

2001 North Central Urban Extension Conference

**"Building Capacities in
Communities, Families and
Individuals"**



Cleveland, Ohio
Sheraton Cleveland City Centre
Hotel

Conference Web Site
<http://www.ag.ohio-state.edu/~urbanconf/>
Watch Web Site for Updates and Cleveland Information

The Biennial Urban Conference
May 2 - 4, 2001

Pre-Conference
May 1 - 2, 2001

Pre-conference presentations will focus on administration and leadership of Urban Programs and is sponsored by the National Urban Task Force.



2001 North Central Urban Extension Conference

"Building Capacities in Communities, Families and Individuals"

Main Conference Speakers

Keynote Speaker

Scott J. Peters —

"Renewing the Civic Mission and Aims of Extension Work"

Historically, the heart of the Extension idea has been tied to the great work of engaging land-grant universities and people from all walks of life in initiatives and programs aimed at building a rich, satisfying democratic life and culture. How might we understand and renew the essence of this idea in today's world, especially in urban communities? Dr. Peters will share his views on this question, drawing from both his research on the civic mission and work of land-grant education and on the lessons and insights from Cornell Cooperative educators in New York City.

Scott Peters is an Assistant Professor in the Department of Education at Cornell University. His teaching and Extension work at Cornell focus on civic renewal, community education and development, youth development and public issues education.



Wednesday Evening Conference Dinner Program:

Barbara Eady — Storyteller

Barbara Eady is the founding president of Cleveland Association of Black Storytellers, Inc. and is fiercely dedicated to the oral tradition. Combining chants, poetry and song, she effectively involves her audience in the story by provoking them to participate in the actual telling of the tale. Barbara is a clinical social worker in Cleveland, Ohio.

Thursday Conference Luncheon Speaker:

Frank W. Hale, Jr., Ph.D.

"Democracy Demands that We Care, The Need For Greater Diversity in Education"

Dr. Frank W. Hale, Jr. is Vice Provost and Professor Emeritus at The Ohio State University. Dr. Hale was appointed Vice Provost for Minority Affairs in 1978, a position he held until his retirement in 1988. Dr. Hale is author of *Hale's Inventory for Assessing an Institution's Commitment to Multicultural Programming*. He has been an invited speaker at more than 250 colleges and universities and has been a consultant to a host of corporations and organizations as they seek to transform their organizational culture.

Capnote Speaker

Abdul Alkalimat —

"Urban Educational Bridges Across the Digital Divide"

Abdul Alkalimat is Professor of Africana Studies and Sociology and Director of the Africana Studies Program at the University of Toledo, where he has engineered the only known internet-based course taught from Africa to students in the U.S. He moderates the largest African-American Studies discussion list *H-Afro-Am* and created and edits *MalcomX: A Research Site* as well as *eBlack Studies*. He is writing and editing on issues of Black scholarship and cyberspace.



Dear Colleague:

I am pleased to invite you to join your colleagues at the biennial North Central Urban Extension Conference. The conference recognizes the many impacts Extension programs have on successful urban program models, ideas, and evaluating urban programs are just a few of them.

The keynote address will be presented by Scott J. Peters of Cornell University. Dr. Peters will address "Renewing the Civic Mission and Aims of Extension Work." Historically, the heart of the Extension idea has been tied to the great work of engaging land-grant universities and people from all walks of life in initiatives and programs aimed at building a rich, satisfying democratic life and culture. How might we understand and renew the essence of this idea in today's world, especially in urban communities? Dr. Peters will share his views on this question, drawing from both his research on the civic mission and work of land-grant education and on the lessons and insights from Cornell Cooperative educators in New York City.

Dr. Frank W. Hale, Jr., Vice Provost and Professor Emeritus at The Ohio State University, will share his views on this question, drawing from both his research on the civic mission and work of land-grant education and on the lessons and insights from Cornell Cooperative educators in New York City.

Abdul Alkalimat, Professor of Africana Studies and Sociology and Director of the Africana Studies Program at the University of Toledo, where he has engineered the only known internet-based course taught from Africa to students in the U.S. will speak about the "Urban Educational Bridges Across the Digital Divide."

Also on the agenda is an evening of storytelling by Barbara Eady, Inc.

In addition to our fine speakers and workshops, we will allow participants a chance to voice their opinions.

I am pleased that this conference will be held in the Northeast District and will provide an opportunity for Extension and non-Extension programs to meet and share.

I look forward to seeing you in May.

