BIG CITY ISSUES:

Extension's Challenge



North Central Region Urban Conference Chicago Hilton and Towers Chicago, Illinois April 16 - 18, 1991



Helping You Put Knowledge to Work

Illinois
Cooperative
Extension
Service

University of Illinois at Urbana-Champaign College of Agriculture

The working environment for Extension personnel in large cities is significantly different than that of their rural counterparts. It is often hard for Extension to be heard among the many voices of the city. Although there is a high density of need, the ratio of Extension educators to population is considerably lower than in rural counties.

In large cities and their surrounding suburban communities, the urban Extension educator faces unique challenges. As Extension reaches more clientele in the urban setting, with interdisciplinary issue based programs, attention must be given to the increase in ethnic diversity, the high level of population density, the major systems of both communications and transportation, the complex government systems and the diversified economy.

Extension educators must also address the public policy issues which face big cities and their surrounding regions. Increasingly, the direction of agricultural policy is dependent on the voting mass of the cities which these educators serve.

This staff development conference will strengthen Extension's urban support by helping participants increase their knowledge and skills for maximum impact in the urban setting.

The conference format includes general sessions, workshops, and an opportunity to earn graduate credit. Informal and formal opportunities for networking with colleagues from the North Central Region and sharing of successful programs will be provided at the Connection Corner, during lunch, and during the evening activities.

James D. Oliver

Associate Director, Urban Programs

Big City Issues: Extension's Challenge

Chicago Hilton and Towers Chicago, Illinois April 16 - 18, 1991

Tuesday, April 16, 1991

7:15 - 8:00 a.m. Graduate Course Registration

8:00 - 11:00 a.m. University of Minnesota

Graduate Credit Course

9:30 - 11:00 a.m. Conference Registration and Connection

Corner

11:30 - 1:30 p.m. Opening Luncheon

Big City Issues: Extension's Challenge James Oliver, Associate Director Urban Programs, University of Illinois Cooperative Extension Service, Chicago, Illinois

Building Political Coalitions for Social Change - A Panel

2:00 - 5:30 General Session

Demographics: Key to the Big City Harold Hodgkinson, Director of the Center for Demographic Policy, Institute for Educational Leadership, Washington, D. C.

Big City Policy Issues & Implications for Cooperative Extension Service

Jerome M. Ziegler, Professor, Human Service Studies, College of Human Ecology, Cornell University, Ithaca, New York

6:00 - 7:30 p.m. Reception

Dinner on your own

7:00 - 8:45 a.m.

Conference Registration

8:00 - 8:45 a.m.

Continental Breakfast

9:00 - 10:00 a.m.

General Session

Working with Neighborhoods

John L. McKnight, Director of Community Studies, Center for Urban Affairs & Policy Research, Northwestern University, Evanston, Illinois

10:15 - 11:45 a.m. Workshops (Select on registration form.)

A. Conducting Capacity Assessments in Neighborhoods

John L. McKnight, Director of Community Studies, Center for Urban Affairs & Policy Research, Northwestern University, Evanston, Illinois

Many neighborhood programs are based upon "needs assessments" that identify deficiencies and problems. An alternative involves a focus upon the capabilities and skills of local people. This session will demonstrate how to identify local community capacities and create methods for their development.

B. Not In My Back Yard - Waste Management

Joe Heimlich, Extension Associate, Community & Natural Resources, Ohio Cooperative Extension Service, The Ohio State University, Columbus, Ohio

One of the biggest barriers to education about solid waste, and to the development of good solid waste policy for cities is the attitude of client groups. Fear of what a landfill, recycling center, incinerator, or compost site might bring to a community keeps the development of good waste management practice at a snail's pace. As educators, our role in the urban community can be to explore new options. This session will explore strategies for education and provide some innovative educational games and methods for urban Extension educators to use.

C. Financing Extension in the Next Century - Raising Money from Individuals

John M. Crowley, Director of Special Gifts, Cornell University, Ithaca, New York

This workshop will focus on developing a basic understanding of fundraising techniques for the layman. A general overview will be followed by indepth discussion and practical application.

