

2013

**National Urban
Extension Conference**
OVERLAND PARK, KANSAS

May 6-9, 2013

Hosted by Kansas State University
and K-State Research and Extension

KANSAS STATE
UNIVERSITY


K-STATE
Research and Extension

WELCOME LETTER



Urban Extension: Relevant, Reliable, Responsive and Remarkable

Welcome to Kansas and the 2013 National Urban Extension Conference. K-State Research and Extension is pleased to host this year's conference and we are sure you will have numerous opportunities for networking and learning with and from colleagues with an interest in urban extension programming from many states throughout the country.

We are hosting this conference in Overland Park, one of the communities that is in the "Kansas portion" of the greater Kansas City area, which encompasses several counties in Missouri and Kansas. Overland Park is in Johnson County, a suburban county with a population of 516,731. We will also be spending time at our Tuesday evening activity in Wyandotte County, a very diverse urban county closer to downtown Kansas City, with a population of 155,509.

Our staff from Wyandotte County are serving as the local hosts for the conference and we invite you to seek out our K-State Research and Extension employees to learn more about our communities and our extension programming. Several of them, and others from surrounding Kansas counties, will be wearing volunteer ribbons. You will also see a ribbon designating our planning committee members. They represent all twelve of our North Central region states and other states from across the country. They have worked diligently to plan a conference that provides you many learning opportunities. We have listed our conference goals below. Please read and reflect on them as you prepare for the conference. We are confident you will find something this week that will allow you to successfully achieve one or more of these goals.

- Build cultural competency skills and the ability to successfully navigate differences
- Acquire strategies to build community capacity utilizing the strengths of diverse audiences
- Develop skills in building strategic collaborative partnerships
- Investigate innovative funding strategies and the development of public-private partnerships
- Explore effective technologies for delivering urban extension programs
- Strengthen programming effectiveness through networking with and learning from urban extension-focused colleagues
- Demonstrate techniques to evaluate, document and communicate positive impacts of urban extension programming

Jim Lindquist

K-State Research and Extension, Assistant Director
Extension Field Operations
Co-chair

Nozella Brown

K-State Research and Extension - Wyandotte County
Family and Consumer Sciences Agent
Co-chair

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PRE-CONFERENCE SCHEDULE

Monday, May 6, 2013

10:00 am-Noon	Registration— LOBBY
Noon	Welcome and Opening Remarks— COTTONWOOD 2 Dr. Daryl Buchholz, Associate Director for Extension and Applied Research, Kansas State University
12:15-2:15 pm	Opening Luncheon with Keynote Speaker <i>Building Organizational Strength through Cultural Transformation</i> Dr. Sonny Ramaswamy, Director, National Institute of Food and Agriculture, United States Department of Agriculture Introduction: Mary Jane Willis, Associate Director of Rutgers Cooperative Extension and Urban Programs
2:15-3:15 pm	Plenary Session— COTTONWOOD 2 <i>University of Minnesota: Urban Research and Outreach-Engagement Center "UROC"</i> Makeda Zulu-Gillespie, Director of Community Outreach, University of Minnesota UROC; Wokie Freeman, Assistant Director and Director of Operations and Programs, University of Minnesota UROC Introduction: Brad W. Gaolach, PhD., Urban Community Sustainability Specialist, Washington State University Extension
3:15-3:30 pm	Break— MAPLE PRE-FUNCTION
3:30-4:30 pm	Facilitated Discussions <ul style="list-style-type: none"> University Community Partnerships/Extensions Role in Community and Economic Development—HAWTHORNE 1 Facilitator: Deno De Ciantis, Ed.D., Director, The Penn State Center Building a Viable Support Base in Urban/Metro Areas/ Documenting the Impact of this Work—HAWTHORNE 2 Facilitator: Joan Imlay Jacobson, PhD., Director of Urban Programs, Texas AgriLife Extension Service Allocation of Resources for Urban/Metro Areas in Times of Budget Constraints—MAPLE Facilitator: Mary Jane Willis, Associate Director of Rutgers Cooperative Extension and Urban Programs Cultural Transformation Meeting the Needs of a Diverse Clientele and Workforce—COTTONWOOD 1 Facilitator: Brad W. Gaolach, PhD., Urban Community Sustainability Specialist, Washington State University Extension
6:00-7:30 pm	Welcome Reception – K-State Olathe Campus Dr. Dan Richardson, Chief Executive Officer, K-State Olathe Introduction: Bruce A. Chladny, Extension Director, K-State Research and Extension Wyandotte County

Tuesday, May 7, 2013

7:30-9:00 am	Pre-conference Plated Breakfast with Morning Table Talk— COTTONWOOD 2 Welcome: Mary Jane Willis
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PRE-CONFERENCE AND CONFERENCE SCHEDULE

- 9:15-10:45 am Plenary Session—**COTTONWOOD 1**
Advantages of Diversity and Inclusion to Education, Urban and Community Development and the Cooperative Extension System
 Edward W. Bullock, President and CEO of Bullock Innovation Group (B.I.G.)
- Introduction: Joan Imlay Jacobson, PhD., Director of Urban Programs, Texas AgriLife Extension Service
- 10:45-11:00 am Break—**COTTONWOOD PRE-FUNCTION**
- 11:00-11:40 am Capstone: Influencer
The Power to Change Anything
 George M. Okantey, MPA, CPLP®, Learning and Development Educator, Economics and Community Development, Purdue Extension Marion County
- Introduction: Dr. Jim Lindquist, Assistant Director, Field Operations, K-State Research and Extension
- 11:40-11:45 am Closing Remarks
 Mary Jane Willis, Associate Director, Rutgers Cooperative Extension and Urban Programs

CONFERENCE SCHEDULE Tuesday, May 7, 2013

Network coordinate cooperate collaborate
share info + harmonize activities + share resource + enhance partners capacity

- 10:00 a.m.-Noon Registration—**LOBBY**
- Noon-12:30 pm Convening of the 2013 National Urban Extension Conference—**COTTONWOOD 2-3**
 Conference co-chairs: Dr. Jim Lindquist, Assistant Director, K-State Research and Extension, and Nozella Brown, Family and Consumer Sciences Agent, K-State Research and Extension Wyandotte County
- Welcome to Kansas City, Kansas
 Dennis Hays, County Administrator, Unified Government of Wyandotte County and Kansas City, Kansas
- Welcome and Opening Remarks
 Dr. John Floros, Dean of the College of Agriculture, Kansas State University and Director, K-State Research and Extension
- 12:30-1:30 pm Lunch—**COTTONWOOD 2-3**
- ✓ 1:30-2:30 pm Keynote Speaker—**COTTONWOOD 2-3**
Partnership and Coalition Building
 Eleanor Dunlap, Lead Facilitator, LiveWell Greenville; Co-Founder and Principal Consultant, SE Consulting, Inc.
- Introduction: Carrie Edgar, Department Head and Community Food Systems Educator, Dane County, University of Wisconsin-Extension
- 2:30-2:45 pm Break
- 2:45-3:45 pm Breakout Session 1
- Enhancing Community Partnerships – Getting and Keeping the Right People on the Bus—**JUNIPER**
 - Cultural Competency Skills For Youth Workers—**MAPLE**
 - Farmers Market Nutrition Volunteer Program—**HAWTHORNE 1**

Collective Impact Kramer & Kanis

5 Conditions

- 1- Common agenda
- 2- shared measurement
- 3- mutually reinforcing activities
- 4- continuous communication
- 5- backbone support

(continued on next page)

CONFERENCE SCHEDULE

- Training Teens to Teach Agricultural Biotechnology—A National 4-H Science in Urban Communities Demonstration Project—**HAWTHORNE 2**
- Electronic SNAP Benefits at Farmers' Markets: Measuring Success—**BIRCH**
- Marketing Your Impact—**COTTONWOOD 1**
- Metropolitan Food Systems: What Is Extension's Unique Role? (30 min., 2:45-3:15)—**LINDEN**
- Sustainable Turfgrass and Water Conservation: Extension, Industry and Conservation Advocates Work Together (30 min., 3:15-3:45)—**LINDEN**

3:45-5:00 pm Break and Poster Session—**LEATHERWOOD**

5:30-6:30 pm Buses depart from lobby for evening event at Sporting Park (departures every 15 minutes)

6:00-8:30 pm Evening Event – Sporting Park KC

7:30-9:00 pm Buses return to hotel from Sporting Park KC (departures at approximately 7:30, 8:00, 8:30 and 9:00 p.m.)