Sincerely,

Keith L. Smith
Associate Vice President, Agricultural and Extension
Director, Ohio State University Extension

The Ohio State University, The United States

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**Ohio State University Extension
Office of the Director**

2120 Fyffe Road
Columbus, OH 43210-1084

Phone 614-292-4067

Fax 614-688-3807

Dear Colleague:

I am pleased to invite you to join your colleagues in "Building Capacities in Communities, Family and Individuals" at the biennial North Central Urban Extension Conference in Cleveland, Ohio, May 2-4, 2001. The conference recognizes the many impacts Extension programming has on urban and metropolitan communities. Sharing successful urban program models, ideas, and resources, as well as enhancing skills useful in developing and evaluating urban programs are just a few of the conference goals.

The keynote address will be presented by Scott J. Peters, Assistant Professor in the Department of Education at Cornell University. Dr. Peters will address "Renewing the Civic Mission and Aims of Extension Work." Historically, the heart of the Extension idea has been tied to the great work of engaging land-grant universities and people from all walks of life in initiatives and programs aimed at building a rich, satisfying democratic life and culture. How might we understand and renew the essence of this in today's world, especially urban communities? Dr. Peters will share his views on this question, drawing from both his research on the civic mission and work of land-grant education and on the lessons and insights from Cornell Cooperative educators in New York City.

Dr. Frank W. Hale, Jr., Vice Provost and Professor Emeritus at The Ohio State University, will speak from his many years of experience as Vice Provost for Minority Affairs and experience as the author of *Hale's Inventory for Assessing an Institution's Commitment to Multicultural Programming*.

Abdul Alkalimat, Professor of Africana Studies and Sociology and Director of the Africana Studies Program at the University of Toledo, where he engineered the only known Internet-based course taught from Africa to students in the U.S. will speak about the "Urban Educational Bridges Across the Digital Divide."

Also on the agenda is an evening of storytelling with Barbara Eady, founding president of Cleveland Association of Black Storytellers, Inc.

In addition to our fine speakers and workshops, the caucus sessions will be spaced throughout the conference to allow participants a chance to voice their opinions on particular issues.

I am pleased that this conference will be held in the Northeast District of Ohio. I am proud of the programming that is taking place in the Northeast District and the opportunity it offers conference participants to witness the local Extension and non-Extension programs in person.

I look forward to seeing you in May.

Sincerely,

Keith L. Smith
Associate Vice President, Agricultural Administration and
Director, Ohio State University Extension

The Ohio State University, The United States Department of Agriculture, and County Commissioners Cooperating

Ohio State University Extension Cuyahoga County

Welcomes the North Central Urban Conference
to Cleveland, Ohio

Cuyahoga County Commissioners Cooperating

Jane L. Campbell

Jimmy Dimora

Tim McCormack

North Central Urban Conference 2001

CONFERENCE AT A GLANCE

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Tuesday, May 1, 2001 — Pre-Conference 6

10:00 - 12:30	North Central Directors and Assistant Directors Meetings And Lunch
1:00 - 2:30	Pre-Conference General Opening Session
2:30 - 3:00	Break
3:00 - 4:00	Pre-Conference Small Group Discussions — A
4:00 - 5:00	Pre-Conference Small Group Discussions — B
5:00 - 7:00	Pre-Conference Reception and Hors doeuvres Dinner

Wednesday, May 2, 2001 — Pre-Conference 7

8:30 - 11:30	Program Site Visits – Conference Attendees 32
9:00 - 11:00	North Central Directors and Assistant Directors Meetings
7:00 - 8:45	Pre-Conference Breakfast and Speaker 7
9:00 - 10:00	Session One Workshops 7
10:30 - 11:30	Session Two Workshops (repeat session one) 7

North Central Urban Conference 2001 9

12:00 - 2:30	Conference Opening Luncheon Scott J. Peters Keynote Speaker 9
3:00 - 3:30	National Urban Task Force 9
3:30 - 4:30	Caucus Sessions I 9
6:00 - 8:30	Dinner and Speaker: Storyteller: Barbara Eady 9

Thursday, May 3, 2001

7:45 - 9:00	Networking Breakfast and poster Session 9
9:00 - 10:00	Presentation Sessions — Round A 15
10:30 - 11:30	Presentation Sessions — Round B 18
11:45 - 1:15	Lunch — Speaker: Dr. Frank W. Hale, Jr. 21
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Friday, May 4, 2001

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8:45 - 9:45	Presentation Sessions — Round E 28
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11:00 - 11:45	Capnote Presentation – Abdul Alkalimat 31

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Confer

WHAT

At this year's Extension Conference, aside to "roll up your sleeves" time slots have been set aside for an issue of relevance to Extension Service. The three one-hour sessions, with the desired ending recommendations, will be the close of each caucus communication around