D. Working with the Big City Power Structure

Jerome M. Ziegler, Professor, Human Service Studies, College of Human Ecology, Cornell University, Ithaca, New York

Participants will learn how to identify urban power structures and how to influence power structures in order to garner support for extension programming. Tips on how to involve the power structure in urban extension will also be shared.

E. Administrative Roundtable

James D. Oliver, Associate Director, Urban Programs, University of Illinois Cooperative Extension Service, Chicago, Illinois

This session will focus on the identification of key management issues crucial in the cultivation, support and administration of Extension programs in urban communities in this decade. This workshop will be limited to conference participants who have an administrative assignment.

F. Working in the War Zone

Rene' Moore-Krailo, Urban 4-H Agent, Cooperative Extension Service, Oklahoma State University, Tulsa Oklahoma

When Extension develops programs for inner city youth, residing in government subsidized housing, environmental and social barriers may occur. This workshop will discuss how to effectively implement programs for low income families. An overview of urban youth programs conducted in Tulsa, Oklahoma will also be shared.

G. Programming for Success

Carla E. Hague, County Extension Agent 4-H, Ohio Cooperative Extension Service, The Ohio State University, Toledo, Ohio

Extension educators are challenged to design programs which are relevant, accessible, and effective to their audiences. This session will help you strengthen your "people skills" by exploring effective volunteer recruitment techniques, building community coalitions, and program packaging.

12:00 - 1:00 p.m. Networking Lunch

Exchange experiences with other Big City educators. Select your area of interest on the registration form. Bring program materials to share.

Wednesday, April 17, 1991

1:30 - 2:30 p.m.

General Session

Cultural Diversity as a Plus to Urban Extension Programming Samuel Betances, Professor of Sociology, Northeastern Illinois University, Chicago, Illinois

3:00 - 4:30 p.m. Workshops (Select on registration form)

H. Leadership Development in the Black Community -- A Participatory Workshop

George R. Cotton, Sr., Urban Youth Specialist, and Kay Gasen, Community & Economic Development Specialist, University of Missouri Extension, St. Louis, Missouri

Participants will explore models of leadership development and gain a better understanding of programs for Black leadership. Concepts and issues which will be discussed include Extension's role in conducting leadership programs, how Black leadership is determined, and why it is necessary to develop leadership within the Black community.

I. Extension Education on Natural Resources in the Urban Environment

Steve Laursen, Natural Resources Program Leader, Minnesota Extension Service, University of Minnesota, St. Paul, Minnesota

Attendees will learn the scope of natural resources programming possibilities in urban areas, how to integrate natural resources programming into other Extension programs, and how to use natural resources programs to improve communication between urban and rural audiences.

J. Extension Research and Innovative Projects in Big Cities

Extension educators from big cities will present a 5 minute overview of their innovative projects or ongoing research. Participants will receive a description of the projects and have an opportunity to share their colleagues successes.

- K. Financing Extension in the Next Century Raising Money from Individuals (repeat of a.m. workshop #C)
- Adoption and Adaptation -- Two Different Approaches
 Marilyn Norman, Extension Adviser Youth, University of Illinois Cooperative
 Extension Service, Chicago, Illinois

The Chicago 4-H program has adapted many of the structures and formats of traditional youth development programs, after examining the

Wednesday, April 17, 1991

underlying values upon which 4-H was built. This workshop will explore the transition which has led to collaborations with agencies, human development professionals and government. The goal to move Chicago 4-H to more comprehensive programs in targeted communities will also be discussed.

M. Empowering Neighborhoods: Extension Can Make A Difference

Sharon Laux, Environmental Design Specialist, University of Missouri Extension, St. Louis, Missouri

This workshop will identify successful strategies for working with neighborhood associations and community resources which support Extension's efforts. The Empowering Neighborhoods workshop series will be shared.

