# THE NEW EXTENSION commons: CONNECTING PEOPLE TO PROGRAMS 

MONDAY, MAY 2 - THURSDAY, MAY 5, 2011

CONFERENCE GOALS

- Build strategic collaborative partnerships.
- Identify strategies to enhance resource base for urban programming.
- Capture best practices of Urban Extension.
- Explore emerging issues.
- Advance personal skill sets.
- Build cultural competency skills and celebrate diversecultural communities.
- Market the public value of Extension.


## Iowa State University Extension is pleased to host the 2011 National Urban Extension Conference. We cannot overstress the importance and value of this event for all extension professionals. The conference is an opportunity to learn new techniques to increase your skills and program delivery.

The 2010 United States Census is confirmation that our country's population has become more urban and less rural. With the shift of population, the challenges of service delivery have increased. Urban life is more dynamic and extremely complex.

The function of the Land Grant University is to increase the quality of life for all Americans by bringing education and technical assistance to every city and town in America. Extension is the best vehicle to accomplish this task.

Forty-nine committee members from 14 states, 15 universities, and the United States Department of Agriculture have joined in a commitment to provide the highest level of educational experiences for this year's conference. Education professionals from more than 20 states have come together to present over 100 speakers, workshops, breakout sessions, and poster presentations. The committee has done an exceptional job over the last two years of preparing a cutting edge educational event. This conference will allow participants to hear various experiences, thoughts, challenges, and victories from all over America.

Iowa State University is pleased to have the opportunity to play a major role in this process. Thank you to those attending and those who assisted in the planning and implementation. We trust that your experiences will be of great benefit to you and your organizations for many years to come.

Sincerely,


Frank Owens, Co-chair

Don Bloshar
Don Broshar, Co-chair

# IOWA State University <br> OF SCIENCE AND TECHNOLOGY 

Office of the President
1750 Beardshear Hall
Ames, Iowa 50011-2035
515-294-2042

To the participants in the 2011 National Urban Extension Conference:
On behalf of Iowa State University, I want to welcome you to Des Moines and the 2011 National Urban Extension Conference. Iowa State is delighted to host this important event, and we look forward to working with you to strengthen and improve the quality of life in our nation's urban areas.

The State of Iowa and Iowa State University have a strong and historic commitment to Extension. And like most of the nation. Iowa is experiencing a growing urban population, so Iowa State University Extension is expanding its urban programming and activities. We are pleased to have you see and learn about some of the things we are doing, and we are grateful for the opportunity to learn from you about your experiences in serving urban areas of your states.

Conference organizers have assembled an impressive list of speakers and program sessions to address key topics and issues addressing urban areas and populations. This conference will give you the opportunity to gain valuable new knowledge and skills to help you meet the diverse and complex needs of the changing urban environment, and I encourage you to take full advantage of the educational programs and technical opportunities that are being presented.

I also encourage you to take time to experience what Iowa's Capital City has to offer. and to learn more about its diverse residents, beautiful landscape, rich cultural heritage. interesting history and many exciting and enjoyable amenities. We are very proud of Iowa, Iowa State University, and Iowa State University Extension, and we are thrilled to be hosts for the 2011 National Urban Extension Conference!

## $054 E$



Gregory L. Geoffroy President


## IOWA State University

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7 \text { presentations of } 56 \text { fotal } \\
\text { breakout session }
\end{gathered}
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Gregory L. Geoffrey
President


## MONDAY EVENING WELCOME RECEPTION:

Get a new perspective on Des Moines! Located just across the street from the Des Moines Marriott ( 801 Grand- Ruan Building). Enjoy the spectacular views of the city and State Capitol complex while catching up with friends and making new ones. A short welcome program begins at $6: 15 \mathrm{pm}$.


3:15-3:30 pm 3:30-4:30 pm Sioux City

Council Bluffs

Cedar Rapids

Waterloo
Dubuque /
Davenport

1:30-1:45 pm 1:45-3:15 pm
Dubuque /
Davenport
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## MONDAY, MAY 2

## 10:00 am-Noon Registration (3rd floor lobby)

Noon-1:30 pm Opening Luncheon with keynote presentation

Best Practices in Managing Diversity and Leveraging the Value it Brings

- Luke Visconti, Chief Executive Officer of DiversityInc Media, LLC. Introduction: Joan Imlay Jacobson, Texas AgriLife Extension Service


## Break

Plenary Session - Investments Made and Strategies to Increase Diversity in Extension

- Dawn Bratsch-Prince, Associate Provost for Academic Personnel, Chief Diversity Officer, lowa State University
- Maurice Dorsey, National Program Leader and Diversity Officer, Division of Family and Consumer Sciences, National Institute for Food and Agriculture
- Richard M. Klemme, Dean and Director, Cooperative Extension, University of Wisconsin - Extension
Moderator: Kay Gasen, University of Missouri Extension


## Break

## Breakout Sessions

- Recruitment Strategies to Increase and Retain a Diverse Workforce - Ray Ali, National Institute for Food and Agriculture
- Breaking Down Barriers to Participation (Room)
- Rubén J. Saldaña, District Extension Director, South Texas Moderator: Joan Imlay Jacobson, Texas Agrilife Extension Service
- What will be the Extension CED Programming of the Future?
- Tim Borich and Alan Vandehaar, Iowa State University Moderator: Abbie Gaffey, lowa State University
- Panel Discussion - How Do You Work with Partners?
- Ako Abdul-Samad - CEO/Founder, Creative Visions Human Development Institute
- Cyndi Chen, Resource Coordinator for the Division of Community Advocacy and Services, lowa Department of Human Rights
- Shannon Cofield, Executive Director, United Way of Central lowa
- Vernon Delpesce, President and CEO, YMCA of Greater Des Moines
- Lena Robinson, Founder and President, Latinos Unidos of lowa, Inc Moderator: Frank Owens and Don Broshar, Iowa State University

6:00-7:30 pm Welcome Reception, Des Moines Embassy Club

TUESD

* All sessio 7:30-9:00 an

9:15-10:45

10:45-11:00
11:00-11:40

11:30-11:40

## TUESDAY, MAY 3

* All sessions are in the Dubuque / Davenport Room


## 7:30-9:00 am Breakfast with Morning Presentation

- Chaka Fattah, U.S. House of Representatives

Introduction: Mary Jane Willis, Rutgers Cooperative Extension
9:15-10:45 am Plenary Session - Collaborative Partnerships in Urban Extension

- Building Connections with Extension - Trudy M. Rice, Ralph L.

Tabor, Extension Fellow, National Association of Counties, NACo

- Best Practices for Building Collaborative Partners Around the Globe - Donald Tobias, CEO, Cornell University Cooperative Extension Moderator: Vernon Walden, University of Nebraska Extension
10:45-11:00 am Break
11:00-11:40 am Capstone Address - Urban Connections, USU/APLU/CES for the Enhancement of Outreach and Engagement
- Shari Garmise, Vice President of USU/APLU,

Office of Urban Initiatives
Introduction: Abbie Gaffer, Iowa State University
11:30-11:40 am Closing Remarks (Dubuque / Davenport Room)

- Mary Jane Willis and Abbie Gaffey, 2011 Pre-Conference Chairs - tramolatumal research - basic resench $\rightarrow$ chosen trio $\rightarrow$ int The comity $\rightarrow$ bach to reseosce - Urban setting as a resolurel


Donkey, man, boy, belong $p$

## INTERNET ACCESS

For your convenience, the hotel features wireless Internet access in both the guest rooms as well as the meeting space. The Internet access in both the lobby and meeting space is complimentary, and available for a fee in the guest rooms. urban proritus fold Carbon Curmmintas Suns Con. Init water infects housing at risk youth ape gor't init forestarue
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## LUKE VISCONTI

## Chief Executive Officer, DiversityInc Media, LLC.

Luke directs all editorial and business operations of the publication. Diversitylnc.com reaches more than 1 million unique monthly visitors and Diversitylnc magazine has an audited circulation of more than 340,000 .
Mr. Visconti developed and directs the methodology for The Diversitylnc Top 50 Companies for Diversity. His column, "Ask the White Guy," is a top draw on Diversitylnc.com. He is a frequent work and The Wall Street Journal.

Mr. Visconti and his former business partner founded Diversitylnc in 1998. Prior to entering the publishing industry, he was on active duty as a naval aviator and commissioned officer with the U.S. Navy from 1982 to 1990, and in the reserves until 1992. Mr. Visconti holds a bachelor of science degree in biology from Rutgers University.


## DAWN BRATSCH-PRINCE

Associate Provost for Academic Personnel, Chief Diversity Officer, lowa State University Bratsch-Prince came to lowa State in 1990 as an assistant professor of Spanish in the world languages and cultures department. She earned tenure and was promoted to full professor, then served as department chair from 2002 to 2008, when she was named associate dean of the College of Liberal Arts and Sciences. Bratsch-Prince served as interim director of the women's studies program (2009-10).
Bratsch-Prince currently serves as president of the Association of Departments of Foreign Languages (ADFL), a division of the Modern Language Association. She also was honored by her college and the university for her departmental leadership. The Brooklyn, N.Y., native earned her bachelor's (1983) and master's (1985) degrees in Spanish from New York University. She received a Ph.D. in romance philology from the University of California, Berkeley in 1990.

## MAURICE W. DORSEY

National Program Leader and Diversity Officer, Division of Family and Consumer
Sciences, National Institute for Food and Agriculture
Maurice W. Dorsey joined the United States Department of Agriculture (USDA) in 1999. He is National Program Leader for Public Policy, National Institute of Food and Agriculture (NIFA), Division of Family and Consumer Sciences, and is responsible for agriculture policy related to the Farm Bill, urban extension, and diversity, social justice, and inclusion.
Prior to joining USDA, Maurice began his career in extension at the University of the District of Columbia (UDC), Washington, DC in 1976. During his 22 years of service at UDC he served in the roles of extension agent, county director, acting state program leader, acting associate director, and Director of the UDC Center for Cooperatives. UDC, the only totally geographically urban land grant institution in the nation, simulated his doctoral research on urban cooperative extension. Working with urban county directors throughout the United States he subsequently chaired the Extension Committee on Organization and Policy (ECOP) National Urban Task Force and is federal representative to the Association of Public and Land Grant Universities Commission on the Urban Agenda and Coalition of Urban Serving Universities.
In 1990 he co-authored Pathways to Diversity, the national strategic plan for the land grant system on diversity and pluralism. He subsequently chaired the National Subcommittee on Extension Diversity. He is federal representative
to the Association of Public and Land Grant Colleges, Commission on Access, Diversity, and Excellence. He also holds a collateral appointment as NIFA Special Emphasis Program Manager for the Gay, Lesbian, Bi-sexual, and Transgender employees. He is currently Vice Chair of the Federal Interagency Diversity Partnership, reviewer for the Journal of Extension, federal liaison to Washington State University and the University of Idaho. He has published numerous articles. He has been an invited speaker nationwide.
Dorsey earned his Bachelor degree in Family and Consumer Science, University of Maryland, College Park 1970; a Masters of Liberal Arts from The Johns Hopkins University, 1975; a Masters in Education Management and Supervision from Loyola College of Maryland, 1976; and Ph.D. in Education Policy Planning and Administration, University of Maryland, College Park, 1983.


