. Additionally, a printed brochure, booklet, and display about the website, as well as subject matter brochures including topics such as credit, banking services, and diabetes were made available. Furthermore, an online Spanish newsletter, *Lo Último en La Avenida*, was developed and a multi-county agent brought on board.

Room: Williford A

F2 Intercultural Understanding

Faye C.H. Lee, Youth Development Advisor, University of California Cooperative Extension

Intercultural understanding demands more than exploring food, festivals and heroes. This workshop will introduce participants to recent research around issues of diversity including Milton Bennett's theory which posits a continuum of increasing sophistication in dealing with cultural differences, from denial to integration; Gardenswartz and Rowe's matrix which compares affirmative action, value differences, and managing diversity; and Wardel's anti-bias and ecological model which emphasizes that individuals are products of important factors, including but not limited to culture. In small groups, we will examine our American cultural assumptions, their underlying values, and possible intercultural impact. In dyads, we will explore cross-cultural dialogues which illustrate a particular cultural difference. Finally, the participants write a rough plan for improving their own intercultural encounters.

Room: Marquette

F3 Customer Service Creates Communities

Becki Lawler, Nutrition Education Assistant, Family Nutrition Program and Kate Johnson, Community Development Director, North Dakota State University Extension Service

In this session, we will relate our trials and successes at building a network of people, a “community,” at a neighborhood center. An Extension member and the center's Community Development Director will discuss and provide tools related to involving members from a 52-square block, multi-ethnic, low-income neighborhood in training events. These events were mainly related to the Food and Nutrition program, but eventually evolved into much more. We will then discuss how to give these citizens the tools they need to become more than just neighbors, but members of a caring “community.”

Room: Williford C

F4 Grow Green Program Addresses Urban Water Quality

Robert Richter, Extension Horticulturist, Travis County, and Brad Pierce, County Extension Agent-Agriculture, Travis County, Texas Cooperative Extension

Grow Green was created in response to three identified needs in the Austin, Texas urban area: retail garden center needs in training new employees, information for garden center customers, and urban water quality issues (directly related to landscape fertilizer and pesticide misuse). Extension partnered with the City of Austin Watershed Protection Department to launch this innovative training program to reach garden center employees and area residents with fact-based information on fertilizing and pest control practices to achieve a beautiful healthy landscape without damaging our surface and ground water resources. To date 23 publications, a website, newsletters, fax alerts, videotapes and other educational materials have been developed. Numerous courses, workshops, and other training sessions have been conducted reaching several hundred employees at 45 area garden centers. Additionally a 3-year soil testing project was initiated in a neighborhood of 200 homes to evaluate various fertilizer blends and compost. A nearby spring is being monitored along with changes in soil nutrient levels. A research project was conducted in cooperation with Texas A&M Soil & Crop Science Dept. to evaluate turfgrass nutrient sources related to

surface and groundwater pollution. The unique partnership with the city as well as innovative marketing and promotional materials have made this a successful program that has placed Extension in a strong, positive, visible role as a provider of quality programming to protect our environment in the crowded marketplace of organizations and agencies in Austin, the capital city of our state.

Room: 4C

F5 Marion County 4-H in the Classroom Program

Nancy Scott, Marion County Extension Educator, Purdue Extension

The highly successful Marion County 4-H in the Classroom School Enrichment Program is in its fifth year of providing educational curriculum to the teachers and students of Indianapolis, Indiana. Last year, more than 11,000 students and 450 teachers in all 11 public school corporations in the county utilized the seven lesson program. To meet the challenge of a changing school environment and the need to do more with less, the program is transitioning to web-based delivery. Be among the first to learn how teachers and students evaluated the web-based curriculum during its inaugural year.

Room: 4A

F6 Super Youth Workers for 21st Century Youth

Elizabeth Wood, Program Director, Minnesota Youth Work Institute; and Jennifer Skuza, Director, Urban 4-H Youth Development, University of Minnesota Extension Service

The changing demands of 21st century youth development practice challenge urban youth workers. The Minnesota Youth Work Institute is an exciting urban model dedicated to building super youth workers and to strengthening programs for today's young people. An imaginative series of quarterly professional development offerings bridge research and practice, emphasizing community-building and shared leadership. The need is great. Youth workers in urban agencies and organizations gather to critically reflect on their work in light of new research, new program challenges, new audiences, and growing public accountability. Extension educators support the Institute teaching and learning in neighborhoods and communities. Building professional capacity and strengthening leadership the youth development field are Minnesota Youth Work Institute priorities well-matched with Extension's role in educational leadership.