N. Addressing Metropolitan Issues in Water Quality/Quantity Mary Kaye Merwin, Executive Director, Nassau County, Cornell Cooperative Extension, Cornell University, Plainview, New York

Groundwater Management Education has been made available to 1.3 million people in Nassau County, New York through a grant in excess of \$700,000. An interdisciplinary team of Extension agents is accomplishing the program goals. This workshop will share the successes and resources of the program.

4:30 p.m.

Adjourn

6:00 - 10:00 p.m.

Optional Evening Activities

pre-registration required

Thursday, April 18, 1991

7:30 - 8:15 a.m.

Continental Breakfast

8:30 - 11:00 a.m.

General Session

The Next Decade - Addressing our Urban Challenges
David C. Sweet, Dean College of Urban Affairs, Cleveland State
University, Cleveland, Ohio

The Power Tools of the 90's - TLC

Violet Malone, State Leader Extension Education, University of Illinois Cooperative Extension Service, Urbana-Champaign, Illinois

11:30 a.m.

Adiourn

1:00 - 4:00 p.m.

University of Minnesota Graduate Credit

Course

General Session Speakers _____

James D. Oliver is Associate Director, Urban Programs, Cooperative Extension, at the University of Illinois. His background includes work as a Denver, Colorado County Agent, State Youth Specialist and Assistant Professor Extension Education in Missouri. Dr. Oliver's current position holds statewide responsibilities and leadership in urban and non-traditional outreach programs. In addition, he has a supervision and management role in Cook, DuPage and Lake counties with a combined population of 7 million. Dr. Oliver has written many publications and papers on urban problems, environmental and future challenges, and strategies for the 1990's.

Harold "Bud" Hodgkinson is the Director of the Center for Demographic Policy, Institute for Educational Leadership in Washington, D.C. A demographic expert, Dr. Hodgkinson is widely known as a lecturer and analyst of educational issues at all levels. His consulting assignments have included 600 colleges and universities, numerous public school systems, state agencies, state legislatures, cities and corporations such as 3-M, Federal Express, IBM, General Motors, Atlantic Richfield, Burger King, Bank of America, and Texas Instruments. Dr. Hodgkinson has authored twelve books and over 200 articles. He is currently conducting research on demographics and education for the Center for Demographic Policy.

Jerome Ziegler is Professor of Human Service Studies, New York State College of Human Ecology at Cornell University in Ithaca, New York. Throughout his career Prof. Ziegler has consulted with universities, state and federal agencies, school systems and cities in the areas of urban education and intergovernmental relations. He has also served as a consultant with the United States Conference of Mayors, National League of Cities. Prof. Ziegler serves as chairman of the Board of Trustees, Youth Works: Leadership for Building a Better Work Force. He is a member of the New York State Education Department's Task Force on Children and Youth at Risk and the National Association of State Universities and Land Grant Colleges Urban Policy Project Oversight Committee.

John McKnight is Director of Community Studies, Center for Urban Affairs and Policy Research and Professor of Communication Studies and Urban Affairs, at Northwestern University in Evanston, Illinois. As lecturer, author, researcher, and consultant he has shared his expertise in social service delivery systems, health policy, community organization, neighborhood policy and institutional racism. Since 1977, McKnight has served as Project Director of the Study of Urban Determinants of Health. He has served as Research Associate on projects which focused on community health, urban disinvestment and metropolitan government, deinstitutionalized child welfare services, police anti-crime programs, and the effects of the perception of crime upon community responses.