## RICHARD KLEMME

Dean and Director, Cooperative Extension, University of Wisconsin - Extension
Richard Klemme is the Dean and Director of Cooperative Extension for Wisconsin. As Dean and Director, Klemme is responsible for 1,000 employees located across Wisconsin's 72 counties, three tribal offices and on eight UW System campuses. Prior to serving as Dean and Director, Klemme served as the Associate Dean and Program Leader for Agriculture and Natural Resources Extension, a joint position between UW-Madison's College of Agricultural and Life Sciences and Cooperative Extension, UW-Extension.
Klemme obtained his M.S. and Ph.D. degrees in Agricultural Economics from Purdue University and a B.S. in Economics and Mathematics from Illinois State University. He has been at UW-Madison since finishing his Ph.D. in 1980, starting as a farm management specialist in the Department of Agricultural Economics. Klemme was named founding Director of the UW-Madison Center for Integrated Agricultural Systems in 1989, a position he held until he became the Associate Dean on January 1, 2000.


## RAY ALI

## National Institute for Food and Agriculture

Ray Ali received a B.S. in Biology (minors in Chemistry, History, and Philosophy of Science) and an M.A. in Teaching - Secondary Science Education from the University of Pittsburgh. Ali obtained an Ed.D. in Higher Education Leadership (minors in Elementary and Middle School Science Education) from Marshall University. He was the inaugural science and financial affairs teacher at the first public K-12 charter school in the City of Pittsburgh, Pa. With the redesignation of West Virginia State University as an 1890 Land-Grant Institution, Ali joined its Cooperative Extension Program as an Associate Director and Department Head, where he led 4-H, youth, family, adult, and community education initiatives. Prior to joining the USDA-NIFA, Ray served as the Associate Director for Field Operations of Virginia Cooperative Extension at Virginia Tech, where he was also the Diversity Coordinator for the College of Agriculture and Life Sciences. As National Education Program Leader at NIFA, Ray provides leadership to the Agriculture in the Classroom Program, and several higher education scholarship and capacity-building initiatives throughout the Institute of Youth, Family, and Community.


## RUBÉN J. SALDAÑA

## District Extension Director, South Texas

Rubén J. Saldaña, was born in the Lower Rio Grande Valley and has spent his Extension career in Mexican border assignments. He has an MPA from the University of Texas and an EdD in Agricultural Education from Texas A\&M University.
Saldaña joined Extension in 1989 and has been a "go-to" leader ever since. His experiences include County Extension Agent, Project Manager for Extension's AmeriCorps program (where
many of his AmeriCorps members were later recruited as County Extension Agents), County Extension Director in EI Paso (where he successfully diversified the staff to better reflect the county population), and then to his current position as District Extension Director in South Texas (where he continues to increase the number of minority faculty).
Rubén has a deep appreciation for diversity, from being a member of a minority group himself, as a scholar in completing his dissertation research on Variables Affecting Hispanic Participation in Extension Programs, and as a state and national leader in diversity through service as co-chair of the Extension State Diversity Catalyst Team, co-chair of the Diversity Awards Program, PODC Subcommittee, and member of the ECOP Extension Diversity Task Force. As a popular speaker, Saldaña, entertains his audiences as he shares practical ideas on how to make a more pluralistic society, a reality.


## TIM BORICH

Director to Communities, ISU Extension
Tim Borich has been involved with the study and practice of community development for over 30 years. He presently serves as the director of the university-wide unit involved with Extension activities related to community and economic development. He also serves as the associate dean for outreach at the lowa State University College of Design. Borich began his service with lowa State University as an Extension Community Development Specialist based in Sioux City. He has also held positions as program coordinator and assistant director at the North Central Regional Center for Rural Development, and his present position is partially funded by the ISU Extension Service. Borich's research and teaching interests include citizen participation in planning processes, grant writing, rural economic development, community development organization, and rural planning. His recent awards include the Federal Highway Administration's 2003 Environmental Excellence Award for Excellence in Environmental Research and as part of a team winning the 2006 American Planning Association's National Award for Outstanding Planning Award for a Project/Program/Tool. He is the current President-Elect of the National Association of Community Development Extension Professionals.


## ALAN VANDEHAAR

## Project Manager, Towncraft, Hometown Perry, ISU Extension

Alan Vandehaar has worked as a community development specialist with lowa State University Extension since 1987. He has conducted numerous community development programs, including teaching planning and zoning training workshops, leadership development programs, nonprofit management programs, and facilitating numerous town meetings. As project manager for the lowa Precinct Election (PEO) Official Certification Training program he worked with the county auditors association and the lowa Secretary of State's Office and developed the curriculum and educated staff who trained over 4,000 local election officials in 75 counties. Since 2005 he has been project manager for Towncraft, a joint ISU partnership with Hometown Perry, lowa, holding roundtables and conferences focused on identifying alternative futures and strategies to strengthen small communities.
He holds undergraduate degrees from Drake University and lowa State University and a Masters degree in Community and Regional Planning from lowa State University. He is a member of the American Institute of Certified Planners and the American Planning Association.


## AKO ABDUL-SAMAD

## CEO/Founder, Creative Visions Human Development Institute

Ako Abdul-Samad is a life-long resident of Des Moines and has witnessed firsthand the challenges facing low income minority communities. His passion to help improve the community led to his vision of creating a community agency that would provide comprehensive holistic services to develop and empower individuals and families. Initially, the organization was focused mainly on overcoming the rampant use of drugs, gang violence, and crime involving at-risk youths through education. While the organization experienced dramatic results in its initial efforts, the organization realized that the efforts were only addressing the symptoms of a greater problem. Creative Visions Human Development Institute recognized that in order to effectively address the issues impacting at-risk youths on a long term basis, it would require a comprehensive family approach that involved the family and community.
Creative Visions soon expanded its efforts to include programs that were developed to help stabilize the family units and empower communities. Today, Creative Visions has enabled thousands of individuals to build stronger lives, stronger families, and stronger communities.


## CYNDI CHEN

## Resource Coordinator, lowa Department of Human Rights

Cyndi Chen is the Resource Coordinator for the Division of Community Advocacy and Services, lowa Department of Human Rights. Her work includes identifying strategic partners, seeking funding opportunities, coordinating intern and volunteer recruitment efforts, monitoring contracts, etc. She worked with the Asian community leaders closely for years to push the State of lowa to establish a commission to serve Asian and Pacific Islander (API) lowans. The API Commission was established in 2004. Chen was appointed as a commissioner by the Governor and chaired the Commission 2004-06; later she was appointed as the Administrator to the Commission 2006-10. Cyndi was born and grew up in Taipei, Taiwan. Prior coming to lowa as a visiting scholar to teach Chinese language at colleges in 1985, she was an international trade manager in Taiwan, a social worker to provide programs to $10,000+$ Cambodian refugees in Thailand, and the director of a language center in Taiwan.
She sees herself as a community activist. Volunteer work offered Cyndi a variety of opportunities to meet and network with a wide-range of people. She is involved in civic and political affairs, regularly offering a diverse perspective and frequently called upon to speak on the behalf of Asians and Pacific Islanders. Her academic background in economics, mathematics, and computer science, and higher education administration.


## SHANNON COFIELD

## Executive Director, United Way of Central lowa

Shannon Cofield has served as President of United Way of Central lowa since June 2004. She provides overall management and guidance in the development and implementation of United Way's strategic direction in the areas of education, income and health. In her six years in our community, Shannon has led community-wide partnerships to improve lives and address underlying causes to our most urgent health and human services conditions. Under her leadership United Way of Central lowa has achieved record growth in annual campaign contributions, surpassing $\$ 24$ million in 2009, earning central lowa the distinction as among the most generous communities in the country in per capita United Way contributions.
Ms. Cofield is a graduate of Georgia State University and earned her MBA from the University of lowa. She lives in Des Moines and has two teenage daughters.


## VERNON DELPESCE

## President and CEO, YMCA of Greater Des Moines

Vernon Delpesce is president and CEO of the YMCA of Greater Des Moines and has a background in health and physical education and has dedicated more than 29 years of service to the YMCA movement. One of the most important health issues in the country today is America's epidemic of obesity and inactivity. As the nation's largest network of charitable, not for profit organizations focused on improving lifestyle health, YMCAs are uniquely positioned to address this health crisis. Serving 66, 000 individuals, the YMCA of Greater Des Moines is dedicated to building strong kids, strong families and strong communities through their programming

## LENA ROBINSON

## Founder and President, Latinos Unidos of lowa, Inc.

Robison learned at an early age that participating, making friends, and networking would be valuable. She interpreted for her grandparents at grocery stores, shared her Mexican heritage in classrooms, and, as a mother, served as PTA president, Girl Scout leader, and den mother. When the devastating earthquake of 1986 hit Mexico City, she and her family helped organize and operate a communications network, staffing telephones and soliciting and preparing relief donations for the citizens of Mexico. They worked side-by-side with people looking for their own family members. Working through LATINOS UNIDOS OF IOWA, INC., she promotes educational opportunities and brings resources to the Latino community, including a scholarship program for qualified Latino students. She has taught ESL classes with the help of DMACC and Job Service of lowa (IWD), and has helped newly arrived Latinos locate housing and furnish their homes. Working in partnership with the Public Library of Des Moines (PLDM), the group does fundraising for Spanish language materials at the PLDM.


## CHAKA FATTAH

## U.S. House of Representatives

Chaka Fattah is serving in his 16 th year in the U.S. House of Representatives, as a democratic representative for Pennsylvania. He is a member of the House Appropriations Committee. This committee is responsible for setting spending priorities of over \$1 trillion in annual discretionary funds.
Fattah is also Chairman of the Congressional Urban Caucus, a bipartisan group of 57 members representing America's metropolitan centers. These members work collaboratively with other stakeholders to address the unique challenges facing America's urban communities
During the 111th Congress, Fattah has led three major legislative victories. To date, the American Opportunity Tax Credit Act, a $\$ 14$ billion program to provide a $\$ 2,500$ tax credit for tuition and other expenses for college students or their parents, has assisted 12.5 million students in meeting their college expenses. He secured $\$ 3.2$ billion for the Energy Efficiency and Conservation Block Grants Program (EECBGP) that will assist over 1,041 local communities in the development of programs to implement various energy efficiency and conservation projects. Fattah created the Emergency Homeowners' Relief Fund, which was included in the Dodd-Frank Wall Street Reform and Consumer Protection Act, signed into law by President Obama. The program, patterned after Fattah's Pennsylvania Homeowners' Emergency Mortgage Assistance Program (HEMAP), will provide $\$ 1$ billion in funds to help millions of responsible American homeowners avoid foreclosure. Targeted to recently unemployed borrowers, the program will keep families in their homes and mitigate the effects of recession.