Wednesday, May 8, 2013

7:30-8:00 am Breakfast Buffet—**COTTONWOOD 2-3**
Breakfast sponsored by National 4-H Council
Remarks—Jennifer Sirangelo, Executive Vice President, Chief Executive Officer, National 4-H Council
Dianna Campbell

1- intelligence is not fixed but can be grown
2- understand the culture of those you are working with
3- growth mind set focused on effort & hard work can result in overcoming difficult challenges

8:00-9:30 am Keynote Speaker—**COTTONWOOD 2-3**
The Vital Role of Extension in Under-served Communities
J. D. Rios, Principal, Silver Elementary, Kansas City Kansas Public Schools

Introduction: Nozella Brown, Family and Consumer Sciences County Agent, K-State Research and Extension Wyandotte County

9:30-10:00 am Break—**PRE-FUNCTION COTTONWOOD AND LEATHERWOOD**

10:00-11:00 am Breakout Session 2

- Reach Them and Keep Them – Sustainable 4-H Urban Programming in Maryland—**LEATHERWOOD 1**
- Financial Education by Triangulation: Building the Capacity of New York City Libraries—**LEATHERWOOD 2**
- Co-Parenting For Successful Kids Online—**HAWTHORNE 1**
- Juntos Para Una Mejor Educación (Together For a Better Education): A Model for Reaching Latino Audiences through Partnerships—**HAWTHORNE 2**
- Strategic Partnerships Earn Dividends for University of Georgia Cooperative Extension—**MAPLE**
- Keeping Decision Makers Afloat: Extension's Unique Position in Watershed Education—**LINDEN**
- Community Food Systems in Southeast Michigan—**JUNIPER**

11:15 am-1:00 pm Luncheon with Keynote Speaker—**COTTONWOOD 2-3**
Urban County Priorities in 2013
Chris Rodgers, President, National Association of Counties; Commissioner, Douglas County (NE)
Introduction: Vernon Waldren, Extension Educator, University of Nebraska-Lincoln

1:00 pm Invitation to 2015 National Urban Extension Conference
Janet Valente, Program Development Specialist, Family and Consumer Sciences, University of Georgia Cooperative Extension

CONFERENCE SCHEDULE

1:30-2:30 pm

Breakout Session 3

- Making a Difference through Collaboration: 4-H CAPITAL and Austin ISD Share 10 Years of Best Practices Related to Program Partnership and 4-H STEM Project Development—**HAWTHORNE 1**
- Latino Youth as Agents in Out-of-School Time Programs: A Cultural Framework Examines Youth's Experiences in OST Programs as Well as the Role Programs Play as Positive Spaces for the Education of Latino Youth—**LINDEN**
- Building Your Cultural Competency Toolkit to Successfully Navigate Differences Today—**MAPLE**
- Working Smarter Not Harder: Using Technology to Deliver Programs and Services to Hungry Gardeners—**JUNIPER**
- Healthy Garden, Healthy Youth, Part 1: Program and Research Overview—**HAWTHORNE 2**
- Rethinking Positive Youth Development: The Role of Race, Class and Social Context—**LEATHERWOOD 3**
- Urban Extension Program Marketing Research: Assessing the Communication Needs of Our Urban Audiences to Create Marketing Materials—**COTTONWOOD 1**
- Building Community Through Urban Collaborative Partnerships—**LEATHERWOOD 1**
- Visualize This – Increasing Engagement through Innovative Online Visuals—**LEATHERWOOD 2**

2:00-5:00 pm

Workshops on the Move—(Depart from hotel lobby at 2 pm, pre-registration required)

- Community Collaborations with the Latino Population in Kansas City, Kansas Urban Core—**EL CENTRO**
- Healthy Food Access in the Northeast Area of Wyandotte County, Kansas City, Kansas—**JFK COMMUNITY CENTER**

2:30-2:45 pm

Break—**COTTONWOOD AND LEATHERWOOD PRE-FUNCTION**

2:45-3:45 pm

Breakout Session 4

- WeConnect: An Opening To the World—**LEATHERWOOD 1**
- Organizing Neighborhoods for Community Development and Change—**COTTONWOOD 1**
- Business Not As Usual: Changing Culture to Implement Change—**HAWTHORNE 1**
- Urban Extension Stormwater Programming: Partnering and Implementation Success Stories—**MAPLE**
- Growing 4-H in Urban Communities—**LEATHERWOOD 3**
- Young Children of Jailed Parents: An NIH Applied Research Project Involving County Jails, UW-Extension and UW-Madison—**JUNIPER**
- Healthy Gardens, Healthy Youth, Part 2— Educational Toolkit and Distance Education—**HAWTHORNE 2**
- The Clover STEM – A Cargill 4-H Science Partnership—**LEATHERWOOD 2**
- Putting Real Strategy Into Your Extension Council's Role as Advocates—**LINDEN**

3:45-4:00 pm

Break

4:00-5:00 pm

Breakout Session 5

- Welcoming All Learners – Integrating ELL Strategies with Nutrition Lessons—**HAWTHORNE 1**
- King County Food and Fitness Initiative – Collaborative Leadership to Support Health—**HAWTHORNE 2**
- Running Long-Term Urban Extension Youth Development Programs: Challenges and Successes Working with at Risk Youth—**MAPLE**
- 4-H LIFE: Incarcerated Parents Link Their Children to Urban Extension Programs—**LEATHERWOOD 1**
- Discover the Treasurers in Youth Leaders—**JUNIPER**
- Connecting Urban Youth to University Scientists: The Rutgers 4-H Summer Science Program—**LEATHERWOOD 3**

(continued on next page)

CONFERENCE SCHEDULE

- Community, Local, and Regional Food Systems: Understanding the Context and Exploring the Role of Extension—**LEATHERWOOD 2**
- Community Engagement and Partnerships within a Successful Urban Extension Model—**COTTONWOOD 1**
- Rethinking Irrigation Water Use for Landscapes by Promoting Water Conservation Practice—**LINDEN**

5:45 pm

Evening on your own

Round-trip shuttle service to Towne Center is available, with shuttles departing hotel lobby approximately every 15 minutes starting at 5:45 p.m. Last shuttle leaves Towne Center at 9:30 p.m. to return to hotel.

5:45 pm

Dinner theater at New Theatre Restaurant (pre-registration required)

Bus departs hotel lobby at 5:30 p.m. and returns to hotel immediately following performance.

Thursday, May 9, 2013

7:30-8:15 am

Coffee Station—**COTTONWOOD AND LEATHERWOOD PRE-FUNCTION**

8:30-9:30 am

Breakout Session 6

- The FIT for Kids Model: A Systems Approach to Healthy Community—**LEATHERWOOD 1**
- Demonstrating Impact and Improving Programs through Youth-Driven Evaluation—**LEATHERWOOD 2**
- Case Study: Hispanic/Latino Community Participating in Volunteerism—**LEATHERWOOD 3**
- Online Privacy and Security Tune Up: Being Responsible in an Online World—**COTTONWOOD 1**
- Organizational Facilitators and Barriers to Urban Youth Programs: Perspectives of Youth Educators - An Action Research Process (30 min., 8:30-9:00)—**HAWTHORNE 1**
- Community, Local and Regional Food Systems at eXtension: Mutual Benefits for Seekers and Contributors (30 min., 9:00-9:30)—**HAWTHORNE 1**
- County Administration... It's Where the Money Is! (30 min., 8:30-9:00)—**HAWTHORNE 2**
- Maximizing Engagement and Learning: Reaching Urban Audiences with Real Colors (30 min., 9:00-9:30)—**HAWTHORNE 2**
- Sustainable Floridians in Pinellas County - Attracting New Audiences to Extension through Volunteerism (30 min., 8:30-9:00)—**JUNIPER**
- Coordinating 4-H Events (30 min., 9:00-9:30)—**JUNIPER**

9:30-9:45 am

Break

9:45-11:30 am

Brunch with Capstone Speaker

You Can Be a Part of Policy Solutions!

Jessica Donze Black, Director, Kids Safe and Healthful Foods Project

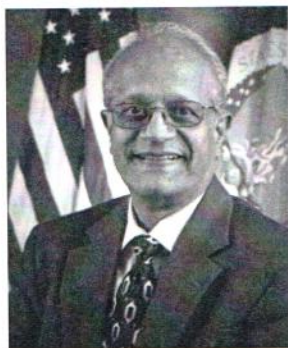
Introduction: Brad W. Gaolach, Ph.D., Urban Community Sustainability Specialist, Washington State University Extension

11:30 am

Closing Remarks

Dr. Daryl Buchholz, Associate Director, K-State Research and Extension

PRE-CONFERENCE PRESENTERS



Pre-Conference Luncheon Keynote Monday, May 6

DR. SONNY RAMASWAMY was appointed director of the USDA's National Institute of Food and Agriculture (NIFA) on May 7, 2012. As part of USDA's Research, Education, and Extension mission, he oversees NIFA awards funds for a wide range of extramural research, education, and extension projects that address the needs of farmers, ranchers, and agricultural producers.

Prior to joining NIFA, Dr. Ramaswamy served as dean of Oregon State University's College of Agricultural Sciences and director of the Oregon Agricultural Experiment Station. He provided overall leadership for the college's academic programs at the Corvallis campus and OSU programs at Eastern Oregon University in La Grande, for-credit extended education, informal education through the Agricultural Sciences and Natural Resources Extension Program, and research at OSU's main campus and 11 branch experiment stations throughout the state. Previously, Dr. Ramaswamy was associate dean of the Purdue University College of Agriculture and directed the university's agricultural research programs from 2006 to 2009. Prior to joining the Purdue faculty, he was head of Kansas State University's Department of Entomology from 1997 to 2006, where he held the title of Distinguished Professor and was named the Presidential Outstanding Department Head in 2002. He also served on the faculty of Mississippi State University and as a research associate at Michigan State University. As an insect physiologist, he worked on the integrative reproductive biology of insects.

Dr. Ramaswamy has received research grants from many federal agencies, including USDA, National Science Foundation, National Institutes of Health, Environmental Protection Agency, and the United States Agency for International Development, as well as from state agencies, commodity groups, and industry. He has published nearly 150 journal articles, book chapters, and a book. He has received a number of awards and honors as a scientist and department head, including being named a Fellow of the American Association for the Advancement of Science; Fellow of the Entomological Society of America; and Distinguished Graduate Alumnus of Cook College, Rutgers University.