Room: 4M

F7 Long-term Care Planning and Financing – Issues and Consumer Education Options for Urban Audiences

Paul McNamara, Extension Specialist, Health and Consumer Economics; Katherine Reuter, Extension Educator; and Mary Ann Fugate, Extension Educator, University of Illinois Extension

Many families and individuals struggle with planning for the potential expense of long-term care. This session provides an overview of the issue of long-term care and its financing for urban audiences. Research on the long-term care financing strategies of urban people is presented based upon an analysis of the Health and Retirement Survey, with special emphasis on the experience of African-American and Hispanic individuals and families. The research base indicates a number of consumer education and public policy needs, which are highlighted. The session also presents innovative programming of the University of Illinois Extension Consumer and Family Economics Team that is delivered to urban audiences around Illinois on the subject of long-term care planning and long-term care insurance. Workshop participants will receive long-term care consumer education materials and a copy of our long-term care CD/cassette tape titled "Answers for Your Long-Term Care Insurance Questions."

Room: 4K

F8 Elkhart County 4-H Bar Coding

Laurie Sula, Extension Educator, 4-H/Youth Development and Wayne Robinson, 4-H Leader, Purdue Extension

The project utilizes a master database of the 4-H'ers names, projects, and other pertinent information. This was extracted with Purdue's help from their "ED" database. That data was then manipulated with the use of a program called File Maker Pro. Labels including the 4-H'ers name, club, project, division, grade, and bar code were pre-printed and applied during the exhibit check-in process. As projects were judged, the individual bar codes were scanned and synced back to the database. Reports were then generated that provided the ribbon placing. Not only was a time saving realized in recording information, but accuracy was improved and a consistent entry label resulted. Plans are to expand the report generation capabilities for 2003.

Room: 4B

F9 Alabama Relatives as Parents Program – Addressing the Needs of Relatives Raising Children

Wilma Ruffin, Family and Human Development Specialist; Kevin Crenshaw Esq., Legal Consultant; Alison Couch, Alabama Relatives as Parents Program Coordinator and Program Data Analyst, Alabama Cooperative Extension System

In 2001, a work group formed in response to the lack of legislation regarding grandparents' rights in Alabama and the increasing numbers of children raised by grandparents and relatives. Consequently, a strategy emerged to create a statewide coalition to address the issues facing grandparents and other relatives raising children by creating support groups and through proposed legislation. Various local agencies, including the Area Agency on Aging, Department of Human Resources, and AARP comprised the work group at the local level and the coalition at the state level. In conjunction with that statewide coalition, lawyers with the Alabama Cooperative Extension, Area Agency on Aging, and AARP are working together on legislation that will improve the current condition of grandparents raising children.

Room: 4D

F10 Strategies for Success in Commercial Horticulture

Emily Nolting, Multi-County Commercial Horticulture Specialist, NE Area, Kansas State University Research & Extension

The horticulture industry relies heavily on a diverse workforce, having implemented opportunities for education, and advancement. Today's companies aggressively pursue ways to continually improve with use of technology and professional development. Human capital in the informational age will be the determining factor of success. The complexity and competitiveness of the market environment challenges business and Extension to be on the cutting edge of education and learning. Old models and business as usual need to be addressed with innovation and forward thinking. Adaptation to rapid change is an opportunity for leadership to excel. This presentation focuses on urban issues with demographic and social impact.

Room: Astoria

F11 Keys to Work – Teaching Money Management within a Work Attachment Framework

Elizabeth Kiss, Assistant Professor and Extension Specialist; Rebecca Haynes-Bordas, Extension Educator, Purdue Extension; and Gregg Keesling, CEO, Keys to Work, Inc.

This workshop will share information about a successful and innovative urban program model. This integrated model of money management education and practice, designed for low income, low literacy clients with weak work attachment, is based on the Making Your Money Work curriculum for financial literacy. The program is a partnership between Purdue Extension - Marion County and Keys to Work, Inc. - a workforce development organization. The workshop will: identify challenges and opportunities for assisting clients in developing money management skills that lessen their reliance on external agencies for financial support; emphasize three elements for moving chronically unemployed clients from a crisis mode of management to one of self-reliance and planning for managing resources; and discuss strategies to measure program impact.

Room: Joliet

3:45–4:00 p.m.

Break

4:00–5:15 p.m.