## TRUDY RICE

Ralph L. Tabor Extension Fellow, National Association of Counties, NACo

Trudy Rice is the 2010-2011 Ralph L. Tabor Extension Fellow to the National Association of Counties. She is on Ioan from Kansas State University Research and Extension where she has spent the last 25 years as a county based extension agent in the areas of family relations, financial management, community development, and administration. She currently is a Community Development Extension Associate at the state level serving over 70 communities across Kansas through the PRIDE program, a community capacity building program for local communities. As the NACo Fellow, Trudy is working to promote the partnership between NACo, NIFA, and APLU; pursue new opportunities for the same partnership at the state level; and to provide educational resources to local officials through Cooperative Extension that will assist them in developing lasting solutions to emerging issues.
 DON TOBIAS
CEO, Cornell University Cooperative Extension
Don Tobias's past 25 years have included diverse experiences primarily in the field of education: teaching and administration in public schools, Cooperative Extension and universities; program development in both the public and private sectors. Common among these experiences is a commitment to community service and community development through education in both credit and non-credit settings. This activity has required organizing community groups from diverse cultural and economic backgrounds to better access the resources of educational institutions. The success of these efforts has been built on a clear understanding of the learner's needs, and on quality instruction using a variety of dissemination techniques.
Collaboration among all participants and a commitment to mutual gain are core values, and his duties have ranged from teaching to curriculum and grant development. As an administrator he has been responsible for recruitment and supervision of faculty, budgeting, and long-range planning. Currently, he serves as the Chief Executive Officer for Cornell University, Cooperative Extension, New York City, where he also served as the Director for CARD, prior to this position.


## SHARI O. GARMISE

## Vice President, Office of Urban Initiatives, USU/APLU

Shari 0. Garmise serves as Vice President, USU/ APLU Office of Urban Initiatives for the Association of Public and Land Grant Universities (APLU) and the Coalition of Urban Serving Universities (USU). Garmise previously was Vice President for Knowledge Management and Development at the International Economic Development Council, and Assistant Professor of Economic Development at the Maxine Goodman Levin College of Urban Affairs at Cleveland State University. Garmise has over 20 years of experience in economic and urban development in the United States and Europe. She has worked on a large variety of economic and urban development-related issues, including workforce development, innovation-led economic development, entrepreneurship, and sustainability. Garmise recently published the book People and the Competitive Advantage of Place: Building a 21st Century Workforce. She also has published work in several journals including Local Economy, Economic Development Journal and Regional and Federal Studies as well as various book chapters, working papers, and professional reports and policy analyses.


## TUESDAY EVENING:

Enjoy dinner among the flowers at the Des Moines Botanical and Environmental Center! Enjoy appetizers and entertainment featuring local artists and tours by our Polk County Master Gardeners. Relax and visit in this lush environment. Shuttles depart from the Marriott Hotel lobby beginning at $5: 45 \mathrm{pm}$, and run continuously throughout the evening.

## WEDNESDAY EVENING OPTIONAL EVENTS:

Enjoy your free evening, and stop by the registration desk for more information on local eateries and things to do. If you pre-registered for one of the evening excursions, all activities depart from the Marriott front desk lobby at 5:45 pm; meet your host there for a great evening!

- Sherman Hill National Historic District Tour
- Take Me Out to the Ballgame-lowa Cubs
- Young Frankenstein A Broadway ShowCONFERENCE INDEXSCHEDULE AT A GLANCE....... 12
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## TUESDAY, MAY 3

## 10:00 am-Noon Registration

7:30-8:30
Noon-12:30 pm Welcome \& Opening Remarks - Luis Rico-Gutierrez, Dean, College of Design, lowa State University
12:40-1:30 pm
Lunch
1:30-2:30 pm
Keynote Speaker - Donna Beegle, President, Communications Across Barriers
2:30-2:45 pm
Break
2:45-3:45 pm
Breakout Session 1
3:45-4:00 pm
Break
4:00-5:00 pm
Breakout Session 2
6:00-8:30 pm An Evening in the Gardens, Des Moines Botanical and Environmental Center

## WEDNESDAY, MAY 4

8:00-9:30 am Breakfast Speaker - Dorothy Freeman, State 4-H Program Leader and Assistant Director, Center for 4-H Youth Development, University of Minnesota Extension
9:30-10:00 am Break
10:00-11:00 am Breakout Session 3
11:15-1:00 pm Luncheon with Keynote Speaker - James D. Oliver, Associate Chancellor and Assistant Dean/Regional Director, University of Illinois
1:30-2:30 pm Breakout Session 4
2:30-3:00 pm Break
3:00-4:00 pm Breakout Session 5
4:15-5:15 pm Plenary Sessions

- Maureen McDonough, Professor and Extension Specialist, Department of Forestry, Michigan State University
- Bill Schrier, Chief Technology Officer, City of Seattle and Director, Department of Information Technology, DoIT
5:45 pm Evening out on own. Take advantage of the evening outings!

8:45-9:45
9:45-10:0
10:00-11

11:30-11:4

## THURSDAY, MAY 5



7:30-8:30 am Breakfast Speaker - Chad Ripberger, Mercer County Extension Department Head, Rutgers Cooperative Extension

## 8:45-9:45 am Breakout Session 6

9:45-10:00 am
Break
10:00-11:30 am General Session, Capstone Speaker - Juana Bordas, President of Mestiza Leadership International
11:30-11:45 pm Closing Remarks - Robin Shepard, Executive Director, North Central Cooperative Extension Association, NCCEA

## INTERNET ACCESS

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## CYBER CAFE

For your convenience, the conference will also have a Cyber Café in the Waterloo room. It is located on the 3rd floor near the registration desk. The Cyber Café will be open the following hours:

- Tuesday | Noon-5:00 pm
-Wednesday |8:00 am-5:00 pm
- Thursday | 8:00 am-Noon


## POWERPOINTS

Conference PowerPoints will be available for download in the Cyber Café following the sessions.



## LUIS F. RICO-GUTIERREZ

## Dean, College of Design, Iowa State University

Luis F. Rico-Gutierrez became dean of the lowa State University College of Design on July 1, 2009. He previously served on the architecture faculty at Carnegie Mellon University, Pittsburgh, for 13 years, and as associate dean of the university's College of Fine Arts for the last eight of those years. From 2001 to 2006, he also was chair of the steering committee for the Studio for Creative Inquiry, a multidisciplinary arts research center within the College of Fine Arts. He was the David Lewis Director of Carnegie Mellon's Remaking Cities Institute from 2006 to 2009.
Rico-Gutierrez was a professor in the School of Architecture at ITESM, Queretaro, Mexico, from 1993 to 1996, and manager of the architecture department at Fundacion Rafael Leoz, Madrid, Spain, from 1991 to 1993 . He is professionally accredited in Mexico and Spain. Rico-Gutierrez earned his bachelor's degree in architecture (1986) from ITESM, and a graduate degree (1988) from Fundacion Rafael Leoz. He earned a master's in building science (1997) from Carnegie Mellon. His research includes the use of information technology in the design process and grass roots participatory practice in urban design.

## Rising with the Occasion: The Future of Urban Extension

In a message to congress in December of 1862, five months after signing the Morrill Act, Abraham Lincoln said: "It is not 'can any of us imagine better?' but, 'can we all do better?' The dogmas of the quiet past, are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise -- with the occasion. As our case is new, so we must think anew, and act anew. We must disenthrall ourselves, and then we shall save our country." (This was the closing paragraph of a message that was setting the stage for the emancipation proclamation.) It was a call to the innovative spirit that is so characteristic of this country, to come together and solve big societal problems. Some years later, the grand challenges of 2011 may be different (or not), but the need for innovation and social collaboration to solve them is as critical. This talk will explore some of those challenges, and the potential role of urban extension assisting society in it's search for solutions.


## DONNA M. BEEGLE

## President, Communications Across Barriers

Donna M. Beegle, is a highly experienced national public speaker, discussion leader, trainer, and the author of "See Poverty, Be The Difference," a resource book for professionals who work with people in poverty. Donna has worked and written articles providing insights and strategies for communicating more effectively across race, class, gender, and generational barriers for 17 years. Donna's inspiring story and work have been featured in newspapers around the nation, on local TV, and on National programs such as PBS. Her work on poverty is being featured in an upcoming PBS documentary titled, Invisible Nation. Donna has worked with educators, justice professionals, health care providers, social service agencies, and other organizations all over the nation who want to make a difference for those living in the crisis of poverty.

Donna is the only member of her family who has not been incarcerated. After growing up in generational migrant labor poverty, leaving school for marriage at 15 , having two children and continuing to cope with poverty, she found herself, at 25 , with no husband, little education, and no job skills. What followed in 10 short years were: self-confidence, a G.E.D., an A.A. in journalism, a B.A. (with honors) in communications, a master's degree in communication with a minor in gender studies (with honors), and completion of a doctorate.
Donna completed her doctorate in Educational Leadership at Portland State University in 2000, where she taught speech communication courses for eight years. She is currently president of Communication Across Barriers, a consulting firm devoted to improving communication and relationships. Donna is also founder of the new nonprofit, PovertyBridge, which is dedicated to changing lives for people in poverty.
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## DOROTHY FREEMAN

## State 4-H Program Leader and Assistant Director, Center for 4-H Youth Development, University of Minnesota

Dorothy McCargo Freeman is currently serving as the State 4-H Program Leader and Assistant Director for the Center for 4-H Youth Development, University of Minnesota. She assumed this position on August 1, 2003. Dorothy has a Ph.D. in Human Development from Virginia Tech with an emphasis in adolescent development. Her dissertation title is "The Contribution of Faith and Ego Strength in the Prediction of GPA among High School Adolescents." This work reflects Dorothy's foundational values and beliefs in 4-H programming for urban youth. Dorothy brings over 30 years of working with staff, children, youth, and families as she stewards the Minnesota 4-H Program. Dorothy retired from Virginia Cooperative Extension in June 2003 prior to joining the University of Minnesota Extension Service. During her career she had numerous honors including serving as the President of the National Association of Extension 4-H Agents (NAE4-HA). Last year, she received their highest honor, U.S. Air Force Recruiting Salutes Award. The award recognizes individuals who have created a positive Extension image through his/her leadership and citizenship as it relates to the development of the $4-\mathrm{H}$ Program. Recently she was the 2010 Distinguished Service Ruby Award Recipient.

## Oh No! Not the Welfare Model of Cooperative Extension Outreach

For a number of years, the program development models developed by Boyle (1981) and Boone (1971) were the foundations for many state extension program development systems and were used to identify program priorities. In 1987, the Futures task force of ECOP recommended that extension adopt an issues orientation to its program development systems with the intent of affecting real change in specific issue such as water quality and financial management.
The original intent of the Cooperative Extension model of program development was to (1) create a transfer of learning so that learners are able to identify issues and adopt particular practices; (2) educate learners and make decisions regarding various courses of action; (3) solve problems by applying knowledge; (4) and build the capacity of individuals and communities to act on issues they identify. In its early implementation the model was so prevalent that many of extension workers thought of themselves as "change agents."
Freeman will challenge the audience to revisit the original intent of its program development model. She will discuss a common approach to program development, one geared toward audiences perceived as resource poor - an approach she refers to as the Welfare Model - by sharing real-life situations that shed light on this topic. Finally, the question will be posed, "Is Cooperative Extension in its programming for audiences living in poverty carrying out a change model of program development or are we giving them the welfare model of Cooperative Extension outreach?"


## JAMES D. OLIVER

Associate Chancellor and Assistant Dean/Regional Director, University of Illinois
As associate chancellor, Jim Oliver assists the chancellor in building relationships and strengthening communications with local officials and community leaders in the greater Chicago metropolitan area. This includes coordination of identified activities and programs, as well as, development of targeted outreach projects.
He has been in the business of cooperative service for nearly 40 years beginning with appointments in Colorado and Missouri. The majority of his career has been with the University of Illinois. Since November 1987, he has been Illinois' statewide Extension administrator of urban and nontraditional outreach programs, which includes Cook County (Chicago).
Recently, Oliver spearheaded the "Cook County Extension Expanded Outreach and Programs: A Plan for the 21st Century." Oliver was the visionary for this important Cook County initiative, its purpose being to provide equal access to university research, information, programs, and opportunities for the diverse and growing Cook County
population. He was instrumental in obtaining five million dollars annually from the lllinois State Legislature to fund and implement this initiative. He has written numerous publications and papers on urban issues, trend watching, and outreach strategies for the new millennium. He received the first National Extension System Diversity Award.