BIG CITY ISSUES:

Extension's Challenge

North Central Urban Conference

REGISTRATION FORM

Pull-out

Big City Issues: Extension's Challenge Chicago Hilton & Towers, Chicago, Illinois April 16 - 18, 1991 Registration Form

ame Telephone		
Title/Position		
Address	W. W	
City		ip
Please indicate any special diet requests		
Registration deadline is March 15, 1991. each conference registrant. Written request be accepted after March 29, 1991. No con	ts for cancellation ref	funds will not
Full Conference Registration	\$204.00	***
Single Day Registration		
Tuesday, April 16	\$87.00	
Wednesday, April 17	\$97.00	
Thursday, April 18	\$45.00	
Full Conference Registration after March	15 \$234.00	
Single Day Registration after March 15		
Tuesday, April 16	\$117.00	
Wednesday, April 17	\$127.00	
Thursday, April 18	\$75.00	
University of Minnesota - Graduate Cred	it Course \$165.00	
Optional Evening Activity (Wednesday, Ap	oril 17)	
I. Barbecue & Blues	\$54.00	
II. Ethnic Dine-Around	\$44.00	
III. Second City & Pizza	\$38.00	
TOTAL ENCLOS	ED	
Make Check Payable to: University of III	linois Cooperative I	Extension
Mail conference registration form and pa 1991 Urban Conference University of Illinois Cooperative Exte 17722 Oak Park Avenue Tinley Park, IL 60477		

Please indicate your workshop and luncheon interest so we can provide adequate space.

Wednesday, April 17

Workshops	10:15 - 11:45 a.m.		
A.	Conducting Capacity Assessments in Neighborhoods		
B.	Not in My Back Yard - Waste Management .		
C.	Financing Extension in the Next Century - Raising Money from Individuals		
D.	Working with the Big City Power Structure		
E.	Administrative Roundtable		
F.	Working in the War Zone		
G.	Programming For Success		
letworking	Luncheon 12:00 - 1:00 p.m.		
1.	Environmental issues 8. Work-Family Issues		
2.	Urban Horticulture 9. Nutrition & Wellness		
3.	Youth at Risk/Kellogg 10. EFNEP		
4.	Urban 4-H 11. Urban Gardening		
5.	Leadership Development 12. Adolescent Pregnancy		
6.	Community & Economic 13. Literacy Development		
7.	Building Coalitions with Schools & Churches		
•	3:00 - 4:30 p.m.		
H.	Leadership Development in the Black Community/A Participatory Workshop		
l.	Extension Education on Natural Resources in the Urban Environment		
J.	Extension Research and Innovative Projects in Big Cities		
K.	Financing Extension in the Next Century - Raising Money from Individuals		
L.	Adoption and Adaptation Two Different Approaches		
M.	Empowering Neighborhoods: Extension Can Make A Difference		
N.	Addressing Metropolitan Issues in Water Quality/Quantity		

General Session Speakers

Samuel Betances is Professor of Sociology at Northeastern Illinois University in Chicago. Dr. Betances has lectured and published extensively in the areas of race and ethnic group relations, issues in multicultural education, religion, media, and humor in urban America. He has consulted with city officials, educators, community groups and private corporations such as AT&T and General Electric in matters related to making our world and society safe for differences. His presentations are insightful, entertaining, and well documented. Dr. Betances' name has become synonymous with building positive synergy through ethnic diversity.

David Sweet is Chairman of the Ohio Board of Regent's Urban University Program Advisory Committee and Dean of the College of Urban Affairs at Cleveland State University. The College has focused its efforts on linking with local officials the College's expertise in the areas of economic development, energy, neighborhood development, data base development, and urban policy. As a member of the Governor's Cabinet, from 1971 to 1975, Dr. Sweet was Director of the Ohio Department of Economic and Community Development. He has been active nationally in the economic development profession and has served on the Board of Directors of the American Economic Development Council. Dr. Sweet is presently a member of the Board of the Northeast-Midwest Institute and is also a member of the Development Committee. He has lectured extensively to practitioners throughout the country on a wide variety of economic development issues. Dr. Sweet continues to be active in teaching, research, and he has authored a book.

Violet Malone is Professor and Specialist in Adult and Extension Education, College of Agriculture at University of Illinois in Urbana-Champaign. She is well known as a research based practitioner in the areas of leadership, volunteer management, meeting management, training of trainers, and instructional strategies for adults as learners. Dr. Malone has served as Chair of the National Coalition for Literacy, President of the National and International Association of Adult Education Professionals, and currently serves on the Board of Directors of the State of Illinois United Way. Her seminars have reached three Canadian provinces, eight Caribbean Island nations, Belize, Pakistan, Jordan, Kenya, Zambia and several European nations.