He received a Bachelor of Science in agriculture and a Master of Science in entomology from the University of Agricultural Sciences, Bangalore, India, and his doctorate in entomology from Rutgers University. He is also a graduate of the University of Nebraska's New Academic Chair's Program and Harvard University's Management Development Program.



Pre-Conference Plenary Session Monday, May 6

MAKEDA ZULU-GILLESPIE is director of community outreach for the University of Minnesota's Urban Research and Outreach-Engagement Center and the University Northside Partnership (UNP). Makeda Zulu-Gillespie serves as a bridge between the University and the North Minneapolis community. She coordinates the Community Affairs Committee, responds to community inquiries, represents UROC at community forums, and develops outreach and engagement activities to foster meaningful and sustainable partnerships between the University and community stakeholders. A native of

Minneapolis, Zulu-Gillespie has worked with youth, families, and communities to realize their self-defined goals for more than 15 years. She holds a B.A. in management from Grambling State University and is a member of the University of Minnesota President's Emerging Leaders program.

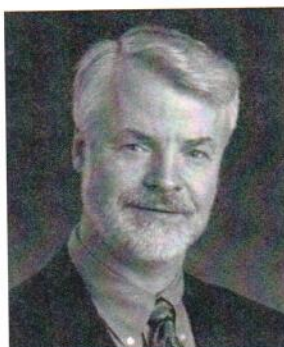
Zulu-Gillespie sees her role with UROC as one of establishing alliances that use the knowledge and power of communities in conjunction with the resources of the University to make a difference.

PRE-CONFERENCE PRESENTERS



Pre-Conference Plenary Session Monday, May 6

WOKIE FREEMAN is the Assistant Executive Director and Director of Operations and Programs for the University of Minnesota's Urban Research and Outreach-Engagement Center (UROC). Her responsibilities include managing the day-to-day operations of UROC, establishing policies and procedures, and working with the research and outreach programs to facilitate their engaged work, while making connections between those programs and community partners. Wokie joined UROC in August 2010 after working for six years in University Relations at the University of Minnesota. There she developed and executed strategic regional outreach plans for the president of the university, coordinated legislative advocacy events, and developed strategies to facilitate collaboration and cooperation with local government agencies and neighborhood organizations. Freeman holds an MBA degree and a bachelor of science degree in chemistry from the University of Minnesota. She has also held several positions in the hospitality and insurance industries.



Pre-Conference Reception at K-State Olathe Monday, May 6

DAN RICHARDSON began serving as Chief Executive Officer of the K-State Olathe Campus in January 2008. He was previously vice president, Clinical Nutrition, for Hill's Pet Nutrition, Inc. in Topeka, Kansas. Dr. Richardson is a native of Manhattan, Kansas. He received an AA degree from Colby Community College, Colby, Kansas, and his bachelor of science degree and doctor of veterinary medicine degree from Kansas State University. He completed a surgery/medicine internship at Auburn University and a surgical residency at the University of Tennessee. He is a Diplomate of the American College of Veterinary Surgeons. Dr. Richardson was a faculty member in the colleges of veterinary medicine at both Purdue and North Carolina State University. He has been active on many boards and task forces.



Pre-Conference Plenary Session Tuesday, May 7

EDWARD BULLOCK is the President and CEO of Bullock Innovation Group "B.I.G.," a consulting company focused on the link between Education, Diversity and Innovation—EDI. He recently retired from L'Oreal, as vice president, Diversity and Inclusion, after 20 plus years with the world's largest beauty company. In his position with L'Oreal, Bullock reported directly to the president and served on the L'Oreal, USA Executive Committee. He spent the last decade of his career building the company's first office of Diversity and Inclusion. His work focused on workforce, workplace, and marketplace diversity. He was also responsible for introducing diversity and inclusion training programs throughout the company on a global basis, increasing L'Oreal's diverse talent pool, creating a robust minority supplier diversity council, and playing a pivotal role in L'Oreal's philanthropic endeavors. Bullock also regularly interacted with L'Oreal USA brands on multicultural advertising and provided international training in Shanghai, Paris, Prague and Holland.

During Bullock's tenure as vice president of Diversity and Inclusion, L'Oreal USA received several awards including the American Conference on Diversity Humanitarian Award, the Diversity Best Practices Global Award, the World Diversity Leadership Council's Corporate Diversity Innovation Award, the New York Urban League Champions of Diversity Award and the Diversity in Advertising Leadership Award. His responsibilities included work in human resources supporting manufacturing, research and innovation and the finance divisions. Before joining L'Oreal,

PRE-CONFERENCE PRESENTERS

Bullock worked as manager of selection for a leading Johnson and Johnson Division. Before that he was the director of career planning and placement at The College of New Jersey.

Bullock has received several awards including the 2012 Pursuit of Excellence in Higher Education Award from the American Conference on Diversity, the National Council for Community and Justice Humanitarian Award, The Distinguished Alumni Award from Norfolk State University, the NAACP and Urban League Service Awards, as well as the American Association for Affirmative Action Corporate Award. He was selected as one of the "Top 100 Blacks in Corporate America" by *Black Professionals Magazine* and was recently named one of the top executives in Diversity by *Black Enterprise Magazine*. Bullock has served on the following boards: The American Conference on Diversity, Past President of the Board of The Young Scholars' Institute of Trenton, New Jersey, a member of the Diversity Best Practices Advisory Council, and the Executive Leadership Council.

Bullock currently serves on the Norfolk State University Foundation Board. He has also written and been featured in several magazines including *The Black Collegian*, *Upscale*, *Savoy*, *The Wall Street Journal*, *In Flight Magazine* and *The Network Journal*. Bullock received his bachelor of arts degree from Norfolk State University, his master's degree from the College of New Jersey, and an honorary doctorate in humane letters from Norfolk State University.



Pre-Conference Capstone Presenter Tuesday, May 7

GEORGE OKANTEY is a Certified Professional in Learning and Performance (CPLP), the 2010 Purdue University C.W. Lovell Leadership Series Lecturer, and past president of the Indiana Leadership Association. He is a Purdue University Economic and Community Development Educator and Founding Principal of GOT Performance Solutions, LLC, in Indianapolis. His areas of expertise include facilitation and training, performance improvement, measuring return on expectation, coaching and organizational effectiveness. Okantey is the convener of the Indianapolis Servant Leadership Learning

Network. He holds a master's in public affairs and a BA in organizational communication from Indiana University.

Okantey is a dynamic learning and performance specialist with demonstrated experience and expertise in designing and delivering powerful workplace learning and development systems that produce fast, efficient and sustainable outcomes. He is a "go to guy" with presence, who embodies the values of integrity, respect, results and excellence. He is respected for connecting diverse ideas to achieve better outcomes. Okantey is resourceful and exhibits an exceptional ability to get things done through people.



Pre-conference Closing Remarks Tuesday, May 7

MARY JANE WILLIS, Associate Director, Rutgers Cooperative Extension (RCE), provides administrative leadership to support functions relative to personnel, Equal Employment Opportunity/Affirmative Action, Civil Rights, and RCE Official Mail, reporting and accountability issues. She serves as a resource to RCE administrators, faculty, staff and volunteers responding to questions, exploring new ideas and as an effective listener. She provides guidance and solutions for solving a broad scope of complex personnel issues which arise in the course of managing a multifaceted organization such as RCE.

Willis provides leadership and oversight to the Food Stamp Nutrition Education Program (FSNEP), now the Supplemental Nutrition Assistance Education Program (SNAP-Ed). In this role she has worked with the state administrative team giving guidance and support to implement strategies for the management of a highly effective and visible nutrition education program that reaches out to a diverse audience throughout the state. She also oversees the Expanded Food and Nutrition Education Program (EFNEP) in the role of EFNEP administrator.

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On a national level Willis served on the Extension Committee on Organization and Policy (ECOP) EFNEP Task Force that resulted in EFNEP funding for 1890 Institutions and the District of Columbia. She also was appointed to serve on the EFNEP Policy Task Force, and that work resulted in the 2013 EFNEP Policy Document.

Since 2009 she has represented the Northeast region on the Extension Committee on Organization and Policy (ECOP) and she chairs the ECOP Program Sub-Committee.

Throughout her 38-year career, Willis has provided leadership to urban Extension outreach and diversity initiatives. She continues to make significant contributions to the University, RCE and the Cooperative Extension System at the state, regional and national levels. She makes a difference in the lives of the people she interacts with in her many roles.



Welcome and Opening Remarks Tuesday, May 7

DR. JOHN FLOROS received his Ph.D. in food science and technology from the University of Georgia. He worked in the food industry, was on the faculty at Purdue University, where he received tenure and achieved the rank of Professor of Food Process Engineering and Packaging, and from 2000 to 2012, he led the Department of Food Science at the Pennsylvania State University. Since 2012, he is the Dean of Agriculture and Director of K-State Research and Extension at Kansas State University.

Dr. Floros has published more than 210 refereed articles, research abstracts, book chapters and other publications, has presented more than 300 research papers or invited lectures, has consulted for more than 40 food, pharmaceutical and packaging companies, and has received numerous awards and professional honors throughout his career. He is a member of several professional and honorary societies, a Fellow and Past-President of the Institute of Food Technologists (IFT), and a Fellow of the Food Systems Leadership Institute. He serves on several industrial, non-profit, academic and government Boards, including FDA's Science Board.