## Rebooting Extension: Outreach Strategies for the Decade Ahead

Oliver will review the history and role of Extension in the United States, sharing major demographic shifts and changes occurring nationally, and offering strategies to reach audiences in the decade ahead. Oliver has worked in Extension for more than 40 years and has been on the cutting edge of change especially as it relates to urban and metropolitan programming. He believes that extension is at a critical point in its history, and that more than anything else, extension leaders and supporters need to recognize and embrace the value of working in today's urban and metropolitan areas, which account for approximately 85 percent of the U.S. population.
To be sustainable, he will share how we have to reposition Extension in the minds of this majority population with relevant programs. He is adamant about time being of the essence and the need for planning.


MAUREEN H. McDONOUGH
Professor and Extension Specialist, Department of Forestry, Michigan State University
Maureen H. McDonough is a full professor and extension specialist in the Department of Forestry at Michigan State University with adjunct appointments in the Department of Sociology and the Michigan State Museum. She received her doctoral degree in forestry in 1980 from the College of Forest Resources at the University of Washington with a disciplinary emphasis in sociology. She has been at Michigan State for 30 years. Her research and extension interests include community-driven forestry and increasing the diversity of voices in natural resource decision making. She has worked on community forestry projects in Thailand, Vietnam, the Dominican Republic, Taiwan, Jamaica, and China as well as in urban and rural communities in the United States. She has also worked extensively on social indicators of sustainable forestry including projects linking communities to the Montreal Process and projects assisting communities in developing their own local level criteria and indicators.
She is currently leading the effort to develop metrics for the new Montreal Process indicator on the importance of forests to people. To increase diversity of voices in natural resources decision making, McDonough developed a model for the U.S. Forest Service to use in reaching out to underrepresented groups, evaluated the role of community collaboration in stewardship contracting for the USDA Forest Service and the Bureau of Land Management, and identified barriers to increased public participation in the Michigan Department of Natural Resources (MDNR).

## Broadening the Voices in Urban and Community Forestry: Lessons from 20 Years of Trying

Urban and community forests are the trees and forests where people live - participation in urban and community forest-related activities and decisions should reflect the diversity of the American population. However, this is not always the case. For 20 years, she has explored the potential to increase the diversity of people engaged in urban and community forestry and has learned numerous lessons about reaching out to diverse populations. These experiences and lessons will be shared.


## BILL SCHRIER

Chief Technology Officer, City of Seattle and Director, DolT
Seattle has a population of about 600,000 residents and a city government of about 11,000 employees. Schrier sets standards and policies governing the use of information technology in city government. As director of DolT, his responsibilities include
the city's data center, computing services, information security, website, municipal television station, community technology, electronic mail system, 800 MHz trunked public safety radio system, telephone network, and data communications network.
Schrier was named one of Government Technology's 25 Doers, Dreamers and Drivers in 2008 and a Computerworld Premier 100 Leader for 2010. He writes a blog about the intersection of information technology and government, how they sometimes collide but often influence and change each other. See www.digitalcommunitiesblogs.com/CCIO/. He tweets at www.twitter.com/billschrier. Schrier is a retired officer with the U.S. Army Corps of Engineers. He holds a Masters in Public Administration from the University of Washington.

## Facebook and Twitter and Blogs, Oh My!

## How Social Networking Is Changing Engagement with Citizens

In the past 10 years, the use of social networking tools on the Internet has exploded, and it is reshaping society in the United States. Facebook, virtually unknown five years ago, has 600 million users. Text messaging on cell phones, rarely used 10 years ago, is now preferred over telephone calling by many, if not most people. Over 95 percent of Americans have cell phones and over 50 percent have smart phones. Similarly, the use of Twitter, built on text messaging, is vastly increasing as it is accepted by celebrities, elected officials, and the media. The media, once dominated by newspapers and TV stations, now is shifting to online web sites, blogs and YouTube. At the same time, the use of broadband is also exploding as governments shovel billions of dollars into developing high speed fiber networks and fourth generation wireless networks. What does this all mean for government and education? Is the traditional town hall meeting or classroom dead? Can governments adapt to and use social media? In this session you'll learn how it has adapted many of these tools for citizen and constituent engagement, and you'll get a peek into the future development of these networks and tools.


## CHAD RIPBERGER

## Department Head, Mercer County Extension, Rutgers Cooperative Extension

Chad Ripberger serves as County 4-H Agent and County Extension Department Head for Rutgers Cooperative Extension of Mercer County in Trenton, N.J. He leads a staff of 20 in $4-\mathrm{H}$ Youth Development, Agriculture and Resource Management, Family and Community Health Sciences, SNAP-Ed, and EFNEP. As County 4-H Agent, Ripberger has maintained Mercer County's community-based clubs and school enrichment programs while establishing and growing an extensive urban 4-H program in partnership with large after school and summer program providers throughout Trenton. In addition, he has led several multi-county, statewide, and national initiatives regarding science programming in urban communities - including a team that established a week long summer science program on campus for traditionally under served high school youth. He heads New Jersey's involvement in the NSF-funded National Partnerships for After School Science project, training and supporting a network of 15 science trainers for 95 collaborating after school sites. He is also working with National $4-\mathrm{H}$ to develop a guide of promising practices for 4-H Science in urban communities. The guide, featuring 4-H professionals and their 4-H Science programs, will be showcased at the Urban Extension Conference.
Ripberger received his B.S. and M.S. from Purdue University and taught middle school and high school agricultural science in central Indiana for five years prior to joining the 4-H Youth Development Department at Rutgers in 2002.

## Promising Practices for 4-H Science in Urban Communities - One Million New Scientists. One Million New Ideas

 A team of 4-H professionals from throughout the country have created a promising practices guide for developing and sustaining 4-H Science programs in urban communities. Ripberger, director of this project, will present an overview of the promising practices resources -including an electronic book and website. He will share the principal recommendations from the project and challenge all Extension professionals to help support 4-H's efforts to engage a million new youth in science programs by 2013.
## JUANA BORDAS

## President, Mestiza Leadership International

Mestiza Leadership International is a company that focuses on leadership, diversity, and organizational change. Bordas was a former faculty member for the Center for Creative Leadership (CCL), where she taught in the Leadership Development Program (LDP), the most highly utilized executive program in the world.
As founding President/ CEO of the National Hispana Leadership Institute, the only program in America that prepares Latinas for national leadership, she forged partnerships with Harvard's JFK School of Government and CCL to provide training for Hispanic women. In 1977 she was a founder of Denver's Mi Casa Women's Center and served as executive director until 1986. Today, Mi Casa is recognized as a national model for women's empowerment.
She has 22 years experience managing nonprofit corporations and building partnerships with the private sector to support innovative programs. Juana recently served as advisor to Harvard's Hispanic Journal on Public Policy and the Kellogg National Fellows Program. She received the Wise Woman Award from the National Center for Women's Policy Studies and was inducted into the Colorado Women's Hall of Fame. Currently, she is vice president of the board of the Greenleaf Center for Servant Leadership and a trustee of the International Leadership Association.

## The Power of WE: Leading Our Diverse Urban Communities

Get ready to embrace diversity as an opportunity to grow, be proactive, and become a more effective leader. We will celebrate our personal heritage and then expand our ability to honor the traditions of other cultures. Juana Bordas invites people to be part of our multicultural future and to join in the dance of our diverse urban communities. She will share leadership practices from communities of color that center on the common good, collaboration, and social responsibility - leadership that fosters people's capacity and builds community.
These principles resonate with Extension Services who understand our interconnectedness and are dedicated to strengthening communities. Our future well-being rests on the Power of WE - on our ability to work together. This capstone session will send people home motivated and ready to continue effectively leading in our diverse and urban communities.


## ROBIN SHEPARD

## Executive Director, North Central Cooperative Extension Association, NCCEA

Robin Shepard is the Executive Director for the North Central Cooperative Extension Association (NCCEA), an organization comprised of 13 Universities from 12 states. In this capacity Shepard works directly with Cooperative Extension Deans and Directors to support multi-state programming. His work also involves representing member universities at the federal level with partners and policy makers.
Shepard has served in a number of administrative positions with the University of Wisconsin - most recently interim Provost and Vice Chancellor of UW-Extension. As Provost and Vice Chancellor he was the chief academic and operating officer, overseeing educational programming in the institution's four divisions: Broadcasting and Media Innovations; Continuing Education, Outreach and E-Learning; Cooperative Extension; and Entrepreneurship and Economic Development.
Prior to being Vice Chancellor, Shepard was Assistant Dean/Director and State Program Leader for the Community, Natural Resource and Economic Development (CNRED) Program within Cooperative Extension. Shepard also held the position of Associate Professor in the UW-Madison Department of Life Sciences Communication, College of Agricultural and Life Sciences where he has contributed to numerous academic publications focused on the human and social science dimensions of natural resource management. His other areas of contribution have involved program evaluation and impact assessment of Extension programs.

| Time | Session | Room |
| :---: | :---: | :---: |
| 10:00 am - Noon | Registration | Third Floor Lobby |
| Noon-12:30 pm | Welcome \& Opening Remarks - Luis Rico-Gutierrez, Dean of the College of Design, Iowa State University | Des Moines |
| 12:40-1:30 pm | Lunch | Des Moines |
| 1:30-2:30 pm | Keynote Speaker - Donna Beegle, President, Communications Across Barriers | Des Moines |
| 2:30-2:45 pm | Break |  |
| 2:45-3:45 pm | Breakout Session 1 |  |
|  | Local Food Systems: Re-Establishing Networks to Link Rural Growers with Urban Consumers | Salon A |
|  | Crossing Program Barriers, A Team Approach to Delivering Urban Extension Outreach | Salon B |
|  | "New Normal" Financial Education Needs: An eXtension Community's Response | Salon C |
|  | "I Don't Feel Comfortable"- Self Development Strategies for Working in a Different Environment | Salon F |
|  | Urban Youth Learn to "Live, Learn, Lead" through 4-H | Dubuque |
|  | A Process of Cultural Competence in the Delivery of Youth Development Programs: A Model for Youth Development Practitioners | Davenport |
|  | Transforming Extension: The Communicator's Role in Organizational Change | Council Bluffs |
|  | Financial Health Index Survey | Cedar Rapids |
| 3:45-4:00 pm | Break |  |
| 4:00-5:00 pm | Breakout Session 2 |  |
|  | Reaching Out, Reaching In: Investigating Community Impacts of a University Outreach Program | Salon A |
|  | Urban Agriculture Initiatives | Salon B |
|  | The Empowerment Gardens . . Growing People | Salon C |
|  | Enhancing Extension's Value as an Educational Resource to Urban County Government Officials | Salon F |
|  | Social Media: Increasing Programming Efforts and Outreach for Extension Programs | Salon G |
|  | Bridging the Ethnic Economic Divide: The Case of Ethnic Chambers Business Retention and Expansion Program | Dubuque |
|  | Green Infrastructure Programs through Rutgers Cooperative Extension | Davenport |
|  | Evaluation by Triangulation: Impact of a Financial Education Program for Urban Ex-Offenders | Council Bluffs |
|  | The Campbell County Environmental Education Center - Reaching Higher Levels of Impact with Environmental Education Programming | Cedar Rapids |
| 6:00-8:30 pm | An Evening in the Gardens, Des Moines Botanical and Environmental Center |  |