Conference Workshops

G1 Engaging New Audiences in Community Development Work – A Dialogue for Practitioners

George Okantey, Extension Educator, Leadership and Community Development, Marion County, Purdue Extension, and Gae Broadwater, State Specialist, Community Resource Development, Kentucky State University

The facilitation process will employ two facilitation techniques developed by the Institute of Cultural Affairs (ICA). (1) The Focused Conversation Method and (2) the Consensus Workshop Method. Participants will work in pairs, small groups, and as a whole community group to build a consensus framework for this topic. Together we will identify principles and strategies for improving communication and long-term engagement. Learning how to talk with and listen to others is critical to meeting the challenge of a changing America. Strategies for building consensus around issues of engagement are important for nurturing healthy and sustainable communities. Educators need a safe place to explore their own perceptions and experiences and bolster their ability to recognize and understand how these affect their actions and practice.

Room: Williford C

G2 Effective Strategies To Form Rural-Urban Partnerships – The United Growth for Kent County Project

Carol Townsend, Director, MSU Center for Urban Affairs, and Kendra Willis, Project Coordinator, United Growth for Kent County, Michigan State University Extension

Although there are many differences between urban and rural interests, United Growth for Kent County has focused on identifying the common ground between the two, and then building on it. This workshop will give specific examples of how differences between urban and rural citizens have been bridged. The lessons learned can be applied to other groups as well. The United Growth for Kent County project is in its fourth year and is primarily grant funded. The project will lead to the formation of sustainable, citizen-based coalition focused on promoting positive land use. This project is a unique approach to urban sprawl since there are few examples of inner-city/rural alliances in the U.S. View our web site at www.msue.msu.edu/unitedgrowth.

Room: Marquette

F12 Making the Most of Out-of-School Time

Dale Blyth, Associate Dean and Director, Center for Youth Development, University of Minnesota Extension Service

Young people benefit when they play an active role in their own learning and development. Families want quality programs and safe places for their children. Communities everywhere are challenged to improve the quality, quantity, accessibility and impact of youth development programs during the non-school hours. Urban Extension programs benefit when they articulate their work in terms of positive out-of-school time. Learn how the Center for 4-H Youth Development and youth development educators working in 4-H and Community Youth Development are both focusing and enlarging the role of Extension youth development. New possibilities abound when urban youth work is promoted under the banner of "Making the Most of Out-of-School Time."

Room: Williford B

G3 UW-Extension Hmong Educational Needs Assessment Project

Sue Buck, Central District Director, UW-Extension; Karen Dickrell, Family Living Educator/Department Head, Outagamie County, UW-Extension; Pang Cher Vue, Hmong Programs Coordinator, UW-Eau Claire Continuing Education

A statewide Hmong Educational Needs Assessment was conducted through a focus group process conducted in ten counties in Wisconsin. The purpose of the assessment was to determine the educational needs of an important segment of the Wisconsin population, the Hmong, and how UW-Extension through its divisions could better serve that population. Two general themes were evident - the pursuit of identity (by both younger and older Hmong) and communication/generational issues. The focus groups also provided insights into preferred methods of learning. The focus group process highlighted the need to understand that each community is unique and successful educational programming is based on building relationships and trust. A Hmong demographics profile was developed to enhance the understanding of the Hmong population.

Room: 4B

G4 Police and Kids (PAK)

Jennifer Jones, Community Educator, University of Wisconsin Extension, and Captain Chris Connolly, City of Waukesha Police Department

P.A.K. is an innovative eight-week program designed to reduce violent behavior in youth. It is taught collaboratively with the UW-Extension and the Waukesha Police Department. It is presented in an experiential learning model and engages youth and police in activities and discussion dealing with issues relevant to the "at-risk" youth, such as domestic violence, guns, drugs, vandalism, self-control and respect for others. P.A.K. consists of eight one-hour sessions with three major goals: Goal One: Students obtain knowledge about police and establish a comfort level in their interaction with police. Goal Two: Students increase personal communication skills; and Goal Three: Students build social interaction skills necessary to reduce violent behavior. The program is designed to target youth grades 4-8.

Room: 4K

Innovative Distance Education with Inmate Populations

Jamie McWright, Harris County Extension Agent-Community Relations; and Daphne Richards, El Paso County Extension Agent-Horticulture, Texas Cooperative Extension

The Harris County Inmate Distance Education Project has reached 125 incarcerated women in the last year via video conferencing efforts. The programming is designed to provide basic life skills education in the areas of financial management, women's health, and family dynamics to prepare the inmates for life upon release. The distance learning is the most attractive component, saving both time and money and reducing security risks. The collaborative effort is yet another unique component of the project. Extension Agents provide 12 hours of the training and guest speakers such as Children's Protective Services and the Health Department provide an additional eight hours. This presentation will offer innovative ideas on using technology to reach diverse audiences.