Luncheon Keynote Speaker Tuesday, May 7

ELEANOR DUNLAP has 18 years of experience in organizational planning and project development. Her hands-on experience working with community organizations and collaborative partnerships provides unique perspectives in the development of innovative approaches to community and organizational change. Her strengths include assessment and evaluation, diversity management, partnership building, program planning, and group facilitation.

Dunlap is the co-founder and principal consultant of SE Consulting, Inc., a planning and organizational development firm, primarily serving nonprofit organizations and community groups in the Upstate of South Carolina. She is Lead Facilitator of LiveWell Greenville, a coalition of over 100 partners seeking to create and maintain healthy communities through policy and environmental change strategies to make the healthy choice the easy choice.

She has worked within nonprofit and governmental organizations, including the United Way of Greenville County, South Carolina Department of Health and Environmental Control, and several community-based organizations where she managed the development of local solutions to health care issues through service partnerships among health care providers.

Dunlap is a graduate of Clemson University, where she earned a bachelor's degree in psychology, and of the University of South Carolina, where she earned a master's degree in public health. She is an alumna of the national

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Health Forum's Creating Healthier Communities Fellowship and completed the Management Academy for Public Health, a joint training program between the University of North Carolina's Flagler School of Business and the School of Public Health. Dunlap completed the Hull Fellowship program, a leadership initiative of the Southeastern Council of Foundations. She is the vice chairman of the board of directors for Eat Smart Move More South Carolina and is a past chairman of the board of directors for the Piedmont Health Foundation.

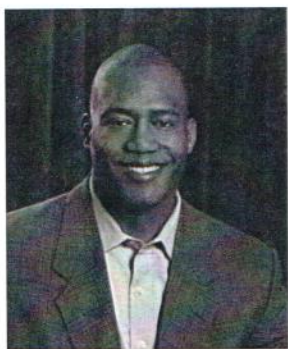


Breakfast Keynote Speaker **Wednesday, May 8**

JOHN "JD" RIOS Rios is currently the principal of Silver City Elementary School in the Kansas City, Kansas Public Schools. Rios is a life-long resident of Kansas City, Kansas. He was raised in the Strawberry Hill area, lived in the Argentine Community for 20 years and has resided in the Rosemont Subdivision in Western Wyandotte County for the last 17 years. He graduated from Wyandotte High School in 1979; received his bachelor's degree from Emporia State University in 1983 and a master's degree from the University of Missouri-Kansas City in 1993. He is also a graduate of Leadership 2000, Class VII and the

Kansas City, Kansas School District's Leadership Academy.

Among his numerous civic involvements, Rios has served on the Boards of Civic Leadership Council, Human Relations Commission, Intercultural Community Advisory Board, Juvenile Community Advisory Board, Juvenile Corrections Advisory Board, REACH Health Foundation Advisory Committee, UMKC Alumni Board of Directors, Wyandot Mental Health Center Board of Directors. He currently serves on the Boards of El Centro, United Way of Wyandotte County, KCK Administrators and Supervisors Association, UMKC Hispanic Advisory Board, and Elected Board of Trustee for the Kansas City Kansas Community College.



Luncheon Keynote Speaker **Wednesday, May 8**

CHRIS RODGERS was elected president of the National Association of Counties in July 2012 at NACo's 77th Annual Conference. First elected as Douglas County Commissioner in 2004 and reelected in 2008, Rodgers has been active in NACo since 2005. He has served in various leadership positions, including chair of NACo's Finance Committee, vice chair of the Justice and Public Safety Steering Committee, and executive committee liaison to the Audit Committee, Membership Committee, the Information Technology Committee, and the Rural Action Caucus Steering Committee.

In addition, Rodgers is a member of the NACo Cybersecurity Task Force and Next Generation NACo, two issues he has elevated to presidential initiative status along with Smart Justice. Rodgers also has served as a member of NACo's Financial Services Center Advisory Committee, the Financial Services Corporation Board of Directors, and the Large Urban County Caucus. In Douglas County, Rodgers' priorities include improving the local public health system, strengthening community corrections programs, and reforming the juvenile justice system. He is a past chair of the Board of Commissioners, and serves as chair of its Child and Youth Services Committee. He is a member of the County Board of Health and the appointed county commissioner representative on the Nebraska Juvenile Justice Coalition.

Rodgers is director of Community and Government Relations for Creighton University and previously worked as a senior community service associate at the University of Nebraska at Omaha and director of its Transportation Project. In addition, he served as an assistant to Omaha Mayor Mike Fahey and as an elected member of the Metropolitan Community College Board of Governors.

Born and raised in East St. Louis, Illinois, Rodgers graduated from Creighton University in 1992 with a Bachelor of Arts degree in journalism and earned his Masters of Business Administration degree from Creighton University in 1999. In 2002 he received his Masters of Public Administration degree from the University of Nebraska at Omaha.

*innovative ways to collaborate w/ rural & suburban counties + rural counties
Jobs, education, health
Omaha*

CONFERENCE PRESENTERS



Capstone Speaker Thursday, May 9

JESSICA DONZE BLACK is director of the Kids Safe and Healthful Foods Project, a joint initiative of the Pew Charitable Trusts and the Robert Wood Johnson Foundation. As such, she leads and directs research, policy, and advocacy efforts aimed at improving school nutrition. Prior to coming to Pew, Black served as national director of the Healthy Schools Program for the Alliance for a Healthier Generation. In her work at the Alliance, Black led a team of over 60 people in 37 states to help schools make healthy and sustainable changes in their environments, policies, and practices. Black's other past work includes serving as the first executive director of the Campaign to End Obesity, directing obesity initiatives for the American Heart Association, managing national nutrition policy for the American Dietetic Association, serving as a health policy fellow for Senator Jeff Bingaman, and practicing clinical nutrition at DuPont Hospital for Children. Black is a registered dietitian with a bachelor of science degree from the University of Wisconsin–Madison and a master's degree in public health from the University of Maryland–College Park.



Closing Remarks Thursday, May 9

DR. DARYL BUCHHOLZ is Associate Director for Extension and Applied Research at Kansas State University and the 2013 chair of the national Extension Committee on Organization and Policy, the governing committee for Cooperative Extension. In his position at Kansas State University, Dr. Buchholz provides overall leadership for the day-to-day operations of the Kansas Cooperative Extension Service that includes a workforce of roughly 250 Extension agents, 120 faculty, and over 500 support staff at all levels. He also has oversight for the educational initiatives and programs that grow out of an annual budget in excess of \$50 million. Prior to his being at Kansas State University, Dr. Buchholz was on faculty at the University of Missouri as state Extension soil fertility specialist, where much of his work focused in the areas of soil testing, no-till cropping nutrient management, and precision agriculture. Dr. Buchholz has been honored as fellow of the American Society of Agronomy in recognition for his outstanding contributions to the profession. In addition to the Agronomy Society, Dr. Buchholz is also a member of the Extension professional's organization of Epsilon Sigma Phi and the honorary agriculture society of Gamma Sigma Delta. A native of South Dakota, Dr. Buchholz holds his B.S., M.S. and Ph.D. degrees from South Dakota State University, Oklahoma State University, and Kansas State University, respectively.

SESSION DESCRIPTIONS – TUESDAY, MAY 7

TUESDAY, MAY 7 Session 1, 2:45-3:45 pm

Enhancing Community Partnerships – Getting and Keeping the Right People on the Bus **JUNIPER**

Eleanor Dunlap, LiveWell Greenville and SE Consulting, Inc.
Moderator: Bruce Chladny, K-State Research and Extension

Communities across the nation are faced with fewer resources and greater health, social, economic and other challenges. Solutions lie in the power of collective action. This session will provide tips and tools to develop and maintain a strong collaborative initiative and serve as a forum for sharing ideas and successes from conference participants.

Cultural Competency Skills For Youth Workers **MAPLE**

Margo Herman and Ann Walter, University of Minnesota Extension Center For Youth Development
Moderator: Jamie Hancock, K-State Research and Extension

This interactive workshop is designed to encourage cultural responsiveness in a youth work context. Research based strategies are shared to encourage quality out of school time opportunities for diverse youth audiences. Specific skill building will be focused on cultural sensitivity and cultural awareness.

Farmers Market Nutrition Volunteer Program **HAWTHORNE 1**

Crystal Weber and Karen Elliott, University of Missouri Extension; Nozella Brown, K-State Research and Extension
Moderator: Pamela McKnight, K-State Research and Extension

University of Missouri Extension and Kansas State Research and Extension faculty in metropolitan Kansas City recruited and trained a diverse class of Nutrition Education Volunteers to expand the delivery of on-site nutrition education at farmers markets. Volunteers cultivated market relationships, in purchasing, preparing and serving fresh, healthy food demonstrations.

Training Teens to Teach Agricultural Biotechnology – A National 4-H Science in Urban Communities Demonstration Project **HAWTHORNE 2**

Chad Ripberger, Rutgers Cooperative Extension; Steve Wagoner, University of Illinois Extension
Moderator: Bill Wood, K-State Research and Extension

National 4-H Council partnered with the United Soybean Board and five state 4-H programs to extensively train 82 teenagers to deliver AgriScience/biotechnology afterschool and summer programs to 620 youth. Learn the elements of “teens as teachers” programs and how to engage content-rich partners from agribusinesses, commodity groups, and universities.

Electronic SNAP Benefits at Farmers Markets: Measuring Success **BIRCH**

Kristin Krokowski, University of Wisconsin Cooperative Extension
Moderator: Susan Johnson, K-State Research and Extension

Accepting Supplemental Nutrition Assistance Program (SNAP) electronic benefits can be complicated for farmers market managers to navigate. Through a two year study of 10 Wisconsin farmers markets, best practices have been identified to ease program adoption. The study also investigated the nutritional and economic impact of incorporating these benefits.