## WEDNESDAY, MAY 4

| Time | Session | Room |
| :---: | :---: | :---: |
| 8:00-9:30 am | Breakfast Speaker - Dorothy Freeman, State 4-H Program Leader and Assistant Director, Center for 4-H Youth Development, University of Minnesota | Des Moines |
| 9:30-10:00 am | Break |  |
| 10:00-11:00 am | Breakout Session 3 |  |
|  | Urban Stream Processes and Restoration Workshops | Salon A |
|  | Parental Management of Teen Drivers After Receiving Their First Traffic Citation and Having Attended 4-H CARTEENS | Salon B |
|  | Understanding Generational Differences for Community and Workplace Success | Salon C |
|  | Using Volunteers in School Gardening | Salon F |
|  | Family Preparedness and Ready Business Courses for Urban Audiences | Salon G |
|  | Future Backward Workshop - 1 of 3 | Salon H |
|  | 4-H Explorations in Video: Two Innovative Programs, One Great Result | Dubuque |
|  | Expanding the Reach of Community Partnerships to Close Gaps: A Model for Reaching Underserved Audiences | Davenport |
|  | Enhancing Urban Programming: Lessons from Adult Education and Transformative Learning | Council Bluffs |
|  | Navigating Detours in the Development of Urban Gardens | Cedar Rapids |
| 11:15-1:00 pm | Lunch Speaker - James D. Oliver, Associate Chancellor and Assistant Dean/ Regional Director, University of Illinois | Des Moines |
| 1:30-2:30 pm | Breakout Session 4 |  |
|  | Mind Body Skills for Flood Recovery | Salon A |
|  | Urban Extension \& Urban eXtension: A Listening Session | Salon B |
|  | Addressing Food Deserts, Food Swamps, and Healthy Eating: The St. Louis Healthy Corner Store Initiative | Salon C |
|  | Promising Practices for 4-H Science in Urban Communities - 1 of 2 (partnerships and resource development) | Salon F |
|  | Creating the Conditions for the Flow of Learning in Urban Youth Programs | Salon G |
|  | Safety Training for Hispanic Landscape Workers | Dubuque |
|  | Future Backward Workshop - 2 of 3 | Salon H |
|  | Inclusion: Creating Workplace Cultures for a New Generation of Diverse Workers | Davenport |
|  | Food Safety and New Americans: Developing Educational Materials for Impact | Council Bluffs |
|  | Moving Beyond Diversity: This Isn't Your Parents' Diversity Training | Cedar Rapids |
| 2:30-3:00 pm | Break |  |
| 3:00-4:00 pm | Breakout Session 5 |  |
|  | Wikis: Two Case Studies - Latino Wikis and Administrative Successes | Salon A |
|  | Land Grant Partners and Department of Defense Military Families Initiative | Salon B |
|  | Extension Saves: Building Successful Partnerships to Market Financial Education Programs | Salon C |


| WEDNESDAY, MAY 4 (CONTINUED) |  |  |
| :---: | :---: | :---: |
| Time | Session | Room |
|  | Future Backward Workshop - 3 of 3 | Salon H |
|  | Community Engagement and Service Learning: A Means of Transformative Education and Transformed Institutions in the Urban Extension System | Dubuque |
|  | Promising Practices for 4-H Science in Urban Communities -2 of 2 | Davenport |
|  | Michigan Conservation Stewards Program: Michigan State University Extension Helping to Engage and Inspire Citizens through Community-Based Volunteer Conservation Management Activities | Council Bluffs |
|  | Using Facilitated-Volunteered Geographic Information to Better Understand the Spatial Dynamics of a Community | Cedar Rapids |
| 4:15-5:15 pm | Plenary Sessions |  |
|  | - Maureen McDonough, Professor and Extension Specialist, Department of Forestry, Michigan State University | Salon D |
|  | - Bill Schrier, Chief Technology Officer, City of Seattle and Director, DolT | Salon E |
| 5:45 pm | Evening out on own. Take advantage of the evening outings! |  |

THURSDAY, MAY 5

| Time | Session | Room |
| :---: | :---: | :---: |
| 7:30-8:30 am | Breakfast Speaker - Chad Ripberger, Department Head, Mercer County Extension, Rutgers Cooperative Extension | Des Moines |
| 8:45-9:45 am | Breakout Session 6 |  |
|  | Creating Edible Urban Landscaping in Jackson, Michigan | Salon A |
|  | Urban Youth Entrepreneurship Initiatives | Salon B |
|  | Extending Your Reach Without Over Extending Yourself | Salon C |
|  | Local \& Regional Food Systems: A Growing Opportunity for Extension Educators | Sioux City |
|  | Business Development in Urban Food Systems | Salon F |
|  | 4-H Joint Session: Recruiting and Rewarding Urban Volunteers \& Leadership Skill Building for Youth Supervisors | Salon G |
|  | Simply Good Eating for English Language Learners: A Practitioner Evaluation | Salon H |
|  | Leading Change at Every Level | Dubuque |
|  | Grab a Handful of Tools To Boost Your Program: Virtual Tools for any Extension Program | Davenport |
|  | Garbology: A Waste Watchers Guide (4-H School Enrichment Program for 2nd Graders) | Council Bluff |
|  | Housing Needs Assessment Model | Cedar Rapids |
| 9:45-10:00 am | Break |  |
| 10:00-11:30 am | General Session, Capstone Speaker - Juana Bordas, President, Mestiza Leadership International | Des Moines |
| 11:30-11:45 am | Closing Remarks - Robin Shepard, Executive Director, North Central Cooperative Extension Association, NCCEA | Des Moines |

## Local Food Systems: Re-Establishing Networks to Link Rural Growers with Urban Consumers

Brian Raison (Ohio State University) Salon A

## Financial

 development is requiring practitioners to be culturally competent to effectively serve and produce planned change in programs. This presentation reveals a model for youth development practitioners to consider when striving for cultural competence.
## Transforming Extension: The Communicator's Role in Organizational Change

Jacy Johnson (lowa State University Extension) Council Bluffs Room
Co-Presenters: Natasha Forsythe (lowa State University Extension), Julie Hlas (lowa State University Extension), Craig Hertel (Iowa State University Extension)
Extension is transforming. What is a communicator's role in these changes? Join a panel discussion with ISU

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## Social Media: Increasing Programming Efforts and Outreach for Extension Programs

Jane Scherer (University of Illinois Extension) Salon G
Co-Presenter: Greg Stack (University of Illinois Extension)
Extension teaching must adapt to new approaches in technology integration. Illinois Extension delivers horticulture and gardening information through YouTube, Twitter, Facebook, blogs, podcasts, online expert libraries, online courses, and mobile friendly websites. Our model is adaptable to any program area. Join us as we discuss the challenges and rewards.

## Bridging the Ethnic Economic Divide: The Case of Ethnic Chambers Business Retention and Expansion Program Claudia Cody (University of Minnesota Extension) Dubuque Room

This workshop is based on participant-centered learning, by applying the Ethnic Chambers BR\&E program as the venue to immerse participants in diverse urban economic development, teach certain strategies utilized
by presenter in moving the Ethnic Chambers into program implementation, and assist participants to initiate development of strategies in their own working contexts to similar issues.

## Green Infrastructure Programs through Rutgers Cooperative Extension

Christopher Obropta (Rutgers University) Davenport Room
Co-Presenters: Jeremiah Bergstrom (Rutgers University), Caitrin Higgins (Rutgers University), Hae-An Chyun (N.J. Institute of Technology)

Rutgers Cooperative Extension has launched a Green Infrastructure Initiative that helps cities identify green infrastructure opportunities on abandoned properties and brownfield sites to mitigate environmental health impacts from water pollution and flooding. The program also provides job-training opportunities for adults and educational opportunities for urban youth.

## Evaluation by Triangulation: Impact of a Financial Education Program for Urban Ex-Offenders

Barbara O'Neill (Rutgers Cooperative Extension) Council Bluffs Room
This workshop will describe eight methods used to evaluate impact of a five-week class series for ex-offenders in Newark, N.J. called Money Talks: Building a Brighter Future. A triangulation approach, with multiple methods of quantitative and qualitative data collection, was used. Program methods, materials, and impacts will be discussed.

## The Campbell County Environmental Education Center: Reaching Higher Levels of Impact with Environmental Education Programming

D.J. Scull (Campbell County Cooperative Extension Service) Cedar Rapids Room

Minutes south of Cincinnati, Ohio, the Campbell County Environmental Education Center is the only site of its kind within Kentucky. A unique collaboration between the University of Kentucky Extension Service and Campbell County Government makes this possible. Come learn how to reach higher levels of impact with environmental education programming.

## BREAKOUT SESSION 03|WEDNESDAY MAY 4, 2011| 10:00 AM -11:00 AM

Urban Stream Processes and Restoration Workshops
Laura M. Miller (Texas AgriLife Extension) Salon A
Co-Presenter: Found Jaber (Texas AgriLife Research and Extension)


Texas AgriLife Extension workshops that combine classroom and hands-on activities have introduced natural stream processes to over 300 professionals in Tarrant County, Texas. Topics included the Rosgen system for classification and restoration techniques. Participants also surveyed a stream segment and analyzed substrate.
Parental Management of Teen Drivers after Receiving Their First Traffic Citation and Having Attended 4-H CARTEENS
James Jordan (Ohio State University Extension) Salon B
4-H CARTEENS is a driver intervention program in 44 of Ohio's 88 counties with 11 requiring parent attendance. $4-\mathrm{H}$ CARTEENS is a partnership and uses teens as teachers ( $99 \%$ were NEVER in $4-\mathrm{H}$ before) to disseminate the current teen driving information to reduce teen risky driving behaviors. This program was 2008 Urban Program of Distinction.

## Understanding Generational Differences for Community and Workplace Success

Sandra Springer (Michigan State University Extension) Salon C
If the "new Extension expects to connect people and programs," we must understand the "emerging issue" of generational differences in the workplace and community. This presentation will enable participants to explore generational differences, engage in conversation to increase personal understanding, and provide strategies to work intergenerationally.

## Using Volunteers in School Gardening

Karen Elliott (University of Missouri Extension) Salon F
Co-Presenter: Cindy Zluticky (University of Missouri Extension)
Volunteers can help teachers involve kids in nutrition and gardening. Eating from the Garden is a combined nutrition and gardening program in schools and community centers. Through local partnerships and trained nutrition garden

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## Family Preparedness and Ready Business Courses for Urban Audiences

Linda Fisher (Iowa State University) Salon G
Family Preparedness and Ready Business are two new programs from the Extension Disaster Education Network (EDEN) that teach families and small- to medium-sized businesses how to plan for disasters. Resources help urban Extension educators teach the programs.

## Future Backward Workshop - 1 of 3

Kevin Gamble (eXtension; North Carolina State University) Salon H
Co-Presenters: Anne Mims Adrian (eXtension, Auburn University), Rhonda Conlon (North Carolina State University), Beth Raney (eXtension, Pennsylvania State University), Jerry Thomas (Ohio State University)
A Cognitive Edge Future Backwards technique will be used to compare and contrast past perspectives and present and future aspirations. Together, participants will investigate and develop a sense of what Cooperative Extension's future may look like based on the perspectives of participants who have an interest in urban programming.