JOIN ONE C

These action-oriented sessions are addressing certain issues and making recommendations as

A) EXTENSION'S URBAN IDENTITY

Examine the unique role of urban programming

B) EXTENSION'S URBAN PRIORITIES

Examine the ways in which federal goals for urban extension, implementation

C) EXTENSION'S URBAN PRIORITIES

Examine the opportunities for extension programs with state and local look at the question

Round 1

Wednesday, May 2nd

Round 2

Thursday, May 3rd

Round 3

Friday, May 4th

WHO SHO

The caucus sessions will be Extension Administrators and Extension workers in the same trade

Conference Caucus Sessions

WHAT ARE THE CAUCUS SESSIONS?

At this year's Extension Urban Conference, there will be special time set aside to "roll up your sleeves and work on an issue that engages you." Three time slots have been identified for interested conferees to "caucus" around an issue of relevance to positioning urban work within the broader Extension Service. The three one-hour sessions will use facilitated dialogue as the process, with the desired outcome of sharing ideas for best practices, identifying recommendations for the future, and building colleague networks. By the close of each caucus, it is hoped to develop a plan for post-conference communication around shared interests.

JOIN ONE OF THREE DIFFERENT CAUCUS GROUPS.

These action-oriented caucuses are designed to identify a vision for addressing certain issues, select strategies for issues, and forward or implement recommendations as appropriate.

A) EXTENSION'S URBAN WORK: BEST PRACTICES IN MARKETING AND IDENTITY

Examine the unique challenges of Extension visibility and identity for urban programming, given the historic rural images of the organization.

B) EXTENSION'S URBAN WORK: MULTI-STATE COLLABORATION

Examine the ways urban programming can benefit from and help reach federal goals for more multi-state programming. This will include planning, implementation, and evaluation of urban programs.

C) EXTENSION'S URBAN WORK: OUR CONNECTIONS TO STATE AND NATIONAL PRIORITIES

Examine the opportunities and challenges related to aligning our urban programs with state and national program priorities. This caucus will also look at the question of urban "voices" in the setting of those priorities.

THE CAUCUS PROCESS

Round 1

Wednesday, May 2 nd	3:30 to 4:30 p.m.	Get to know each other and the caucus topic
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Round 2

Thursday, May 3 rd	4:00 to 5:00 p.m.	Strategy-building, best practices sharing
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Round 3

Friday, May 4 th	7:30 to 8:30 a.m.	Action planning and "what next"
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WHO SHOULD ATTEND THE CAUCUS SESSIONS?

The caucus sessions are open to all conference participants, including Extension Administration, faculty, staff and partners. Attending all three sessions in the same track will provide the best individual and group outcomes.

North Central Urban Conference 2001

Pre-Conference Tuesday, May 1, 2001

9:00 a.m. - 1:00 p.m.	Pre-Conference Registration
10:00 a.m. - 12:30 p.m.	North Central Directors' and Assistant Director Meetings
10:00 a.m. - 12:00p.m.	Conference Planning Committee
1:00 p.m. - 2:30 p.m.	Pre-Conference General Opening Session

Welcome and Introduction

Paul Sunderland, Chair of the National Urban Task Force
Maurice Dorsey, National Urban Program Leader

Pre-Conference Keynote — "2000 Census
and Implications for Urban Extension"
Harold L. Hodgkinson, Ph.D, Director,
Center for Demographic Policy, Alexan-
dria, VA.

Panel of Reactors

Carl O'Conner, State Director, /Dean, University of Wisconsin Extension
Chester P. Fehlis, Ph.D. Associate Vice Chancellor /Deputy Director Texas Agriculture Extension Service
Daniel Kugler, Ph.D., Acting Deputy Administrator Economic and Community Systems.

2:30 - 3:00 p.m. Break

3:00 - 4:00 p.m. Small Group Discussion moderated by Urban Task Force Members and with State Directors as leaders

1. Healthy Individuals and Families
2. Healthy Neighborhoods
3. Healthy Environments
4. Healthy Work Force

4:00 - 5:00 p.m. Repeat Small Group Discussion moderated by Urban Task Force with State Directors as leaders

1. Healthy Individuals and Families
2. Healthy Neighborhoods
3. Healthy Environments
4. Healthy Work Force

5:00 — 7:00 p.m. Reception and Hors d'oeuvres Dinner

Wednesday
Pre-C

7:00 - 8:45 a.m. Pre-Conference
SPEAKER: C

9:00 - 11:00 a.m. North Central Meetings

8:30 - 11:30 a.m. Program Session

9:00 - 10:00 a.m. Pre-Conference
(Workshops)

1. Beyond Traditional Camp

Engage the “Total” University

**Presenter: Kay Gasen, Urban
Missouri, St. Louis**

Co-Presenter: Julie Middleton
University of Missouri, Columbia

Many urban extension programs have academic resources that are primarily in the social sciences. At the same time, there is little contact with or communication between those working on urban problems on the one hand and those working on urban areas. This session will present on the needs and priorities of urban extension programs and academic resources on the University of Illinois. It will give to engage "non-traditional" academic disciplines as public policy, history, social work, and urban planning will be presented.