Room: Joliet

66 When I Achieve Leadership Conference . . . Leading Through Diversity

Kelly Lafferty, LaSalle County Unit Educator-Youth, and Sandra Davis, LaSalle County Unit Leader, University of Illinois Extension

In an effort to identify new opportunities for youth at-risk to gain motivational skills, become more career-oriented, and build a positive attitude towards a diverse environment, a Task Force consisting of six agencies planned and implemented a Leadership Conference...Leading Through Diversity. Input from local youth was collected from a focus group attended by 30 youth, ages 14-18. The four day conference was attended by 48 youth. The following topics were addressed: Welcome to the Real World; Cultural Diversity in the Workplace; Dress for Success; Bafa, Bafa; Learning the Ropes; Upper Limits; Dinner Etiquette as well as many other issues. Even with all of these serious topics, there was plenty of time for fun, too!

Room: 4C

67 Building Community Around Diversity – Cincinnati's Neighbor-to-Neighbor Race Relations Project

David Patton, State Specialist, Community Development, and Deborah Carney, Extension Agent, Hamilton County, Ohio State University Extension

The concept of "Neighbor-to-Neighbor: Community Conversations on Race" was born after rioting and racial unrest rocked Cincinnati in April, 2001. Initiated by the *Cincinnati Enquirer*, this program engages citizens across the region in solutions oriented conversations on the issue of racial tensions. The project has fostered community conversations in more than 145 separate neighborhoods over a five month period. The presentation will focus on (a) the impetus for the project, (b) designing the community conversation, (c) training facilitators, (d) action reported from the conversations, and (e) a preliminary assessment of the project impact. The presenters will discuss Extension's role in public issues education, provide references to appropriate literature and offer training opportunities.

Room: 4D

68 SAFE (Sports Athletic Field Education) Program – An Innovative Model for Urban Ag and NR

Raymond Bader, County Extension Agent-Natural Resources; James McAfee, Associate Professor & Extension Turfgrass Specialist; Ronald Leps, County Extension Agent-Ag/NR; and Ruben Saldaña, El Paso County Extension Director, Texas Cooperative Extension, Texas A&M University System

This will be a team presentation with perspectives from County Agents and an Extension Specialist. The S.A.F.E. program is designed to develop a site specific turfgrass management protocol based on a comprehensive field evaluation and monitoring, available resources and

user expectations. The heart of the program is water conservation. A well managed athletic field provides for safer playing conditions and improved player performance, efficient use of resources (i.e. water and fertilizers), and greater school and community pride. Through the SAFE program as a model, we will show how Cooperative Extension can use participating sites in addressing needs related to urban agriculture, natural resources conservation, environmental and youth related issues. Presentation topics include: 1) Introduction, program methodology; 2) Role of Extension agents and Extension specialists; 3) Partnerships, - team approach in formulating and following recommended management protocols; 4) Share significant impacts of the program (reduced water use by average of 38 percent, reduced fertilizer and pesticide use by 25 percent, reduced player injuries up to 40 percent. Share problems and constraints encountered. 5) Potentials in Extension program interpretation and marketing to nontraditional entities.

Room: 4A

69 Home Ownership – The American Dream

Don Johnson, President/CEO, CDC Development Corporation, East St. Louis, and Laurie Ricchezza, President, Metro East Mortgage, Collinsville, Illinois

Discussion of problems that developers face in rebuilding blighted neighborhoods. Resources available at the federal, state and local level. Lending institutions structuring programs to assist both developers and potential home buyers. The importance of attracting middle and upper income market rate home buyers. Establishing a housing market and creating stability. The successes and failures of working in the city of East St. Louis - six years of studying a community and six years of implementing concepts and ideas that have shown promise.