## 4-H Explorations in Video: Two Innovative Programs, One Great Result

Lisa Diaz and Cheryl Geitner (University of Illinois), Chad Ripberger (Rutgers Cooperative Extension) Dubuque Room Participants will learn how youth and adults can partner to explore science in their urban communities through film. The session provides tools and strategies to use filmmaking as a vehicle for positive youth development and science programming. Youth surveys, 4-H leader interviews, and youth-created documentaries will be used to discuss how this program might be used in other metro/urban areas.
Expanding the Reach of Community Partnerships to Close Gaps: A Model for Reaching Underserved Audiences Damaris Karanja (University of Missouri Extension) Davenport Room
Delivering effective Extension programs to limited income audiences is a challenging task due to the many barriers associated with their living conditions. This session describes challenges, strategies employed, and successes in implementing a comprehensive faith-based health education program called Stay Strong and Healthy for Life in St. Louis City.

## Enhancing Urban Programming: Lessons from Adult Education and Transformative Learning Nancy Franz (Iowa State University) Council Bluffs Room

Successful urban Extension educators artfully combine their content matter expertise with their ability to work with adults in an educational setting. This session reviews basic concepts of adult education, the basics of transformative learning, conditions that promote transformative learning in urban educational environments, and implications for urban extension programming.

## Navigating Detours in the Development of Urban Farms and Gardens

Marie Barni (Ohio State University Extension) Cedar Rapids Room
Co-Presenter: Tim Malinich (Ohio State University Extension)
Local foods have taken on an important role in society, especially in urban areas. Re-imagining a More Sustainable Cleveland fostered 56 neighborhood-based pilot projects to create everything from community gardens to large urban farms. This presentation will explore pitfalls, successes, and lessons learned from the pilot year.

## BREAKOUT SESSION 04 |WEDNESDAY MAY 4, 2011 |1:30 PM - 2:30 PM

## Mind Body Skills for Flood Recovery

Kristi Cooper (Iowa State University Extension) Salon A
One low urban community came together to reduce depression and anxiety and improve self-care skills of those affected by natural disaster. Impact evaluation will be shared. Experience a sampling of mind body skills including breathing, meditation, guided imagery, and movement.
Addressing Food Deserts, Food Swamps, and Healthy Eating: The St. Louis Healthy Corner Store Initiative
Kara Lubischer (University of Missouri Extension) Salon C
Co-Presenter: Kay Gasen (University of Missouri Extension)

MU Extension in St. Louis is working with city government to implement a Healthy Corner Store Initiative, improving the food retail landscape. Through training and education of store owners and families, residents are increasing their use of healthy foods. Presenters will describe the initiative and discuss impacts and lessons learned.
Promising Practices for 4-H Science in Urban Communities - 1 of 2 (partnerships and resource development) Chad Ripberger (Rutgers Cooperative Extension) Salon F
Participants will learn about the newly developed Promising Practices Guide for 4-H Science in Urban Communities, created as part of the three-year National 4-H Science in Urban Communities initiative. Authors and featured $4-\mathrm{H}$ professionals will showcase promising practices in partnerships and resource development.
Creating the Conditions for the Flow of Learning in Urban Youth Programs
Jennifer Skuza (University of Minnesota) Salon G
Youth programs have the potential to offer prime opportunities to foster the flow of learning among urban youth.
The presenter will share evaluation findings that describe the experience of learning for urban youth and discuss how components in a learning environment can help young people experience the state of flow.

## Safety Training for Hispanic Landscape Workers

Ellen Bauske (UGA Center for Urban Agriculture) Dubuque Room
Co-Presenters: Alfredo Martinez-Espinoza (UGA Center for Urban Agriculture), Nicholas Fuhrman (UGA Center for Urban Agriculture), Rolando Orellana (UGA Center for Urban Agriculture)
For six years we have delivered safety-training programs for Hispanic landscape workers. Hispanic workers comprise the backbone of the landscape workforce in the Southeast; though landscape work is hazardous, linguistic, educational, and cultural barriers impede flow of safety information. Effective marketing approaches, training materials, and classroom techniques will be discussed.

## Future Backward Workshop - 2 of 3

Kevin Gamble (eXtension, North Carolina State University) Salon H
Co-Presenters: Anne Mims Adrian (extension, Auburn University), Rhonda Conlon (North Carolina State University), Beth Raney (extension, Pennsy/vania State University), Jerry Thomas (Ohio State University)
A Cognitive Edge Future Backwards technique will be used to compare and contrast past perspectives and present and future aspirations. Together, participants will investigate and develop a sense of what Cooperative Extension's future may look like based on the perspectives of participants who have an interest in urban programming.
Inclusion: Creating Workplace Cultures for a New Generation of Diverse Workers
Diana Tscheschlok (University of Wisconsin Extension) Davenport Room
As Baby Boomer retirements outnumber available, younger, local workers in coming years, employers will compete for top talent. What will make our companies and communities stand out from the crowd? Learn about efforts in Fond du Lac County, Wisconsin to prepare businesses and employees for a new economy of inclusion.

## Food Safety and New Americans: Developing Educational Materials for Impact

Abby Gold (North Dakota State University Extension Service) Council Bluffs Room
Co-Presenter: Julie Garden-Robinson (North Dakota State University Extension Service)
This workshop will describe the process involved in developing food safety educational tools specifically designed for New Americans. In particular, a food safety conversation map was developed and tested to assure educational impact. Conversation maps engage audiences and foster active learning through questions, stories, and shared experiences.
Moving Beyond Diversity: This Isn't Your Parents' Diversity Training
Joseph J. Maiorano (Ohio State University Extension) Cedar Rapids Room
Co-Presenter: Kathy Lechman (Ohio State University Extension)
This presentation will illustrate the transformational journey of personal growth and development. You will be challenged to move beyond simply appreciating those who are different to developing a deeper understanding of how privilege impacts our personal and professional lives and the work we do.

Urban Extension \& Urban eXtension: A Listening Session<br>Terry Meisenbach (eXtension) Salon B

Co-Presenters: Dan Cotton (eXtension), Craig Wood (eXtension), Kevin Gamble (eXtension)
This session will bring together participants and eXtension leaders to discuss the opportunities and challenges faced in reaching urban audiences on topics with an urban bent. The listening session will help all understand where eXtension fits in urban programming and where urban programming can benefit from collaboration within eXtension.

## BREAKOUT SESSION 05|WEDNESDAY MAY 4, 2011 |3:00 PM - 4:00 PM

## Wikis: Two Case Studies - Latino Wikis and Administrative Successes



Ricardo Diaz (University of Illinois Extension), Robert Richter and Allan Wehrman (AgriLife Extension) Salon A A wiki is free software (a website) that allows users to create, share, and edit information via a collaborative effort. In this joint session, presenters will help you decide if a wiki is right for you, and may inspire other uses of a wiki in your program. Presenters will also describe their experience in programming with LowPower FM radio stations for education institutions and the impact of such a station in reaching Spanish-speaking populations.

## Land Grant Partners and Department of Defense Military Families Initiative

Anne Adrian (eXtension Initiative, Auburn University) Salon B
Co-Presenter: Kyle Kostelecky (eXtension Initiative)
In this session, presenters will discuss the eXtension Military Families Community of Practice, integrating partnering extension programs, and developing an online presence serving military family service professionals. Learn about successes, challenges, future expectations, and suggestions for partnering with DoD.

## Extension Saves: Building Successful Partnerships to Market Financial Education Programs

Rebecca J. Travnichek (University of Missouri Extension) Salon C Co-Presenters: June Puett (University of Tennessee Extension), Elaine A. Courtney (University of Florida-Cooperative Extension), Susan Shockey (National Institute of Food and Agriculture)
Extension collaborates with America Saves and local partners to strengthen individual financial management skills through events leading up to and including America Saves Week in February. Gain resources and tools used by extension educators to motivate youth and adults to take action toward a more financially secure future.

## Future Backward Workshop - 3 of 3

Kevin Gamble (eXtension, North Carolina State University) Salon H
Co-Presenters: Anne Mims Adrian (eXtension, Auburn University), Rhonda Conlon (North Garalina State University), Beth Raney (eXtension, Pennsylvania State University), Jerry Thomas (Ohio State University)) didn't abteved A Cognitive Edge Future Backwards technique will beused to compare and contrast past perspectives and present and future aspirations. Together, participants will investigate and develop a sense of what Cooperative Extension's future may look like based on the perspectives of participants who have an interest in urban programming.

Community Engagement and Service Learning: A Means of Transformative Education and Transformed Institutions in the Urban Extension System<br>\section*{Marc Peterson (Iowa State University Extension) Dubuque Room}<br>Co-Presenters: Sarah Francis (Iowa State University), Greg Welk (lowa State University), Susan Erickson (Iowa State University)

This panel will discuss the benefits that community engagement and service learning offers to the extension system, urban communities, and broader academia, and explore the challenges that occur in making connections in communities and university settings. The panel will highlight successful partnerships and include extension faculty, student, and community representatives.

## Promising Practices for 4-H Science in Urban Communities - 2 of 2

Chad Ripberger (Rutgers Cooperative Extension) Davenport Room
Participants will learn about the newly developed Promising Practices Guide for 4-H Science in Urban Communities, created as part of the three-year National 4-H Science in Urban Communities initiative. Authors and featured 4-H professionals will showcase practices in paid, volunteer, and teen staffing; recognition; and marketing.


#### Abstract

Michigan Conservation Stewards Program: Michigan State University Extension Helping to Engage and Inspire Citizens through Community-Based Volunteer Conservation Management Activities Bindu Bhakta (Michigan State University Extension/Michigan Water Stewardship Program) Council Bluffs Room Co-Presenters: Carol Lenchek (Michigan State University Extension), Mary Bohling (Michigan State University Extension), Kristine Hahn (Michigan State University Extension), Suzan Campbell (Michigan Natural Features Inventory/Michigan State University Extension) The Michigan Conservation Stewards Program, an innovative volunteer training and leadership program geared toward diverse suburban/urban audiences, is designed to educate and engage citizens in community-based conservation management activities. Outcomes, success stories, and lessons learned from programs in two urban cities in Michigan (Pontiac and Detroit) will be discussed. Using Facilitated-Volunteered Geographic Information to Better Understand the Spatial Dynamics of a Community Christopher Seeger (Iowa State University) Cedar Rapids Room In this session, learn how recent technological advances in smartphones, GPS, Web 2.0, and online mapping technologies, along with increasing interest in geospatial activities such as geocaching, have created an opportunity for the general public to share location-based information that can be used to better understand the dynamics of the built environment.


## BREAKOUT SESSION 06|THURSDAY, MAY 5, 2011 |8:45 AM - 9:45 AM

## Creating Edible Urban Landscaping in Jackson, Michigan <br> Phillip Tocco (Michigan State University Extension) Salon A <br> 

This session will help attendees understand the necessary components for a successful edible urban landscape program in their communities. Lessons will be shared from a successfully implemented edible urban landscape project in Jackson, Michigan.

## Urban Youth Entrepreneurship Initiatives

Maki Kawase (University of Minnesota Extension) Salon B
This presentation will demonstrate the power of the Urban Youth Entrepreneurship Initiatives that the Minnesota 4-H Urban Youth Development Office and the University of Minnesota departments and comrnunity-based partners design and deliver with middle school and high school youth in urban informal learning settings.