2. Implementing An Urban Improvement Program

Presenter: Les Schick, Count
State University Extension

A team of elected officials, administrative staff, and the County Extension Director from Jackson County are part of the implementation team of the county's CLEP program. A resource packet and history of the program, challenges that led to the establishment of the program, and the unique role of the county government. The unique role and effort will also be detailed.

3. Bridging the Digital Divide - Is Your Community Ready?

Presenter: Tom Tate, National Technology, USDA, CSREES

The new digital economy will raise tools. This session will provide some and families who have built digital

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Individuals and Families
Neighborhoods
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and Hors d'oeuvres Dinner

Wednesday May 2, 2001 Pre-Conference

7:00 - 8:45 a.m. Pre-Conference Power Breakfast
SPEAKER: Colleen Hefferan, Administrator, CSREES.

9:00 - 11:00 a.m. North Central Directors and Assistant Directors
Meetings

8:30 - 11:30 a.m. Program Site Visits

9:00 - 10:00 a.m. Pre-Conference Workshops — Session #1
(Workshops will be repeated at 10:30)

1. Beyond Traditional Campus Faculty Resources: Can We Engage the "Total" University?

**Presenter: Kay Gasen, Urban Program Leader, University of
Missouri, St. Louis**

**Co-Presenter: Julie Middleton, System Program Director,
University of Missouri, Columbia.**

Many urban extension programs are faced with the challenge of relying on academic resources that are physically located in non-urban settings and have limited research interest or experience with urban issues. At the same time, there is little contact with or access to academic faculty and researchers working on urban problems on urban campuses in those same metropolitan areas. This session will present a model developed in Missouri to focus on the needs and priorities of urban neighborhoods, and link those needs to academic resources on the University of Missouri's urban campuses. Strategies to engage "non-traditional" academic faculty from such departments as public policy, history, social work, nursing and business administration will be presented.

2. Implementing An Urban County Continuous Quality Improvement Program

**Presenter: Les Schick, County Extension Director, Michigan
State University Extension**

A team of elected officials, administrators, union representatives and the County Extension Director from Jackson County, Michigan serve as the implementation team of the county's County Quality I initiative now in its sixth year in Jackson. A resource packet and slide presentations will describe the history of the program, challenges encountered, successes, and teamwork that led to the establishment of the Midwest's leading CQI program in county government. The unique role and resources of Extension in supporting this effort will also be detailed.

3. Bridging the Digital Divide: Community Technology Centers - Is Your Community Ready?

**Presenter: Tom Tate, National Program Leader, Information
Technology, USDA, CSREES**

The new digital economy will raise all who gain the skills to use the new age tools. This session will provide some blueprints from communities, individuals and families who have built digital capacity into their communities.

4. Packaging Programs to Gain Community, Corporate and Media Support

Presenter: Martha A. Burris, County Extension Director, North Carolina Cooperative Extension, Gaston County

Co-Presenter: Leah Chester-Davis, Area Specialized Agent, Marketing and Media Relations, North Carolina Cooperative Extension

Seven counties in the Charlotte, North Carolina, metropolitan area work together on key programs to increase visibility and impacts. Several programs have been packaged to be more marketable, reduce duplication of effort and to extend resources. For example, Give Your Heart a Healthy Beat secured sponsorship from radio stations with primarily black listeners, one of the major TV stations in the market, The Charlotte Post (newspaper of the African American community), the Charlotte Medical Society, an organization of African American physicians, among many other organizations. In addition, the presenters will share how newsletters were used to pull together program teams for Successful Gardener and Families First, each newsletter receiving national awards. The presenters will also share annual reports and other strategies that are used to communicate with key constituents and the news media.