Marketing Your Impact **COTTONWOOD 1**

Barbara Stone, K-State Research and Extension; Denise Legvold, University of Illinois Extension; Ina Metzger Linville, University of Missouri Extension
Moderator: Dan Lekie, K-State Research and Extension

You are reaching urban audiences with life-changing Extension educational programs. So what? Now learn how to market your impact to groups that need your results to solve some of cities' toughest issues. Learn about “impact buyers,” their pain points, and how to strategically leverage public-private partnerships for good.

SESSION DESCRIPTIONS

Metropolitan Food Systems: What Is Extension's Unique Role? (30 min., 2:45-3:15) **LINDEN**

Kay Gasen, University of Missouri Extension, and the Missouri Metropolitan Food System Team: Wayne Prewitt, Marlin Bates, Patrick Byers, Karen Elliott, Kara Lubischer, Crystal Weber

Moderator: Jennifer Smith, K-State Research and Extension

Urban Extension faculty have a unique opportunity to use resources of the university to play key roles in metropolitan food systems, if we can get our act together. Learn about the work of the Metropolitan Food System Team in developing a framework for food system programming in Missouri's urban areas.

Sustainable Turfgrass and Water Conservation: Extension, Industry and Conservation Advocates Work Together (30 min., 3:15-3:45) **LINDEN**

Ellen Bauske, Georgia Center for Urban Agriculture

Moderator: Dennis Patton, K-State Research and Extension

Specialists, Cooperative Extension, water purveyors, conservation groups and urban agriculture industry leaders work together to improve water quality and reduce water use by implementing educational and research programs which support the benefits of sustainable turf grass installation and maintenance.

Reach Them and Keep Them – Sustainable 4-H Urban Programming in Maryland **LEATHERWOOD 1**

Nia Fields, Manami Brown and Alganesh Piechocinski, University of Maryland Extension

Moderator: Pamela McKnight, K-State Research and Extension

The "Sustainable 4-H Urban Programming in Maryland" session will share how Educators partner with the community to deliver innovative programs in urban communities. Facilitators will highlight programs in Urban Agriculture, SET; and Youth and Community Development. Resources will include methods for sustainable partnerships; service learning; mentorship; and youth/adult partnerships.

Financial Education by Triangulation: Building the Capacity of New York City Libraries **LEATHERWOOD 2**

Barbara O'Neill, Rutgers Cooperative Extension

Moderator: Valeria Edwards, K-State Research and Extension

Extension educators are increasingly collaborating with libraries to deliver grant-funded programs to build the capacity of library staff to address queries about financial topics. This workshop will describe delivery of financial education via multiple methods (triangulation) to one of the largest libraries in the world, the New York Public Library.

Co-Parenting For Successful Kids Online **HAWTHORNE 1**

Maureen Burson, University of Nebraska-Lincoln Extension

Moderator: Kim Seeley, K-State Research and Extension

In 2012, The Nebraska Supreme Court approved the University of Nebraska-Lincoln Extension online class "Co-Parenting For Successful Kids" for parents experiencing custody and divorce. Content is research-based including insights learned through teaching 9,000 parents in person since 1999. Cost is \$50. Presentation includes insights about online class development and evaluation.

WEDNESDAY, MAY 8
Session 2, 10:00-11:00 a.m.

Juntos Para Una Mejor Educación (Together For a Better Education): A Model for Reaching Latino Audiences through Partnerships

HAWTHORNE 2

Mary Weinand and Sandra McKinnon, Iowa State University Extension and Outreach

Moderator: Laurie Chandler, K-State Research and Extension

Delivering effective Extension programs to a growing Latino audience is a recent goal in Iowa. This session describes challenges, strategies employed, and successes in implementing a comprehensive community based program called JUNTOS, designed to help Latino families understand and navigate the middle school, high school, and post-secondary school systems.

Strategic Partnerships Earn Dividends for University of Georgia Cooperative Extension

MAPLE

Judy Ashley and Jeff Christie, University of Georgia Cooperative Extension

Moderator: Dan Lekie, K-State Research and Extension

UGA Cooperative Extension supports two positions to foster relations with key partners: the Coordinator for School Relations, and the Liaison to the Association County Commissioners of Georgia. These positions put UGA Extension in strategic positions with key stakeholders for purposes of needs assessment, program implementation, funding enhancement, and impact communication.

Keeping Decision Makers Afloat: Extension's Unique Position in Watershed Education

LINDEN

Nicole Walker and Shannon McGee, University of Florida Polk County Extension

Moderator: Rick Miller, K-State Research and Extension

Extension's unique position as a trusted information source sets the stage for taking a new and critical leadership role in urban communities. Session attendees will learn how private-public partnerships and multimedia technology provided an innovative experience for Polk County, Florida Water School participants.

Community Food Systems in Southeast Michigan

JUNIPER

Katherine Hale, Michigan State University Extension

Moderator: Ada Shakir-Mahmud, K-State Research and Extension

Community Food Systems, urban agriculture, food insecurity, metro food systems, food access, nutrition education, farm to school and community and school garden programs are all buzz words in urban communities. Assessing the situation, determining program needs and where extension fits in this process will be addressed in this session.

WEDNESDAY, MAY 8

Session 3, 1:30-2:30 pm

Making a Difference through Collaboration: 4-H CAPITAL and Austin ISD Share 10 Years of Best Practices Related to Program Partnership and 4-H STEM Project Development

HAWTHORNE 1

Lydia Domaruk, Texas A&M AgriLife Extension and Shirline Justice, Austin Independent School District

Moderator: Pamela McKnight, K-State Research and Extension

Through a partnership with Austin ISD's after school programs, 4-H CAPITAL has implemented 4-H STEM projects in low resource neighborhoods for 20 years. Learn how this partnership has worked to address summer learning loss; design professional development tools; share financial resources; and align after school programs to meet campus needs.

SESSION DESCRIPTIONS

Latino Youth as Agents in Out-of-School Time Programs: A Cultural Framework Examines Youth's Experiences in OST Programs as Well as the Role Programs Play as Positive Spaces for the Education of Latino Youth**LINDEN***Josey Landrieu, University of Minnesota Extension**Moderator: Kaitlyn Peine, K-State Research and Extension*

Research questions examine the role of culture in the experiences of Latino youth in urban youth programs. It addresses the gap in knowledge about this growing population and ensures programs reflect their experiences and values. This work informs efforts to positively impact the lives of immigrant youth in urban contexts.

Building Your Cultural Competency Toolkit to Successfully Navigate Differences Today**MAPLE***Deryl Waldren, Zelia Wiley, Charlotte Shoup Olsen and Dale Fjell, K-State Research and Extension**Moderator: Ada Shakir-Mahmud, K-State Research and Extension*

This introductory workshop is designed to assist Extension professionals to begin expanding their cultural competency skills to be able to understand and successfully work with diverse audiences in Extension programming. This workshop focuses on the beginning competency of cultural awareness.

Working Smarter Not Harder: Using Technology to Deliver Programs and Services to Hungry Gardeners**JUNIPER***Bindu Bhakta, Michigan State University Extension**Moderator: Peggy Berrier Boyd, K-State Research and Extension*

Educators from Michigan State University Extension will discuss ways in which it works smarter not harder via the use of technology to deliver consumer gardening programs and services. Their six-pronged approach prevents Educators from burning out while successfully satisfy the growing demands of gardeners ravenous for up-to-date gardening information.

Healthy Garden, Healthy Youth, Part 1 - Program and Research Overview**HAWTHORNE 2***Brad Gaolach and Martha Aitken, Washington State University Extension; Gretchen Ferenz, Cornell University Cooperative Extension**Moderator: Jennifer Smith, K-State Research and Extension*

Healthy Gardens, Healthy Youth is a research and Extension project that combines the theory and practices associated with positive youth development and leadership in 4-H programs, with those of the nutrition education programs, horticulture and agriculture into a holistic garden-based learning model to facilitate developing school and community gardens.

Rethinking Positive Youth Development: The Role of Race, Class and Social Context**LEATHERWOOD 3***Adrienne Duke and Jeffrey Lewis, University of Wisconsin Cooperative Extension; Jeremiah Jackson, Beyond Expectations**Moderator: Carol Taul, K-State Research and Extension*

In this presentation we examine two programs designed to promote culturally relevant positive youth development in African American youth. The "Youth Participatory Action Research Program" and "Beyond Expectations" each support African American youth in developing supportive peer relationships and strategies to navigate social and institutional barriers to their success.

Urban Extension Program Marketing Research: Assessing the Communication Needs of Our Urban Audiences to Create Marketing Materials**COTTONWOOD 1***Pamela Seelman, Justin Garvey and Tedi Winnett, University of Wisconsin Cooperative Extension**Moderator: Valeria Edwards, K-State Research and Extension*

Wisconsin Cooperative Extension conducted marketing research in nine urban and suburban counties to guide marketing efforts and meet communication needs of culturally diverse audiences. This workshop reviews research project

WEDNESDAY, MAY 8

goals and key findings, shares best practices, highlights lessons learned and showcases practical communication applications for research findings.