## Extending Your Reach Without Over Extending Yourself

Amy Hays (eXtension, Texas AgriLife Extension) Salon C
Co-Presenters: Craig Wood (University of Kentucky), Ashley Griffin (University of Kentucky), Karen Jeannette (University of Minnesota)
In this session, you will find ways to magnify your time and efforts by exploring ways to work differently as a Cooperative Extension educator. This session includes ways to integrate technologies, work methods, tools, and new opportunities into urban programs.

## Local \& Regional Food Systems: A Growing Opportunity for Extension Educators

Alan Vandehaar (lowa State University) Sioux City Room
Co-Presenters: Corene Bregendahl (Leopold Center for Sustainable Agriculture, Iowa State University), Angie Tagtow (Environmental Health Consultant), Matt Russell (Drake University Agricultural Law Center)
Rapidly becoming more apparent are the importance and potential value of local and regional food systems to local economies and the health of local residents. Learn about the significant opportunity for extension educators to play a crucial role in these food systems.

## Business Development in Urban Food Systems

Brenda Reau (Michigan State University Extension) Salon F
Co-Presenter: Frank Gublo (Michigan State University Extension)
In this session, learn how the Michigan State University Product Center for Agriculture and Natural Resources, working with an Innovation Counselor model using Extension Educators, is creating economic impact through the

4-H Joint Session: Recruiting and Rewarding Urban Volunteers \& Leadership Skill Building for Youth Supervisors
Ashlee Adams (Colorado State University Denver Extension), Amy Brady (Colorado State University Denver
Extension), Margo Herman (University of Minnesota Extension Center for Youth Development), Willa Williams (Colorado State University Denver Extension) Salon G
Many youth work supervisors and managers enter their positions without much support or professional development. This joint workshop provides leadership skill building within the youth work context as well as strategies for engaging, training, and managing urban volunteers.
Simply Good Eating for English Language Learners: A Practitioner Evaluation
Shelley Sherman (University of Minnesota Extension) Salon H
Co-Presenters: Abby Gold (North Dakota State University), Kay Lovett (University of Minnesota Extension)
This interactive workshop includes practitioner responses to a survey evaluating the use of Minnesota Extension's Simply Good Eating curriculum for English language learners (people across the United States who downloaded a free version from the extension website). The curriculum's usefulness in different contexts will be highlighted.

## Leading Change at Every Level

James W. Ribbron (Michigan State University Extension) Dubuque Room
Participants will be mailed a "leading through change self-assessment," which must be completed prior to the session. Also, a theoretical framework to be read ahead of time will be e-mailed. These items will help participants identify their highest and lowest dimensions of change leadership, and also give an overall change-leadership score. During the session, participants will discuss change leadership through quotes from well-known change leaders [Kotter, Cohen, Heath, etc.] and make specific suggestions regarding the application of this theory to their current situation. Participants will complete a "Contract for Improvement" as a reminder of the personal commitment necessary to contribute to leading change.
Grab a Handful of Tools to Boost Your Program: Virtual Tools for any Extension Program
Jonell Hinsey (Tennessee State University), Jeanne Wiebke and Barbara Woods (CYFAR Tech Team) Davenport Room The technologies and technology-enable channels that we use to provide education, train, and market extension programs are changing at a rapid pace. Learn how these innovations enable new ways to attract new and existing extension clientele. The tools and methods available to us today are quite different than those we used years ago; however, few adaptions have been made to integrate tools such as social media, web 2.0 tools and applications and virtual environments. This session will present several adaptable virtual tools for any extension program. Focus will be on usability, capability, and instructional design methods. Attendees will learn basic creative educational uses and caveats.

## Garbology: A Waste Watchers Guide (4-H School Enrichment Program for 2nd Graders)

Teri Hlava (University of Nebraska-Lincoln) Council Bluffs Room
Co-Presenter: Gary C. Bergman (University of Nebraska-Lincoln)
"Garbology: a Waste Watchers Guide" is a 4-H school enrichment program for second graders. Included in the Lincoln Public Schools science curriculum, the program teaches recycling to approximately 4,000 children each year. The city recycling office in Lincoln, Nebraska funds UNL Extension in Lancaster County to deliver the program.

## Housing Needs Assessment Model

Mickey Carlson (lowa State University) Cedar Rapids Room
i Join others interested in community and economic development in an exploration of housing and economic activity in eight lowa communities impacted by the floods of 2008. Learn how you can use the Housing Needs Assessment Model developed by a multi-disciplinary team of ISU researchers to determine housing needs in your own community.


Throughout the conference, you will be able to view posters showcasing research and programmatic efforts related to Urban Extension. The content includes: Business and Industry, Families and Youth Programming, Agriculture, and Community Development. Posters will be set up at the beginning of the conference on Tuesday and are available for viewing on the breaks. On Wednesday, May 4, during the breaks, there will be presenters by their posters to answer your questions about their programs.

## 1. 4-H Frame It! Community Change through Youth Filmmaking <br> Amber Lounsbery (SDSU Cooperative Extension Service)

With the fast-paced environment of Internet sites like MySpace and YouTube where youth can "broadcast" themselves, $4-\mathrm{H}$ Frame It! provides a way to engage youth during leisure time learning in ways that create interest in the arts. Youth learn about technology while also having fun learning how to plan, produce, edit, and upload an original 3-5 minute movie.

## 2. 4-H Jersey Roots, Global Reach: Teaching Urban Youth about Climate Science

Sharon Kinsey (Rutgers Cooperative Extension)
Co-Presenter: Phillipa Myers (Rutgers Cooperative Extension)
This poster presentation showcases the multi-site 4-H climate science education program developed by a team of 4-H professionals from Rutgers Cooperative Extension in New Jersey. Learn about all components of this program including implementation, successes and challenges, and the service learning projects that were implemented at each program site.
3. AmeriCorps and AmeriCorps*VISTA - Partners in Building High Quality Urban 4-H Programs in N.J.

Sharon Kinsey (Rutgers Cooperative Extension 4-H Youth Development)
Co-Presenter: Phillipa Myers (Rutgers Cooperative Extension)
Learn how New Jersey 4-H Youth Development Programs are successfully partnering with AmeriCorps and AmeriCorps*VISTA to bring 4-H programs to underserved youth in urban areas. AmeriCorps members are helping build capacity through community partnerships, funding sources, and volunteer recruitment towards the creation of sustainable high quality urban $4-\mathrm{H}$ programs.

## 4. Collaboration: What It Takes to Make It Work!

Jack Kerrigan (Ohio State University Extension)
Co-Presenter: Marie Barni (Ohio State University Extension)
This poster presentation will examine the principles of collaboration and urban case studies, identifying the factors that exemplify best practices in collaboration. Learn to identify and resolve problematic issues that arise in collaboration development and implementation.

## 5. Connecting Nature and Children

Kristi Cooper (lowa State University Extension)
Co-Presenters: Mary Crooks (Backyard Abundance)
Learn about the impact of teachers, parents and children involved in Nature Explore workshops and outdoor classroom design consultations in public and private spaces in urban settings. Children who spend extended, unstructured time outdoors gain skills to improve their academic success, social interaction and personal health.
6. Exploring the Contribution of 4-H Participation to the Development of Social Capital Nicole Webster (Pennsylvania State University) Co-Presenters: Sharon Kinsey (Rutgers University), Mary Emery (lowa State University) Although some benefits of $4-\mathrm{H}$ participation are well documented for youth, little is known about the specific impact of 4-H participation on individual social capital development as well as on community social capital. 4-H programs foster youth-adult partnerships that encourage active participation in community-oriented activities.

[^0]ts related ture, and ilable for ) answer public by uniting vendors and speakers with attendees. Learn how the event provides economic development to the area while quenching the desire for horticultural information and giving volunteers an opportunity to contribute to their community.
8. eXtension.org Connects Urban Audiences to Land-grant University News

Lynette Spicer (eXtension)
More than half of all American adults get news online. News on eXtension.org comes from land-grant universities providing practical information to the public and extending the reach of Extension. eXtension news covers more than 45 topic areas and originates from all states.

## 9. Family Preparedness and Ready Business Courses for Urban Audiences

Linda Fischer (lowa State University Extension)
Family Preparedness and Ready Business are two new programs from the Extension Disaster Education Network (EDEN) that teach families and small- to medium-sized businesses how to plan for disasters. Learn how these resources help urban Extension educators teach the programs.

## 10. Food Safety Extension Education in the North Central Region: Strategies for Greater Outreach and Impact Vikram Swaroop Chandra Koundinya (lowa State University)

 Co-Presenter: Robert A. Martin (lowa State University)This study identified the different teaching methods used by food safety extension educators of the Cooperative Extension System of the North Central Region and provided recommendations to make these educational efforts more effective and accessible to newer and more diverse audiences.

## 11. From Plant to Plate

Patrice Powers-Barker (Ohio State University)
Co-Presenters: Lee Richter (Ohio State University Extension), Amy Stone (Ohio State University Extension), Susan Zies (Ohio State University Extension)
From Plant to Plate, an interdisciplinary program, uses current Extension factsheets to introduce basic vegetable gardening and food safety techniques to the backyard, community, or container gardener. Volunteers are also updated on food safety and food preservation resources as well as coached on how to work with new vegetable gardeners.
12. Grow 4-H: Building Partnerships to Benefit Youth

Marisue Hartung (University of Minnesota Extension)
Co-Presenters: Judith Levings (lowa State University Extension), Anita Harris (University of Minnesota Extension), Tamie Bremseth (University of Minnesota Extension)
To grow the 4-H program, we must think differently about delivery. The "Grow 4-H: Building Partnerships to Benefit Youth" toolkit and Moodle course was created to help staff develop partnerships. This workshop provides opportunities for participants to apply research-based information and tools designed for building partnerships.

## 13. Horticulture e-Responders

Daphne Richards (Texas AgriLife Extension Service)
Learn how to set up and manage a successful corps of horticulture e-volunteers.
14. Investigating Methods for Encouraging Adoption of Environmental Practices: Lessons Learned from an Urban Water Conservation Program
Michele Bakacs (Rutgers Cooperative Extension)
Co-Presenters: Chris Obropta (Rutgers Cooperative Extension Water Resources Program), Elaine Rossi (Rutgers
Cooperative Extension Water Resources Program), Katie Barnett (N.J. Department of Environmental Protection,
Division of Water Supply)
Marketing and promoting incentive programs that encourage adoption of environmental practices can be challenging in densely populated urbanized communities. This poster presentation will describe an indoor water conservation program implemented in northeastern New Jersey, details of the auction-based approach utilized, results, and lessons learned for increasing participation.
15. ISU Design West

Susan Fey (lowa State University)

This poster presentation will showcase photos of ISU Design West and its work, as well as discuss the function of the studio in the Sioux City area. ISU Design West is a satellite program of the lowa State University College of Design aimed at expanding regional educational opportunities in the design disciplines of architecture, landscape architecture, urban and regional planning, graphic design, and interior design.