5. Attracting Collegiate Volunteers to Build the Capacity of Extension Urban Programs

Presenter: Janet Fox, Extension 4-H Youth Development Specialist, University of Nebraska - Lincoln

Many urban centers are blessed with a wealth of human and financial resources. One of these many resources is colleges and universities brimming with potential student volunteers. Despite widespread reports of a disaffected student generation, a Marquette University study concluded that there is no shortage of students getting involved in volunteer service. The challenge, in most cases, is figuring out how to tap into student resources with so many competitors. So how can you beat the crowd to lure energetic college students to support Extension urban programs? This workshop will identify resources providing links into colleges and universities. Through interactive exercises, participants will gain strategies to recruit and utilize college students to support Extension's capacity to deliver programs and impact the lives of individuals. Tapping into the vast resources of colleges, universities and their students in the work of Extension is a win-win situation for all involved.

6. Moving Toward Organizational Change: The MSUE Multi-cultural Process

Presenter: Dionardo Pizña, Community Development and Diversity Educator, Michigan State University Extension

Co Presenter: Sandy Clarkson Stuckman, Diversity and Personnel Specialist, MSUE

Come and learn about the multi cultural change process which has been an intentional organizational focus for Michigan State University Extension (MSUE) over the past three years. Participants will have an opportunity to experience a segment of the two day MSUE Multi Cultural Self-Awareness Workshop. They will learn about the impacts and outcomes experienced during this process. Presenters will highlight professional development and support materials available to all staff to enhance their individual learning. Participants will also explore some of the challenges and opportunities which have been and continue to be part of this organizational change process.

10:00 - 10:30 a.m. Break

10:30 - 11:30 a.m. Pre-Conference Workshops — Session #2
Repeat of Session #1 above 9:00 a.m.

North Central Urban Wednesday

12:00 - 2:30

Conference

— Welcome

— Keynote

Mission

— Response

2:30 - 3:00

Break

3:00 - 3:30

National Urban

National Urban

3:30 - 4:30

Caucus Session

6:30 - 8:30

Conference

— Story Telling

Thursday

7:00 - 7:45

Poster Session

7:45-9:00

Networking &

Poster Session

P-1. Missouri Housing Partners

Presenter: Marsha G. Allen, Specialist, University of Missouri Outreach & Extension Center

Missouri Housing Partners expect individuals and families through access to information they may receive from Missouri Extension, Missouri Housing Partners, Rural Development, Fannie Mae, and others. They have assisted over 900 Missouri buyers, in obtaining information and resources. A survey indicates that purchased homes utilizing resources access MHP by filling out a form. University Extension Centers and Forms are also available online. Forms are sent to participating agencies with pertinent information.

P-2. Garden Mosaics: Linking Communities

Presenter: Ainsley Caldwell, University Cooperative Extension

1) engage youth in the use of viewing, observation, mapping food growing practices of relationships with elders and community

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above 9:00 a.m.

North Central Urban Conference 2001

Wednesday May 2, 2001

12:00 - 2:30

Conference Opening Luncheon:

- Welcome: County Commissioners
- Keynote: Scott J. Peters "Renewing the Civic Mission and Aims of Extension Work"
- Response: North Central Directors

2:30 - 3:00

Break

3:00 - 3:30

National Urban Agenda Presentation —
National Urban Task Force

3:30 - 4:30

Caucus Session I

6:30 - 8:30

Conference Dinner:

—Story Teller: Barbara Eady

Thursday, May 3, 2001

7:00 - 7:45

Poster Session Set-up

7:45-9:00

Networking Breakfast and Poster Sessions —
Poster Sessions continue until 1:30 p.m.

P-1. Missouri Housing Partners

Presenter: Marsha G. Alexander, Environmental Design Specialist, University of Missouri- Jackson County University Outreach & Extension Center

Missouri Housing Partners expands home ownership opportunities to individuals and families throughout Missouri by providing easy access to information they may otherwise not have. University of Missouri Extension, Missouri Housing Development Commission, USDA Rural Development, Fannie Mae, Veterans Administration and more have assisted over 900 Missouri families, primarily first time home buyers, in obtaining information on loan opportunities and educational resources. A survey indicated 21.3% of the MHP clients have purchased homes utilizing resources from the partnership. Individuals access MHP by filling out information request forms located at University Extension Centers and USDA Centers throughout Missouri. Forms are also available on the web. The completed forms are sent to participating agencies who directly contact the applicant with pertinent information.

P-2. Garden Mosaics: Linking Scientists, Cultures, and Communities

Presenter: Ainsley Caldwell, Extension Educator, Cornell University Cooperative Extension

1) engage youth in the use of participatory action research (interviewing, observation, mapping) methods to gather information about food growing practices of immigrant gardeners; 2) develop relationships with elders and community members that will enhance

continued

the youth's appreciation of elders' knowledge; 3) share ethnic food growing practices and communicate with scientists and project participants over the Internet; and 4) share the results and knowledge gained through community events at their gardening sites. Outcomes of this project will be: a series of garden tours, visual, electronic and print materials, and local, regional, and national workshops. Project duration is September 1999 to October 2001.