Room: Williford B

610 Hoofing and Hopping

Lillianne Goeders, County Extension Agent-4-H CAPITAL Program Coordinator; Brad Pierce, County Extension Agent-Agriculture; Noel Rodriguez, Instructional Specialist; and James Henderson, Urban Animal Science Coordinator, Texas Cooperative Extension, Texas A&M University System

A new twist on traditional projects has Austin urban schools hoofing and hopping. Onsite living laboratories with goats and rabbits are leading inner city youth to a new understanding of agriculture and natural resources. Walk the campus of inner city schools and experience this unique project which has 4-H youth raising animals on site. With Urban Animal Science, everyone wins - students, teachers, family members and communities. Reduced truancy, increased parental/family involvement, increased sense of responsibility at home and school are some of the project benefits. This project has been identified as a premier program by key state legislators. Special funding from the County Commissioners in 1998 established the Urban Animal Science project and strengthened the partnership between public education and Cooperative Extension. Funding by schools, mini-grants, and community groups has seen the project grow to five urban sites with a waiting list of requests.

Room: 4M

611 Chicago Fresh – Helping People and Communities Grow

Rhonda Hardy, Unit Educator; Maurice Ogutu, Urban Ag Educator; Lynnet Mensah, Nutrition and Wellness Educator; Larry Wilson, Community and Economic Development Educator, University of Illinois Extension

The workshop will discuss the process for forming an emerging issue: from the concept of this project, building collaborations, establishing goals and objectives, and seeking resources to establishing guidelines for the implementation of this project. Challenges and opportunities of the Chicago Fresh initiative will be revealed as well as the future outlook for sustaining this project. The presentation will give guidelines on how to change a concept into a viable and successful project that creatively addresses the needs of community and people.

Room: Williford A

6:00 p.m.

Night on the Town

Second City Comedy Club Main Stage

Gather at the south entrance of the hotel. Bus leaves at 7 p.m. sharp! Show is at 8:00 p.m. at 1616 N. Wells. If not riding bus, please let us know at the registration desk.

Buddy Guy's Legends (Live Blues)

We'll meet outside of Buddy Guy's which is located at 754 South Wabash Avenue (one block from the hotel) at 7:45 p.m.

The Shakespeare Theatre and Dinner on Navy Pier

The bus will leave at 4:30 p.m. from the south entrance of the hotel to take you to Navy Pier for dinner and the show. You will return by bus after the theatre.



"Welcome to Illinois! University of Illinois Extension is proud to be the host of the 2003 Urban Extension Conference and Pre-conference. I hope you take this time to learn from each other and explore the many strategies to increase understanding and empower urban residents."

— Dennis Campion, Director,
University of Illinois Extension

Friday, May 9, 2003

7:00–10:00 a.m.

Registration

7:30–10:00 a.m.

World Religions Breakfast and Session

Grand Ballroom

Presiding: Susan Grupp, University of Illinois Extension

"Making a World of Difference"

**Dirk Ficca, Executive Director,
Council for a Parliament of the World's Religions**



Dirk Ficca is Executive Director of the Council for a Parliament of the World's Religions, a nonprofit, nonsectarian organization fostering interreligious encounters, dialogue and cooperative common action in metropolitan Chicago and throughout the world. Before joining the Council in 1992, he was pastor of the First Presbyterian Church in Benton Harbor, Michigan.

10:00–11:00 a.m.

"The New Face of America: The Challenge That Lies Ahead"

Gary Weaver, Professor, School of International Service, American University



For 33 years, Gary Weaver has been on the faculty of the School of International Service at American University, Division of International Communication. Among his publications are "This Cutthroat College Generation," "The Melting Pot Myth vs. The Cultural Cookie Cutter," "Understanding and Coping with Cross-Cultural Adjustment Stress," and his most recent book *Culture, Communication and Conflict*.

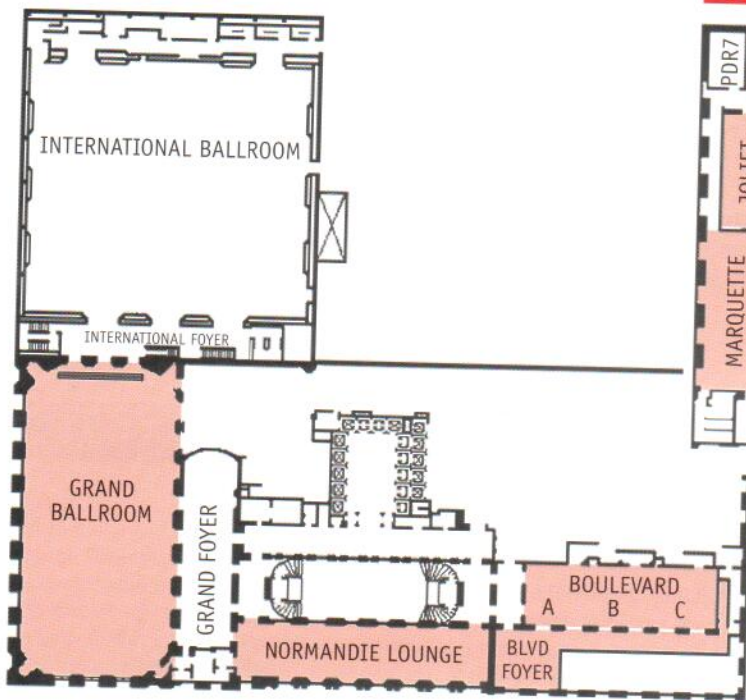
11:00–11:15 a.m.