Building Community through Urban Collaborative Partnerships

LEATHERWOOD 1

Casey Versailles, Louisiana State University Extension

Moderator: Carl Garten, K-State Research and Extension

We will discuss four levels of relationships between 4-H and government agencies, businesses, and community organizations and touch on the use of technology as a means of exposure and networking for urban 4-H including, but not limited to, Facebook, Twitter, and Pinterest.

Visualize This – Increasing Engagement through Innovative Online Visuals

LEATHERWOOD 2

Amy Hays, Texas A&M AgriLife Extension; Karen Jeannette, eXtension; Stephen Judd, University of New Hampshire Cooperative Extension

Moderator: Pam Heikes, K-State Research and Extension

Looking for new, innovative ways to reach, engage, teach, and learn? This session will focus on how Pinterest, Instagram, Infographics, YouTube, and others can be used in programming. Look at these outreach methods as a way to document, promote, and communicate the positive ways Cooperative Extension is changing lives.

WEDNESDAY, MAY 8 Workshops on the Move 2:00-5:00 pm

Community Collaborations and the Latino Population in the Kansas City, Kansas Urban Core

EL CENTRO (pre-registration required, shuttle departs from lobby at 2:00 pm)

Nozella Brown, K-State Research and Extension

El Centro is a community based organization focused on the needs of Kansas City, Kansas' Hispanic population. They partner with K-State Research and Extension-Wyandotte County and the University of

Kansas to provide health education and healthy living outreach programs to more than 5,300 individuals and families annually.

Healthy Food Access in the Northeast Area of Wyandotte County, Kansas City, Kansas

JFK COMMUNITY CENTER (pre-registration required, shuttle departs from lobby at 2:00 p.m.)

Bruce Chladny, K-State Research and Extension

The Northeast area of Wyandotte County Kansas City, Kansas was once a thriving urban community but is now a food desert. Come see how the local K-State Research and Extension Office is working with community leaders, entrepreneurs, and the housing authority to provide food and "Knowledge for Life."

WEDNESDAY, MAY 8 Session 4, 2:45-3:45 pm

WeConnect: An Opening To the World

LEATHERWOOD 1

Jessica Russo and Jennifer Skuza, University of Minnesota

Moderator: Cindy Evans, K-State Research and Extension

WeConnect is a program model and curriculum designed to show youth how they are participants of a global society, inspiring understanding and confidence in connecting to others. Discover a new approach to building cultural responsiveness in middle school youth programs by focusing on thought and leveraging 21st century learning skills.

Organizing Neighborhoods for Community Development and Change

COTTONWOOD 1

Jerry Braatz, Laura Dombrock, Amy Greil, Randy Stoecker and Ann Wied, University of Wisconsin-Extension

Moderator: Carol Taul, K-State Research and Extension

Learn how residents in three low-to-moderate income neighborhoods in Wisconsin cultivated collective power, developed leadership capacity, and expanded their civic engagement through a project facilitated by Waukesha County UW Extension. UWEX Community Educators will discuss the success of this project which includes residents collaborating to actively problem-solve with city government.

SESSION DESCRIPTIONS

Business Not As Usual: Changing Culture to Implement Change

HAWTHORNE 1

Marie Barni, Ohio State University Extension

Moderator: Carl Garten, K-State Research and Extension

This presentation will highlight the triumphs and tribulations of changing Extension culture to implement needed change in Ohio's largest urban county. Strategies and lessons learned for informing and managing change, developing new partnerships and funding opportunities, reaching new audiences, integrating with local government and inspiring employees will be discussed.

Urban Extension Stormwater Programming: Partnering and Implementation Success Stories

MAPLE

Steven Rodie, University of Nebraska-Lincoln

Moderator: Rick Miller, K-State Research and Extension

Session participants will gain an understanding of 1) the various roles that diverse partnerships can play in successful stormwater management extension programming; 2) project concerns and politics; 3) the technical considerations critical to successful projects; and 4) the public perceptions associated with the aesthetic of naturalistic stormwater best management practices.

Growing 4-H in Urban Communities

LEATHERWOOD 3

Lisa Diaz, University of Illinois at Urbana-Champaign;

Sandy Stiles, Steve Wagoner and Leonard Parker,

University of Illinois Extension

Moderator: Ada Shakir-Mahmud, K-State Research and Extension

This session will present promising practices and challenges related to Year 1 implementation of a statewide, metro 4-H initiative in Illinois. Related program areas include: 1) youth-community gardens, 2) STEM and 3) youth civic engagement. Case study examples will be shared as well as preliminary youth and community impact data.

Young Children of Jailed Parents: An NIH Applied Research Project Involving County Jails, UW-Extension and UW-Madison

JUNIPER

Mary Huser, Beverlee Baker and Sue Bulla, University of Wisconsin Extension

Moderator: Pam Heikes, K-State Research and Extension

The U.S. incarcerates more people than any other country; most are parents of children. Although there is research on children of parents in state/federal prisons, no studies have focused on children of jailed parents. Come learn about our work collecting data from jailed parents, their young children, and children's caregivers.

Healthy Gardens, Healthy Youth, Part 2 - Educational Toolkit and Distance Education

HAWTHORNE 2

Karen Barale and Brad Gaolach, Washington State

University Extension; Gretchen Ferenz, Cornell University

Cooperative Extension

Moderator: Dennis Patton, K-State Research and Extension

With a total of 40 lessons, the Educational Toolkit for Healthy Gardens, Healthy Youth provides a road map for successful school gardens and learning experiences. An overview of the toolkit and the system of on-line training for the toolkit and the research component will be presented along with lessons learned.

The Clover STEM – A Cargill 4-H Science Partnership

LEATHERWOOD 2

Janet Martin, Jacki Luckstead and Tricia Stouder, Iowa

State University Extension

Moderator: Peggy Berrier Boyd, K-State Research and Extension

Learn about the innovative 4-H Cargill (public/private) Partnership benefiting youth in the Cedar Rapids/Iowa City corridor. New 4-H clubs implemented include: 4-H2O, an aquarium fish club, 4-H Earth to Entrée Club that built a greenhouse, and robotics clubs. Discover "best practices" for 4-H science partnerships including finances, resources, and volunteers.

Putting Real Strategy Into Your Extension Council's Role as Advocates

LINDEN

Cynthia Zluticky and Nina Balsam, University of Missouri Extension

Moderator: Bill Wood, K-State Research and Extension

How do you empower your Extension Council members and volunteers to become strong advocates for Extension programs and funding? Give them tools they need to be successful! Learn strategies that have worked in Kansas City and St. Louis with elected officials to increase funding and support during difficult budget years.

WEDNESDAY, MAY 8

Breakout Session 5, 4:00-5:00 pm

Welcoming All Learners – Integrating ELL Strategies with Nutrition Lessons

HAWTHORNE 1

Carolyn Lee and Kathleen Manenica, Washington State University Extension

Moderator: Susan Johnson, K-State Research and Extension

Discover effective ways to engage English language learners using strategies from Project GLAD (Guided Language Acquisition Design), and hear how one Extension nutrition program enhanced existing K-2 curriculum with optimal opportunities for developing language skills. These strategies can be used in all areas of Extension education to benefit all students.

King County Food and Fitness Initiative – Collaborative Leadership to Support Health

HAWTHORNE 2

Martha Aitken and Brad Gaolach, Washington State University Extension; Meng Yu, FEEST

Moderator: Pamela McKnight, K-State Research and Extension

King County Food & Fitness Initiative fosters collaborative leadership among diverse community partners to co-create long-term, innovative strategies to achieve equitable access to resources that promote health. At the core of the program is FEEST (Food Empowerment Education and Sustainability Team), engaging youth as leaders in policy and systems change.

Running Long-Term Urban Extension Youth Development Programs: Challenges and Successes Working with at-Risk Youth

MAPLE

German Cutz, University of Connecticut Cooperative Extension

Moderator: Lori Wuellner, K-State Research and Extension

Presenters will use a five-year CYFAR Teen Urban Gardening Project to demonstrate how to plan, implement, and evaluate an integrated urban Extension program that includes gardening, technology, and work-force readiness.

4-H LIFE: Incarcerated Parents Link Their Children to Urban Extension Programs

LEATHERWOOD 1

Lynna Lawson and Tammy Gillespie, University of Missouri Extension

Moderator: Peggy Berrier Boyd, K-State Research and Extension

Can incarcerated parents introduce their children to Urban 4-H? Through the 4-H LIFE program, this connection occurs. In Missouri 45% of offenders are from urban areas of St. Louis and Kansas City. Families in the 4-H LIFE program link these youth to Extension programs in their urban communities.

Discover the Treasurers in Youth Leaders

JUNIPER

Kim Hall and George Stuart Simmons, University of Missouri Extension; Stormy Taylor, Big Brothers Big Sisters, Johnson County

Moderator: Valeria Edwards, K-State Research and Extension

The key to unlocking the treasurers in youth civic engagement has been found! The purpose of the CLIMB (Community Leadership Involvement Mean a Better Community) High program is to increase the capacity of youth to address community problems effectively by mobilizing the community human and social capital for common purposes.

SESSION DESCRIPTIONS

Connecting Urban Youth to University Scientists: The Rutgers 4-H Summer Science Program

LEATHERWOOD 3

Chad Ripberger, Rutgers Cooperative Extension

Moderator: Kaitlyn Peine, K-State Research and Extension

4-H partnered with scientists across campus to develop the Rutgers 4-H Summer Science Program, expanding 4-H Science programming in the most urbanized areas of New Jersey. Participants will learn about the weeklong program and how it prepares underserved/underrepresented youth to serve as 4-H Science Ambassadors in their home communities.