With funding pending for the expansion of this project, we seek to explore interest of Extension Educators in cities nationwide.

P-3. "Take Five": A Fruitful Endeavor With A Community Message That Is Effectively Promoting 5-A-Day Through The Elizabeth Schools
Presenter: Karen M. Ensle, EdD, RD, Department Head,
Department Head, Rutgers Cooperative Extension of Union County
Co Presenters: Michele Clancy, RD, MBA, Program Associate
R.C.E.S.

As a result of the "Take Five" nutrition education project, food stamp eligible residents of Elizabeth, NJ, in Union County, not already served by EFNEP, are improving their intake of fruit and vegetables through participation in behaviorally-focused, learner-driven, outcomes-based nutrition education in elementary classes and with personnel in 26 school cafeterias. The nutrition education sessions are provided by the NJ Food Stamp Nutrition Education Program (FSNEP). Collaboration of Cooperative Extension and the FSNEP program with the Director of Food Service for the Elizabeth Board of Education has allowed integration of nutrition education within classes and within the school cafeterias in this urban city school district impacting over 500 youth and 200+ adults.

P-4. Recruiting, Training, and Supporting Volunteers for Juvenile Diversion through Urban Gardening
Presenter: Joseph H. Konen, District Specialist, Urban Programs,
Ohio State University Extension

This presentation is based on three years experience recruiting, training, and supporting volunteer mentors for juvenile offenders. Participants will be assisted to assess the capacity of their organization to develop a community-service program for juvenile offenders. Suggestions will be given for designing an effective program and recruiting such volunteers and various methods for recruiting, orienting and training 4-H volunteers as mentors for juvenile offenders will be described and evaluated. Participants will have an opportunity to plan a similar program for their urban setting and to share their experiences.

P-5. Using Photographic Expression and Journaling by Adolescents to Give Voice to Their Experiences, World and Identification of Needs
Presenter: Molly Latham, Area Extension Specialist, University of
Nevada, Las Vegas

Las Vegas faces significant challenges as an urban center due to growth, dependence on the gaming industry and a transient population. The "Kid's Eye View of Vegas" program gave local youth an articulate voice to tell others about their life in the fastest growing city in the country. Participants took several photojournalism workshops and then went out

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P-6. Using Family Matters to Connect Families Along the River
Presenter: Mary Ann
University of Colorado
Co-Presenters: Mary Ann
Zimka, University of

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P-7. Marketing the Urban Garden
Presenter: Pamela
Specialist, University of
Co-Presenter: Mary Ann

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P-8. Land Use Education for the Future
Presenter: Rose S
University of Wisconsin
Co-Presenters: Ar
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knowledge gained through
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Community Message
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Department Head,
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Volunteers for Juvenile

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Marketing by Adolescents to
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ops and then went out

into their environment to capture images that accurately por-
trayed their lives. Youth gained awareness in photojournalism
as a career option, photography as an expressive art, skill de-
velopment in photography and developed written communi-
cation skills via journaling. This poster presentation will show how
information can be garnered from youth when they have an
articulate means of telling us about their lives.

P-6. Using Family Matters Newsletter to Build Capacity in Families Along Colorado's Front Range

Presenter: Margaret Miller, County Extension Director, University of Colorado

Co-Presenters: Extension Agents, Jane Frobose, and Kay Zimka, University of Colorado

Family Matters newsletter is written for a target audience of fami-
lies with toddlers and pre-school age children. Family and Con-
sumer Sciences educators rotate responsibility writing parenting
education articles, health and safety tips, and appropriate book
reviews. Production is coordinated through one Front Range
Colorado county office and white-copy reproducible English and
Spanish versions are distributed monthly to an additional 7 coun-
ties and statewide regional representatives. Counties utilize di-
verse distribution processes with documentable direct and indi-
rect effectiveness. Proof that *Family Matters* builds capacity in
families is reflected by clients' comments: "We use your articles
in our newsletter nearly every month. There is always something
timely to meet our program needs." "Your articles are always
appropriate and timely for this age group."