Closing Comments

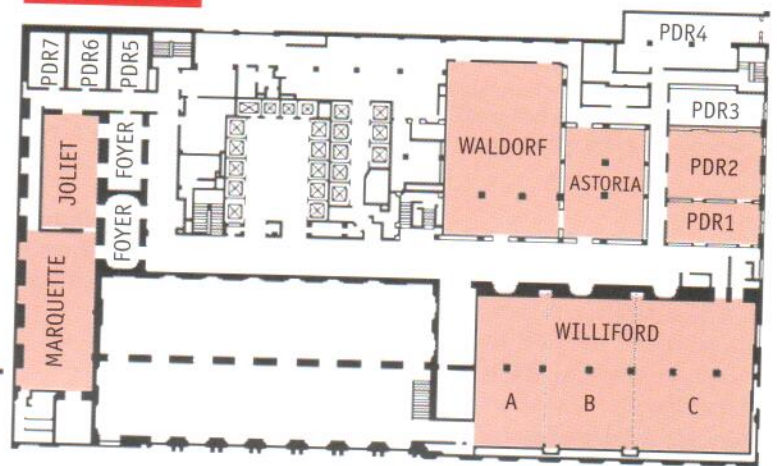
Jim Oliver, Assistant Dean, University of Illinois Extension

Chicago Hilton and Towers Meeting Room Layout

2ND FLOOR



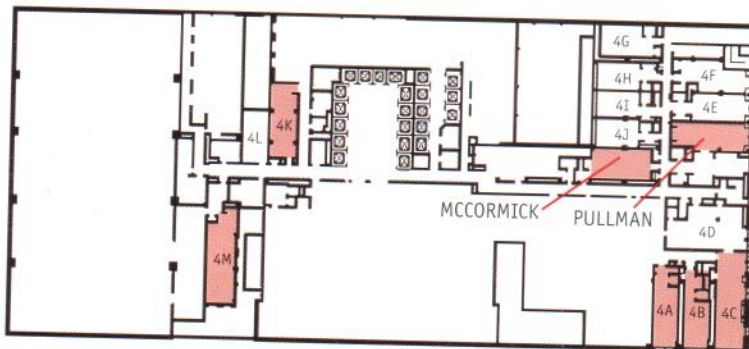
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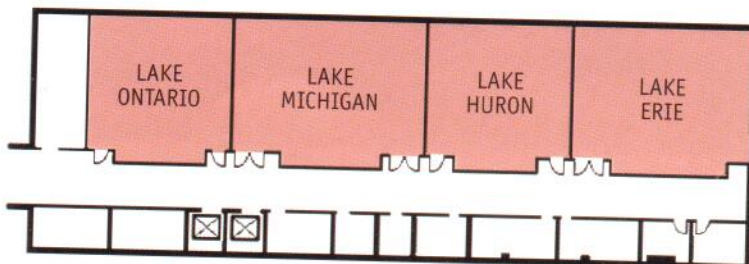
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4TH FLOOR



8TH FLOOR





*The 2003 Urban Extension Conference expresses
a sincere thank you to all of the following:*

Our Conference Speakers, Presenters, Exhibitors and Poster Session Presenters

Our Conference Volunteers

North Central Urban Conference Planning Committee

Rae Baldwin, University of Illinois Extension
Kim Boyce, University of Minnesota Extension Service
Willene Buffett, University of Illinois Extension
Joseph Konen, Ohio State University Extension
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Mary Nelson, University of Nebraska Cooperative Extension
Jim Oliver, University of Illinois Extension
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Jane Scherer, University of Illinois Extension
Lillian Spencer, Kansas City Urban Impact Center
Carol Townsend, Michigan State University Center for Urban Affairs
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Local Arrangements Planning Committee

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Willene Buffett	Jim Oliver	Eric Werge
Ruth Couwenhoven	Kathy Reuter	Larry Wilson
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Pre-conference Planning Committee

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