Community, Local, and Regional Food Systems: Understanding the Context and Exploring the Role of Extension

LEATHERWOOD 2

Sharon Lezberg, University of Wisconsin-Madison and

Jeffrey Lewis, University of Wisconsin-Extension

Moderator: Ada Shakir-Mahmud, K-State Research and Extension

Community food systems are an important programming area for Extension educators, who can partner with community organizations, provide training to build community capacity, develop information resources, and evaluate community initiated efforts. This session will provide a framework for understanding food systems and discuss cultural competencies for engaging in this work.

Community Engagement and Partnerships within a Successful Urban Extension Model

COTTONWOOD 1

Patrick Proden, Oregon State University

Moderator: Laurie Chandler, K-State Research and Extension

The presentation explores contemporary and emerging issues for urban extension programming to consider in addition to discussing key strategies in developing strategic, collaborative and mutually beneficial partnerships in urban environments with best practice models and lessons learned as OSU's urban extension work evolves in the Portland metro region.

Rethinking Irrigation Water Use for Landscapes by Promoting Water Conservation Practice

LINDEN

Cathie Lavis, Kansas State University

Moderator: Jennifer Smith, K-State Research and Extension

Landscape irrigation systems must be designed, installed, and maintained more efficiently using an ecological, informative approach. To begin to accomplish these goals, both property owners and extension agents must to be informed and educated about the various water conservation practices and "smart" irrigation components available.

THURSDAY, MAY 9

Session 6, 8:30-9:30 am

The FIT for Kids Model: A Systems Approach to Healthy Community

LEATHERWOOD 1

Grace Peterson, Louisiana State University AgCenter

Moderator: Cindy Evans, K-State Research and Extension

The FIT (Food Initiative Taskforce) for Kids Model provides a systems approach to community change through food system education. The model will be presented, highlighting several of its integrated components. The implications of a systems approach for developing community and addressing the issue of obesity will be discussed.

Demonstrating Impact and Improving Programs through Youth-Driven Evaluation

LEATHERWOOD 2

Jessica Jerney and Erica Gates, University of Minnesota Extension

Moderator: Peggy Berrier Boyd, K-State Research and Extension

The Minnesota Urban Youth Development Office will share their evaluation strategy which tells a powerful story of youth experiences and learning in out-of-school time programs. This workshop will highlight tools, strategies, and results used to demonstrate impact and improve programs using youth-driven evaluation methods.

Case Study: Hispanic/Latino Community Participating in Volunteerism

LEATHERWOOD 3

Sonia Morales, Washington State University Extension

Moderator: Laurie Chandler, K-State Research and Extension

Hispanics/Latinos are the largest and fastest growing minority group in the U.S. This represents a great potential for creating volunteers opportunities for Hispanics. This study surveyed 85 Hispanics from King County, WA. Results provided recommendations that enabled 4-H Youth Development educators to recruit Latino volunteers to benefit their community.

Online Privacy and Security Tune Up: Being Responsible in an Online World

COTTONWOOD 1

Terrence Wolfork, Fort Valley State University; Stephen Judd, University of New Hampshire Cooperative Extension and eXtension

Moderator: Valeria Edwards, K-State Research and Extension

As Extension professionals explore effective technologies for delivering urban extension programs, it is important that they understand how the information they share can be used and what practices and tools they can enlist to ensure that that information is only available in ways they expect.

Organizational Facilitators and Barriers to Urban Youth Programs: Perspectives of Youth Educators – An Action Research Process (30 min. 8:30-9:00)

HAWTHORNE 1

Victoria David, University of Georgia

Moderator: Carl Garten, K-State Research and Extension

Cooperative Extension's youth development program (4-H), the oldest and largest publically funded youth development organization in the United States (National 4-H Council, 2010) is in a state of continual change and finds itself challenged with meeting the needs of its growing underserved urban clientele.

Community, Local and Regional Food Systems at eXtension: Mutual Benefits for Seekers and Contributors (30-min. 9:00-9:30)

HAWTHORNE 1

Brian Raison, Ohio State University Extension; Sharon Lezberg, University of Wisconsin-Madison

Moderator: Dennis Patton

Are you working on local, regional or community food systems? Would you like to be connected with colleagues across the country that are doing the same? Participants in this session will meet, share and learn about eXtension's new Community of Practice focused on "Community, Local and Regional Food Systems."

County Administration ... It's Where the Money Is! (30 min. 8:30-9:00)

HAWTHORNE 2

Charlie Vavrina, University of Florida

Moderator: Bill Wood, K-State Research and Extension

Extension's position in urban governmental hierarchies became painfully obvious as the 2007 - 2009 budget cuts showed urban funding declines upwards of 50%. A county government focused program of needs assessment, application to real world problems and integrated solutions from the entire university was applied. Successes and failures are discussed.

Maximizing Engagement and Learning: Reaching Urban Audiences with Real Colors (30 min. 9:00-9:30)

HAWTHORNE 2

Durriyyah Kemp, University of Illinois Extension

Moderator: Pamela Howe, K-State Research and Extension

Real Colors Personality Instrument is one of the most popular tools utilized within Extension for teambuilding. Come and find out how Real Colors is being used throughout the Chicago metro area to address some of the most pressing issues facing urban communities (including specific approaches for parents, teachers, and students).

THURSDAY, MAY 9

**Sustainable Floridians in Pinellas County –
Attracting New Audiences to Extension
through Volunteerism (30 min. 8:30-9:00)****JUNIPER***Ramona Madhosingh-Hector, University of Florida
Extension**Moderator: Jo McLeland, K-State Research and Extension*

The Sustainable Floridian volunteer training program attracts new audiences to Extension through a structured educational program focusing on sustainability awareness. The program seeks to increase participants' knowledge about sustainability; provide information that identify Florida specific actions for conserving energy and water; and, create opportunities for community level leadership.

Coordinating 4-H Events (30 min. 9:00-9:30)**JUNIPER***Sarah Laib Keatley, K-State Research and Extension**Moderator: Kaitlyn Peine, K-State Research and Extension*

Tired of paper registrations? Learn more about CVent, a system that has been adopted by Kansas 4-H. It incorporates marketing, registration and convenience all in one! Learn more about what is has to offer those in Extension, and what you can do with it to increase your attendance!

General Information**Conference Registration Hours**

The conference registration desk will open 30 minutes before the first scheduled event each day and will close following the last event of the day in the hotel. If you need to reach staff at other times, please call or text 785-293-2100.

Evening Shuttles to Towne Center

On Wednesday evening we are offering continuous shuttle service to Towne Center Plaza. Towne Center is home to 19 restaurants and more than 50 shopping attractions. Shuttles depart from the hotel lobby starting at 5:45 p.m. The drop-off location at Towne Center will also be the pick-up location for return transportation to the hotel. The last shuttle leaves from Towne Center at 9:30 p.m.

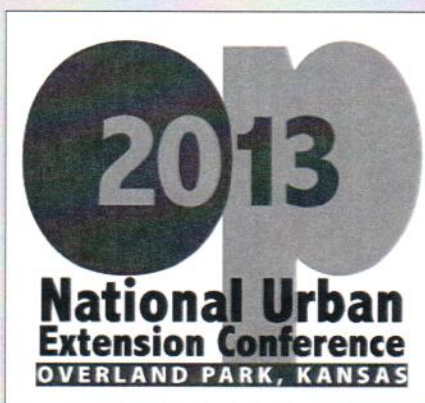
Directories and maps of the Towne Center Plaza are available at the conference registration desk.

**Presentations and Attendee List on
Conference Website**

Presentations and the attendee list for this year's conference are being posted to the conference website, www.dce.ksu.edu/conf/urban-extension/.

Conference Evaluation

The general conference evaluation will be sent to your email address after the conference. Your feedback is important and will be used to plan future conferences. Thank you for attending this year's conference and for participating in the evaluation!



POSTER SESSION DESCRIPTIONS

Poster Session
Tuesday, May 7
3:45-5:00 pm
LEATHERWOOD BALLROOM

4-H School Gardens Leader Training – A Master Volunteer Program

Maureen Hosty, Oregon State University Extension

Learn how Oregon Extension faculty in 4-H, Family Community Development and Master Gardeners are teaming up to train and support a cadre of Master volunteers to work in schools to create, use, and sustain food and wildlife gardens for healthy living/ healthy communities through the 4-H School Gardens Leader Training Program.

Ask Us – Social Network Help Desk

Stephen Judd and Karen Jeannette, University of New Hampshire Cooperative Extension

Members of the eXtension Network Literacy Community of Practice will answer your questions about online networking, social media, collaboration, and evaluation. As a community of practice spread around the country, we make extensive use of online networks to facilitate our own learning, communication, cooperation, and collaboration.

Bridging the Urban-Rural Divide: Youth as Catalysts for Change

Maureen Hosty and Shana Withee, Oregon State University Extension

Learn how hundreds of urban youth/families have reached over the urban-rural divide to help bridge greater understanding and respect of the issues and cultural norms that divide our communities. Through a series of 3-6 day exchanges, they are rediscovering a sense of shared purpose so that all communities may thrive.

Building Community Partnerships through 4-H Science

Mitchell Mason, University of Maine-Orono

In 2011-12, UMaine Cooperative Extension delivered 4-H science education in conjunction with the USDA Summer Hot Lunch program. This workshop will

investigate how “4-H Science in Urban Communities” promising practices can lead to increased partnerships, a more positive image of 4-H among new audiences, and increased science literacy.