P-7. Marketing the Urban Initiative

Presenter: Pamela Seelman, Senior Public Information Specialist, University of Wisconsin Cooperative Extension

Co-Presenter: Marla Maeder, Marketing Consultant

Our poster session will include a "show and tell" featuring a vari-
ety of marketing tools we've created to tell our urban initiative
success stories to community partners, Extension peers, elected
officials, county governments, the media and others involved in
urban issues. We use these pieces to promote networking and
create new partnerships. We also use these success stories to
clearly illustrate our commitment to diversity in staffing and es-
pecially in programming. Our poster session also will include an
interactive opportunity to see how we've partnered with the Mil-
waukee Journal Sentinel's website, JS Interactive, to piggyback
our educational information with their extensive marketing ef-
forts and name recognition. This work clearly illustrates the im-
portance of forming creative community partnerships.

P-8. Land Use Education

Presenter: Rose Skora, Community Agriculture Educator, University of Wisconsin Cooperative Extension

Co-Presenters: Annie Jones, Community Development Educator UWCES and Pete Wanger, Community Development Educator, UWCES

Kenosha and Racine Counties are very similar in size, demographics and geography. As such, many of the educational programs are pertinent to both counties. A major goal of our team is to provide broad-based land use education to key stakeholders in Kenosha and Racine Counties.

Some of our major partners include:

- Horticulture educators
- Planning and Development offices
- Sustainable Racine, a local community development organization
- Land conservation departments
- Local neighborhood groups
- State and multi-state land use teams

We are determined to maintain an educational presence, not only in educating the general public and policy makers of the 2 counties, but we are also committed to providing a strong educational base to tomorrow's leaders.

P-9. Elkhart County CAREs About Youth

Presenter: Laurie Sula, Extension Educator, 4-H Youth Development, Purdue University CES

Through a grant funded by Purdue University Cooperative Extension Service and the Indiana State Department of Health, and in cooperation with the Elkhart County Extension Office, the YWCA of Elkhart County's Women's Resource Center conducts CARE programs for kindergarten through twelfth grade students. Programs were presented to 220 elementary and middle school students and to 225 high school students. Programming is also available for college students. A support group for teen rape victims meets weekly. Evaluations show that students are able to identify what constitutes rape and sexual assault, are more knowledgeable about avoiding vulnerable situations and behaviors, and can identify community resources. Teen victims report an increased sense of empowerment and support through participating in CARE programs.

P-10. Liberty Commons "Kids Club": A Partnership To Provide Prevention Skills To At-Risk Pre-Adolescents

Presenter: Lisa Wittenauer, Extension Agent, 4H Youth Development, Ohio State University Extension

Liberty Commons 4-H Club is a monthly after school activity for youth ages 6 to 12 who reside in a public assistance housing complex. This joint program between ADDS, Inc. (Alcohol, Drug Dependency Services) and 4-H is designed to equip youth with skills needed to avoid high risk behaviors (experimenting with drugs, alcohol and sex). Meetings consist of 90 minutes of crafts, group learning, games, and a healthful snack. Group learning topics include peer pressure, anger management, goal setting, substance abuse prevention and development of morals and values. Crafts are made with the emphasis on giving the newly manufactured craft to someone special. A nutritious snack always concludes each hands on, fun activity session.

P-11 Building Community Network Center

Presenter: Judy Michigan State
Co-Presenter: Sh Assistant, MSU

The Neighborhood is an innovative model fostering ongoing connections, and social services. These collaborative neighborhood-age

This presentation will present a new model in Lansing, Michigan, and the role of community centers. The presentation will illustrate the impact of this

P-12 Community Development Revitalization Approach

Presenter: Susan Specialist, Michigan
Co-Presenter: Bob Program Director

This presentation will discuss community development through community organizing or sector development and is focused on the process rather than a traditional revitalization of community development. Entrepreneurialism is the process

P-13 Developing Assets

Presenter: Alan Educator, University
Co-Presenters: Ed Specialist, 4-H Youth Educators Manar Hope Jackson, UI

This workshop will open youth in school or a program engages children in entrepreneurial program identifies interests. While and formulate concepts, entrepreneur, how to connect, sources of capital, program has great entrepreneurship to the school

P-11 Building Community Capacity: The Lansing Neighborhood Network Center Model

Presenter: Judy Gardi, Urban Extension Agent,
Michigan State University Extension
Co-Presenter: Shelby Berkowitz, Graduate
Assistant, MSU

The Neighborhood Network Capacity Center system in Lansing is an innovative model that promotes community capacity by fostering ongoing collaboration between citizens, public institutions, and social service agencies serving urban neighborhoods. These collaborative partnerships are directed toward the joint neighborhood-agency control of neighborhood centers.