## 16. Launching Lifelong Leadership

Nancy Hegland (University of Minnesota Extension)
Co-Presenter: Nicole Pokorney (University of Minnesota)
Leadership learning is a lifelong process. Learn more about how Minnesota 4-H conducted a literature review on youth leadership development, which led to the identification of seven core competencies and development of curriculum that includes 10 lessons on each competency to engage middle school youth in developing leadership skills.
17. Let It Rain - Using Rain Gardens to Promote Service Learning and Climate Science Education with Urban Youth Sharon Kinsey (Rutgers Cooperative Extension) Co-Presenter: Mike Haberland (Rutgers Cooperative Extension)
Learn how urban middle school youth in Camden, N.J. helped design and install a rain garden at their school as the service learning component of a multi-week 4-H climate science program. Topics include: program format, curriculum, funding, environmental benefits of service learning experience, partnerships created, and overall impact on youth.

## 18. LETS: Building our Future through Youth Entrepreneurship in Tennessee

Barbara Canada (Tennessee State University)
Co-Presenters: Jonell Hinsey (Tennessee State University), Tyrone Miller (Tennessee State University)
This poster presentation will provide insight into the development of this program and the impact it has made on potential and aspiring youth entrepreneurs across Tennessee. Learn adaptive ways to integrate this program into your particular goals and objectives in the area of youth development.
19. Local Food Systems: New Pubs for Communities and Youth

Brian Raison (Ohio State University)
Co-Presenters: Julie Fox (Ohio State University), Mike Hogan (Ohio State University)
This poster features two new OSU Extension pubs that you can use. The first is a customizable local foods brochure that you can adapt to your county or state. The second is a local foods idea starter curriculum designed to help students learn about what we eat and where we get it.
20. Low Power FM radio as a Means to Reach Spanish Speakers, the Case of Radio XTension

Ricardo Diaz (University of Illinois Extension, Hispanic Outreach Office)
Co-Presenters: Julia Bello Bravo (University of Illinois), Francisco Seufferheld (University of Illinois)
Low Power FM radio stations were introduced by the FCC in 2000 and are available for educational institutions; the LP limitation is actually an asset in localizing resources in urban environments. This poster presentation describes the experience in programming and increasing the impact of such a station in reaching Spanish speaking populations.

## 21. Master Family Ecologist Program

Kristi Cooper (lowa State University Extension)
Co-Presenters: Brenda Schmitt (lowa State University Extension), Nancy Franz (lowa State University Extension) Join the discussion as this program emerges to support healthy people, healthy environments, and healthy economies. Healthy eco-systems thrive on polycultures, niches, and functional interconnectedness. The burden of the solution lies with the intervener. Learn how to help shape this pilot program with human, plant, and animal partners through interactive discussion and experiences.

## 22. Measuring the Impact of Community Leadership Programs on Communities

Holly Ingraham (University of Missouri Extension)
Co-Presenters: Kara Lubischer (University of Missouri Extension)
Do community leadership programs make a difference over time for communities? Presenters will share research methodology and results from a recent program evaluation that surveyed participants from leadership
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program
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programs conducted annually over the past nine years. Cost effective and sustainable evaluation tools and program recruitment efforts developed as a result will also be shared.

## 23. Meeting of Southern Region Urban Network

Joan Jacobsen (Texas Agrilife Extension Service)
This poster presentation will discuss urban issues in the South. All urban directors and interested agents and administrators are invited to share their input.
24. Merging Double Bottom Line with Power versus Interest Grid in Stakeholder Analysis and Strategy Development for Economic and Community Development Extension Programming with Urban Audiences Claudia Cody (University of Minnesota Extension)
This poster will illustrate an approach for the incorporation of the power versus interest grid with the double bottom line graph to create and maintain effective diverse partnerships in programming with external and internal stakeholders of urban extension.

## 25. Neighborhood Stormwater Management: an Urban Extension Practice

Pat Rector (Rutgers Cooperative Extension, New Jersey Agricultural Experiment Station)
A neighborhood stormwater management approach has been utilized through rain barrel trainings and rain garden installations to specifically tie neighborhoods to an impaired stream in a focused approach to stormwater management. This program looks at the extension practice of rain barrel trainings in neighborhood parks and door-to-door canvassing to install five rain gardens in a neighborhood and the benefits to this practice.

## 26. Promoting Positive Relationships among Farmers and Neighbors in an Urban Environment

Daniel Kluchinski (Rutgers NJAES Cooperative Extension)
Learn about the increasing importance of educating farmers on preventing and dealing with common conflicts with non-farm neighbors and municipalities to reduce human relationship and business risks. Farmers were surveyed to determine strategies useful in preventing or reducing conflicts. The advice was used to produce an educational pamphlet and a workshop curriculum.
27. Quality for Keeps: Home Food Preservation Made Easy Glenda Kinder (University of Missouri Extension)
Co-Presenters: Susan Mills-Gray (University of Missouri Extension), Karen Elliott (University of Missouri Extension), Tammy Roberts (University of Missouri Extension)
Regional nutrition specialists organized 103 hands-on 2-hour sessions using a newly created Missouri food preservation curriculum resulting in 1,616 educational contacts by August 2010. Six sessions include pressure canning; boiling water processing salsa; pickles, sweet spreads; freezing; and dehydrating produce. Learn how participants new and/or returning to canning gained confidence in safely preserving produce.

## 28. Residential Rainwater Harvesting: A First Step Towards Changing Behaviors

Michele Bakacs (Rutgers Cooperative Extension)
Co-Presenters: Mike Haberland (Rutgers Cooperative Extension), Chris Obropta (Rutgers Cooperative Extension Water Resources Program), Sara Mellor (Rutgers Cooperative Extension Water Resources Program)
Participants of residential rainwater harvesting education programs show a significant change in knowledge about conserving water and reducing stormwater runoff in and around their home landscapes. This poster presentation will focus on Rutgers Cooperative Extension's Build-A-Rain-Barrel Program and lessons learned after two years of implementation in New Jersey.
29. Robotics: Delivery Models and their Opportunities and Challenges

Maria Habib (University of Wisconsin Cooperative Extension)
Co-Presenter: Judy Wolniakowski (University of Wisconsin Cooperative Extension)
Whether you're a techno geek, techno challenged, or in between, you can start a robotics program! This poster presentation focuses on the opportunities and challenges of implementing robotics programs using a variety of delivery methods as well as how to find funds and volunteers.
30. Somos del Campo: Latino Gardeners and Farmers in Two Rural Communities of lowa

Diego Thompson (lowa State University)
Using the community capital framework, this study describes what makes it possible for Latinos to become

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Maria Habib (University of Wisconsin Cooperative Extension)
Co-Presenter: Judy Wolniakowski (University of Wisconsin Cooperative Extension)
Whether you're a techno geek, techno challenged, or in between, you can start a robotics program! This poster presentation focuses on the opportunities and challenges of implementing robotics programs using a variety of delivery methods as well as how to find funds and volunteers.
30. Somos del Campo: Latino Gardeners and Farmers in Two Rural Communities of lowa

Diego Thompson (lowa State University)
Using the community capital framework, this study describes what makes it possible for Latinos to become
gardeners and beginning farmers in two rural lowa communities. Human, social, and cultural capitals are essential elements for Latino gardeners to succeed. The interaction between these three capitals mobilizes other community capitals to improve household well-being. These Latinos bring to their new gardening and farming their previous knowledge of agriculture, fresh food, and cooking skills from their countries of origin and other parts of the U.S. In this poster session, learn how to mobilize the most critical community capitals.

## 31. Statewide Dissemination of the VERB Summer Scorecard Program in lowa: A Project of the ISU Campus Community Partnership for Health

Gregory Welk (Iowa State University)
Co-Presenters: Chris Seeger (lowa State University), Yolanda Coil (lowa State University), Katelin Blasinghame (lowa State University)
The VERB Summer Scorecard program is an innovative community-based physical activity program that helps youth be more active. The ISU Campus Community Partnership for Health (a research-based extension partnership) has developed a web platform to reduce barriers and facilitate adoption of the program in urban areas across the state.
32. Teaching Municipalities about the Advantages of Using Permeable Pavement for Stormwater Management in Urban Environments
Amy Rowe (Rutgers University Cooperative Extension)
Permeable pavements provide multiple environmental and economic benefits. Municipalities are often hesitant to install these systems due to higher upfront costs and perceived notions about system performance. This poster presentation will focus on an approach to educating municipal officials about the advantages of these innovative stormwater management systems in urban environments.
33. The Extension Facilitator: Fostering the Immokalee - Ave Maria Community Link

Robert Halman (University of Florida IFAS Extension)
Co-Presenter: Richard Hailer (Ave Maria University)
Utilizing the agricultural, religious, and human value linkages of the communites of Ave Maria and Immokalee, University of Florida Extension has facilitated a community Charrette to provide the endorsement of sustainable food and agricultural systems to assist in the improvement of the area's economic, ecologic, and social well being.
34. The Urban Audience is Online and YOU Need to Be There!

Terry Meisenbach (eXtension)
The Internet is injecting new spirit and energy into urban settings. This poster presentation will focus on just who's online in urban America, what they're doing on the Internet, and also why Cooperative Extension's eXtension initiative can help urban programming reach EVERYONE with information and education to change lives and communities.
35. Urban Master Conservationists: Mastering Sustainability

Rebecca Christoffel (lowa State University)
Like their rural counterparts, urban-dwelling clients desire information and skills needed to make informed decisions pertaining to water and energy use, waste management, recycling, and associated topics. Learn about a new program in Dubuque County that takes the traditionally rural lowa Master Conservationist Program to the city!
36. Utilizing Community Partners to Organize 4-H Community Clubs in Urban Areas

Janice Hanna (Ohio State University)
Co-Presenter: James London (Idora Neighborhood Association)
This presentation will describe the urban 4-H program in Youngstown, Ohio, showcasing strategies for providing positive youth development programming to diverse audiences. The poster presentation will highlight the role of program collaborators, marketing and funding strategies, and results obtained.
37. Youth Ownership: Participatory Evaluation with Youth Living in Poverty

Joyce Strand-Vosler (University of Minnesota Extension, Center for Youth Development, Urban Youth Development Office)
Resiliency is a huge issue for youth living in poverty, but when youth are included in maintaining their structure, they do better! This poster will show examples of how to engage youth living in poverty (ages 13-18) in program evaluation, why it is important for youth to be included in the evaluation process and how they will take ownership of their program when they are invited into the process.

## THANK YOU

- Our conference speakers, workshop presenters, and poster session presenters for sharing their insights and great programming ideas.
- Our sponsors for their generous donations, and support of ISU Extension and programming for Urban initiatives
- lowa State University Extension for serving as host, and support of the 2011 National Urban Extension Conference
- Our 2011 planning committee for their time, dedication, and commitment to making this a successful conference.
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Sandy Scholl, lowa State University Chris Seeger, Iowa State University Mark Settle, Iowa State University Jennifer Skuza, University of Minnesota Michael Talbott, Purdue University Sok Leng Tan, Iowa State University Gary Taylor, lowa State University Ann Torbert, lowa State University Alan Vandehaar, lowa State University Vernon Waldren, University of Nebraska Extension Julie Weeks, Iowa State University Ann Wied, Waukesha County UW-Extension Mary Jane Willis, Rutgers N.J. Ag Experiment Station Barbara Woods, lowa State University



[^0]:    7. Extension, Businesses, and Volunteers Unite to Provide Horticulture Education to Thousands through the Siouxland Garden Show
    Mimi Shanahan (lowa State University Extension) Co-Presenters: Megan Will (lowa State University Extension), Carol Larvick (University of Nebraska-Lincoln