Career Quest: Engaging Urban Youth in Defining Their Futures

Gregory Siek, Ohio State University Extension

Recent Ohio studies indicate teens average only one hour a year available to discuss career plans with school counselors. Session will present strategies for building partnerships, as well as presenting samples of effective “hands on” interactive curriculum, to assist urban youth in taking initiative to better prepare for career success.

Caring for Your Customers

Gary Hall, Iowa State University Extension and Outreach

Caring for Your Customers teaches quality customer care techniques. Hall will be teaching various program topics, including the Circle of Service, Who Are the People We Serve, What Are We Trying to Accomplish and the Moment of Truth.

A Collaborated Effort between Agriculture, Family and Consumer Science, and 4-H to Educate Urban Citizens about the Importance of Agriculture

Joe Mask, Texas A&M AgriLife Extension

As Fort Bend County, Texas becomes more urban it is imperative the Texas A&M AgriLife Extension, takes an active role in educating the clientele about the importance of agriculture in their daily lives.

Commercial Pesticide Applicator Recertification as a Collaborative Program with Industry and Kansas State University

Bob Neier, K-State Research and Extension

K-State Research and Extension - Sedgwick County has been collaborating with local industry since 2006 to bring a low-cost Commercial Pesticide Applicator Recertification program to 225 certified applicators annually. The collaborative approach brings practical information at a lower cost to clients and helps fund research and extension programs.

POSTER SESSION DESCRIPTIONS

Cross-Age Teaching Success: The 4-H Youth Teaching Youth Program Model

Tammy McCulloch, Amber Shanahan and Layne Tralle, University of Minnesota Center for Youth Development

The 4-H Youth Teaching Youth Model targets healthy living topics through cross-age teaching. Research shows teens have a positive impact on the knowledge, attitudes and behaviors of younger children and their peers (Meyer, et al. 2000). Staff that utilize this model will demonstrate how to implement and evaluate this tool.

Defining Success in Urban Extension Units

Joan Jacobson, Texas A & M University Extension; Charlie Vavrina, University of Florida Extension; Jeff Young, University of Kentucky

Defining the success of Urban Extension units is sometimes elusive. Very limited work has been done to identify what makes certain units successful and others not. In order to explore this important topic more deeply a two part survey was developed. Topics included success factors, position descriptions, and professional development.

Developing Relevant, Reliable, Responsive and Remarkable Volunteers

Meg Sage Mach, University of Missouri Extension

Volunteer development can be a challenge for any 4-H Professional. Volunteers have less time to volunteer and even less time for training. This session will demonstrate organizational tools and training programs to apply in any fast paced 4-H program to develop relevant, reliable, responsive and remarkable volunteers.

Distant Learning for 4-H Project Leaders: A Statewide Pilot to Strengthen Project Experiences for Local 4-H'ers

Gary Gerhard, Diane Mack and Evelyn Neier, K-State Research and Extension; Karen Blakeslee, Kansas State University

Kansas 4-H Youth Development with funding from the Kansas 4-H Foundation conducted a year-long pilot in distant learning for 4-H Project Leaders. Believing that the "sweet spot" for 4-H participants comes in the interaction with caring mentors as well as active learning, come discover what worked and what required redesigning.

Eco Family Virtual Conference

Kristi Cooper, Iowa State University Extension and Outreach

Healthy Environments = Healthy People! Urban Iowans choose an interactive virtual environment to enhance their family relationships, their health and the natural world. Families engaged in monthly online discussions to learn from experts and each other about local food, connecting with Nature, composting, water quality, conservation, energy and consumer behavior.

Expanding Urban Extension Programing through Senior Health Insurance Counseling for Kansas (SHICK)

Susie Latta, Diane Burnett and Debra Wood, K-State Research and Extension

Medicare can be a complex system to understand and fully utilize. Kansas Extension Agents address this contemporary issue by providing SHICK counseling to over 6,250 Medicare beneficiaries and their families. The savings of \$3 million realized by the beneficiaries leaves more funds to meet their needs and achieve financial goals.

Good Foods, Good Fathering: A Community-Extension Partnership to Engage Low Income Urban Fathers In Their Child's Nutrition

Jamile Bain, University of Minnesota Extension

University of Minnesota Extension's Health and Nutrition and Master Gardener programs joined a community partner to pilot a program aimed at engaging low-income urban fathers in their children's nutrition. The program has proved challenging, yet a successful partnership has resulted in positive changes for fathers' attitudes and practices.

Health, Well-being, and Social Connectedness in Densely-settled Rural Hispanic Populations

Debra Bolton and Bertha Mendoza, K-State Research and Extension

In a mixed-methods approach, two studies explored rural Kansas communities with Hispanic populations that ranged from 30% to 51% to understand how growing, foreign-born populations, as compared to Euro/Anglo populations, in rural Kansas experienced different levels of health, well-being, social connectedness and community involvement. Hear discussion and recommendations for Extension Educators.

POSTER SESSION DESCRIPTIONS

Practices for Successful Web-Based 4-H Project Leader Training

Evelyn Neier, K-State Research and Extension

Trained volunteers are a high priority for Kansas 4-H. Two barriers to accomplishing this goal are 1) lack of training opportunities and 2) limited staff time and funding. A pilot project used webinars as a vehicle for training volunteers and agents in project subject matter and positive youth development.

Preserving the Harvest and the Community

Nichole Burnett and Crystal Futrell, K-State Research and Extension

Food preservation has transformed from a rural practice of being self-sufficient to a desire to practice preserving for enjoyment in many communities. With both the research and practical expertise, Extension continues to be sought out for both traditional hands-on classes as well as electronic resources.

Promising Practices for 4-H Science in Urban Communities

Chad Ripberger, Rutgers Cooperative Extension

Learn about the Promising Practices Guide for 4-H Science in Urban Communities, a comprehensive professional development resource from the National 4-H Science in Urban Communities initiative. The guide contains promising practices, case studies, and suggested resources in 15 content areas – focusing on program design, partnerships, resource development, and staffing.

Promoting Vegetable Access Among Low-Income Communities of Color: Perspectives of Urban Master Gardeners

Sarah Eichberger, University of Minnesota Extension

The overall objective of this qualitative research broadly examined the role of the Master Gardener within low-income, communities of color. The primary question of interest was what challenges and barriers exist within the Master Gardener program in reaching and engaging these communities?

Reaching Southeast Asian Families with a Healthy Nutrition Message

Phalla Keo, University of Minnesota Extension

In order to meet the needs of a broader Southeast Asian community in Minnesota's Twin Cities metro region, focus groups were conducted to explore food traditions, health concepts and parenting styles influencing food choices. Adaptations to an existing curriculum were made to make it culturally appropriate.

Strengthening Extension Programming in Nutrition through Community Gardening

Mary Wakefield, Tennessee State University Cooperative Extension

An interdisciplinary program involving nutrition and community gardening was carried out for low income and limited resource participants in Nashville, TN. The partners in training included family and consumer sciences and horticulture extension agents, a horticulture specialist and community leaders. Educational information and experiential training was provided to program participants.

Successful Family Programming with Diverse Audiences

Janet Benavente, Colorado State University

Family Success in Adams County (FSAC) was the response to the exploration of contemporary and emerging issues for urban extension programming. Investigating innovative funding strategies while incorporating the strength that comes from strategic collaborative partnerships lead to the successful grant application. The community capacity of diverse population groups was strengthened.

Successful Partnership between Cornell University Cooperative Extension and New York City Department of Health

Khin Mar Cho, Carol Parker and Donald Jerome Tobias, Cornell University Cooperative Extension

This poster will highlight the successful Cornell University Cooperative Extension practices in collaboration with the Office of Minority and Health, New York City Department of Health and Mental Hygiene in promoting healthy eating and physical

ACKNOWLEDGEMENTS

activity in faith-based organizations where communities at risk for chronic diseases can be reached.

Teaching Financial Literacy: Engagement of Multigenerational Learners

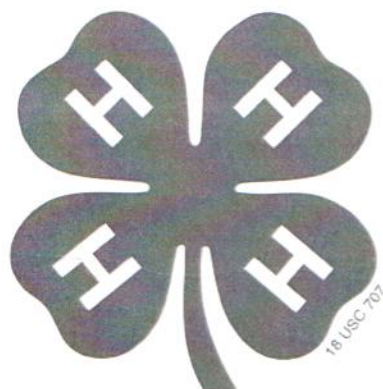
Barbara Haynes, University of Wisconsin Cooperative Extension

This workshop will examine considerations when teaching financial literacy across generations. "Teaching Financial Literacy Across the Generations" tool helps educators compare generational characteristics, life cycle tasks, potential concerns, teaching techniques, activity examples, concepts and resources, to enhance the delivery of relevant financial education.

The Watershed Game: Engaging Local Leaders in Achieving Clean Water Goals and Building Capacity through a Train-the-Trainer Approach

Cindy Hagley, Minnesota Sea Grant, and Doug Malchow, University of Minnesota Extension

The Watershed Game is an effective, innovative, and hands-on approach and curriculum that helps participants understand the impacts of land use on water quality and the various tools and strategies they can use to meet clean water goals in communities.



We would like to thank the **National 4-H Council** for sponsoring breakfast on Wednesday, May 8.

2013 Planning Committee

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Nozella Brown, *Kansas State University*

Ellen Bauske, *University of Georgia*

Randy Bell, *Michigan State University*

Donna Bernhardt, *North Dakota State University*

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