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If you're still undecided about attending the 1991 North Central Urban Conference, here's the clincher. The University of Minnesota is offering a course, at the conference, for 2 units of resident graduate credit.

AgEd/HEEd 5244 Program Planning for Extension Education: Addressing Urban Extension Issues

Mary Ann Smith, Assistant Professor Vocational and Technical Education, University of Minnesota Staff Development Leader, Minnesota Extension Service

This course addresses the special circumstances that Extension faces in designing and delivering educational programs in big cities. Explores demographic, public policy, neighborhood, and diversity trends and issues. Includes case studies, practical strategies and examples.

Tuition is \$165 which includes textbook and reading materials. The course will be limited to the first 25 paid registrants. A minimum of 15 students is required in order to offer the course.

Course requirements, in addition to conference participation, include class meetings on Tuesday, April 16, 8:00 - 11:00 a.m. and Thursday, April 18, 1:00 - 4:00 p.m. There will be advance reading and each student will write three short papers. More information will be sent to course registrants three weeks prior to the conference.

Professional Development Units, PDUs, have been applied for from the American Home Economics Association.

_Optional Evening Activities

Experience Chicago after dark by joining your colleagues Wednesday, April 17 for a fun-filled evening. Each activity will depart from the Chicago Hilton and Towers. We reserve the right to cancel due to lack of minimum attendance. In this case, a full refund will be made.

I. Barbecue & Blues

Chicago is the city of Blues...where top performers appear in atmospheric clubs singing the blues to the delight of their fans. Pay a visit to one of these greats and become a part of the Blues scene. Your guide will fill you in on the history of the Blues in Chicago and share some interesting sidelights on a few of the "greats." For dinner, enjoy a Barbecue Banquet in the unique atmosphere of a down-home Southern restaurant, complete with mouthwatering Ribs, BBQ Chicken, BBQ Brisket, and all the fixins. Cost: \$54 per person includes dinner & cover charge at Blues club.

II. Ethnic Dine-Around

Chicago is unique in its rich tapestry of ethnic neighborhoods, where each nationality has retained the culture and customs of its homeland. Feast your senses on food and atmosphere in three authentic flavors.

Hors d'oeuvres in Chinatown: Visit the fascinating Chinatown, where pagoda-like buildings line streets with Chinese names. Enjoy a selection of hot, crispy hors d'oeuvres. There will be time for browsing in the colorful shops nearby.

<u>Dinner, Greek Style:</u> Shout "OPAA" as your waiter ignites the flaming saganaki (delicious fried cheese). Savor the excellent main courses for which the restaurant is known, along with a glass of Greek wine. <u>Dessert and Coffee:</u> Enjoy the sweet taste of Italian pastry and other mouthwatering desserts accompanied by coffee or frothy cappuccino in Chicago's "Little Italy."

Cost: \$44 per person includes all ethnic food courses.

III. Second City Comedy Club & Chicago Deep Dish Pizza

Enjoy the combination of two of Chicago's most famous institutions - deep dish pizza and Second City theatre. There's no pizza like "Chicago - Style," as you'll discover at one of the city's favorite pizza establishments. Then it's off to Second City, known as the place where celebrities such as Shelly Berman, Mike Nichols and Elaine May, and John Belushi got their start. The accent at Second City is on humor, featuring riotous sketches on politics, current events, and everyday life situations that are certain to keep you laughing.

Cost: \$38 per person includes dinner & club admission.

General Information _____

Conference Hours:

Pre-conference Graduate Credit Course Tuesday, April 16 8:00 a.m. to 11:00 a.m.

Tuesday, April 16 11:30 a.m. to 7:00 p.m. Wednesday, April 17 8:00 a.m. to 4:30 p.m. Thursday, April 18 7:30 a.m. to 11:30 a.m.

Post-conference Graduate Credit Course Thursday, April 18 1:00 p.m. to 4:00 p.m.

Fees:

\$204.00	Full Conference Registration
87.00	Single Day Registration Tuesday, April 16
97.00	Wodpoods 4
45.00	Wednesday, April 17
165.00	Thursday, April 18 Graduate Credit Course

Registration for the full conference includes general sessions, workshops, refreshment breaks, two continental breakfasts, and two lunches. The deadline for receipt of registration is Friday, March 15, 1991.

Location:

The Chicago Hilton and Towers 720 S. Michigan Avenue Chicago, Illinois 60605 (312) 922-4400

How to Register:

Fill out the registration form and return to the 1991 North Central Conference headquarters. If submitting registration for more than one person, photocopy the form and submit one for each individual. Enclose full payment, making check or purchase orders payable to University of Illinois Cooperative Extension Service. No confirmations will be sent. Registrations accompanied by purchase orders may be sent via FAX (708) 532-9047.

Cancellation Policy:

Written requests for refunds will not be accepted after March 29, 1991.

General Information

Connection Corner:

Connection Corner is a special place for conference participants to meet and share program ideas and successes. Tables will be available for you to highlight your program through the display of brochures, cards, or other materials. If you are interested in sharing materials with participants, please bring 250 copies.

Hotel Room Rate:

The Chicago Hilton and Towers is offering a special rate of \$95.00 single or double occupancy, for conference participants. Call the hotel directly for your reservations and mention the Big City Issues: Extension's Challenge North Central Region Urban Conference for the special rate. Phone (312) 922-4400 or complete the hotel card enclosed. The hotel has self-parking and valet parking at a rate of \$18.00 per day.

Travel:

Midway Airlines is offering a conference rate of 40% off regular fares and 5% off all published promotional fares. Contact Judy Hutchcraft at Doddson Travel 1-800-533-0104 to ensure special conference airline fares.

Ground transportation

From Midway Airport: Continental Air Transport "Airport Express," provides service every half hour to the Chicago Hilton & Towers. The 30 minute trip costs \$9.00 one way and \$16.75 round trip. See their uniformed agent at the Continental Air Transport Center in the Midway Airline baggage claim area.

From O'Hare Airport: Continental Air Transport "Airport Express," vans and coaches operate from 6:00 a.m. - 11:30 p.m. to the Chicago Hilton & Towers. Departures are as frequent as every 10 minutes. For assistance, their uniformed ticket agents are located in the baggage claim area of Terminals #1, #2, and #3. Normal travel time from O'Hare is 45 minutes. The one way fare is \$12.50 and roundtrip is \$22.00.

<u>Taxi Cabs:</u> One-way fare from Midway Airport is approximately \$19.00. From O'Hare expect to pay approximately \$30.00 one-way.

North Central Region Urban Conference Planning Committee

Drusilla Banks, Cooperative Extension Service University of Illinois, Chicago, IL

Paul Brings, Cooperative Extension University of Wisconsin - Extension, Wauwautosa, WI

Mary Brintnall-Peterson, Cooperative Extension University of Wisconsin - Extension, Milwaukee, WI

W. Dean Jones, Purdue University
Cooperative Extension Service, Crown Point, IN

Jacqueline LaMuth, Ohio Cooperative Extension Service The Ohio State University, Columbus, OH

Wayne Nierman, Cooperative Extension Service Michigan State University, Pontiac, MI

Dan Panshin, Minnesota Extension Service University of Minnesota, St. Paul MN

Harold Smith, University Extension University of Missouri, Lincoln University, Kansas City, MO

Larry Stouse, Cooperative Extension Service Kansas State University, Olathe, KS

Administrative Adviser:

Keith Smith, Ohio Cooperative Extension Service The Ohio State University, Columbus, OH

Chair:

Yvonne Horton, Cooperative Extension Service University of Illinois, Tinley Park, IL

For additional information contact:

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