This presentation will describe the Neighborhood Network center model in Lansing, the goals and strategies of Network Centers and the role of Urban Extension in promoting these centers. The presentation will also report action research efforts to evaluate the impact of the centers.

P-12 Community Development and Child Care: A Community Revitalization Approach

Presenter: Susan Cocciarelli, Academic
Specialist, Michigan State University
Co-Presenter: Barbara Mutch, MSU Extension
Program Director

This presentation will demonstrate, through case study, the community development approach to community revitalization through community resident participation in establishing niche or sector development. This sector is child care home development and is focused on a community development, model rather than a traditional human services agency model. Mobilization of community financial and social assets, the building of community development corporations to address housing and entrepreneurialism, and community organizing were all part of the process.

P-13 Developing Assets for 4-H Entrepreneurship

Presenter: Alganesh Piechocinski, Extension
Educator, University of Maryland Extension
Co-Presenters: Edith C. Williams, Extension
Specialist, 4-H Youth Development and Extension
Educators Manami Brown, Sandra Mason, and
Hope Jackson, UME

This workshop will open the world of entrepreneurship for urban youth in school or community programs. The experiential program engages children eight to twelve years of age in an entrepreneurial program that teaches important life skills and identifies interests. While running their businesses youth will question and formulate concepts that include, why become an entrepreneur, how to conduct a market survey, promotional strategies, sources of capital, pricing, and career development. This program has great appeal for youths and connects entrepreneurship to the school curriculum for the age level.

P-14 Dad, It's Your Child Too

Presenter: James L. Jordan, Extension Agent, 4-H Youth Development, Ohio State University Extension

Co-Presenter: Laura Stanton, Extension Agent, FCS, CD, OSUE.

What began as a simple educational program introduced by Purdue University in Indiana was brought to Ohio State University Extension and has exploded into a very successful program teaching men fathering skills. Originally beginning in the Juvenile Rehabilitation Center with teen fathers, this program has become in just two years one of Extension's successful educational programs in Butler County. Sessions are conducted in several agencies including the Juvenile Detention Center, Juvenile Rehabilitation Center, Southwest Ohio Serenity Hall, Inc., and the Sojourner Center. The program has been expanded into a fifteen-week program for adult fathers. Program curriculum information will be shared as well as the way program participants have been used as guest speakers in other Extension educational programs.

P-15 Family Money Matters

Presenter: Sandra Womack, CFCS, Extension Educator, University of Maryland Cooperative Extension

Co-Presenters: Helen Williams, Extension Educator, Pamela King, Extension Agent, UMCES

The handling of family economics cuts into the core of family stability. Family members often have limited knowledge as to how money is earned and spent. There is a need to educate parents and children about money management, sound record keeping and the art of saving. A study conducted by the National Council on Economic Education with 1010 adults and 1085 high school students reported in the Washington Post April 18, 1999 found the average score on basic economics for adults was 57% and 48% among youth.

This program promotes networking and partnership among Extension's staff and the community. It involves families, individuals, and the community for financial support.

P-16 Success Markers: Building Capacity in Communities, Teams, and Individuals to Plan and Document Program Outcomes

Presenter: LaDeane R. Jha, Extension Educator, University of Nebraska, Lincoln

Co Presenter: S. Kay Rockwell, Extension Evaluation Specialist, UNL

Success Markers, identified action or behaviors which indicate successful accomplishment of an outcome, were proposed by Barry Kibel in 1999. They document program staff contributions to helping "clients" achieve hard to reach, longer term, sustained outcomes in complex programs. A group of Nebraska Extension faculty are piloting the use of *Success Markers* to enhance current planning and program evaluation efforts. Handouts and illustrations will describe how *Success Markers* are being used to assess a variety of Extension programs.

P-17 Working with the Parenting Educational Project

Presenter: Rose A. and Family Development, University of Minnesota

This presentation will discuss the Parenting Educational Project, a two major urban minority communities. The project included joint development of a video, and a booklet providing information and unique cultural community and view the comprehensive as a context and will

9:00 - 10:00

Continued

1. Getting People To Bumps Along the Way

Presenter: Rosilee Family Specialist,

"You don't have to be a community-based organization. They must get here and along with their fellow problem-solve, and know the order to be sure. Being signed to help adults and life, was asked to do. The evaluation have proved many lessons were learned. "Tracking the Tough Skills" the program, has received. It is currently being utilized in the States, and even in Hawaii.

2. Emergency Management Security

Presenter: William S. Management Collaborative

The capacity for Extension by building capacity in the community. The project will be demonstrated. The project where Urban Extension can to save dollars and potential community agencies will be provided. It will be shared to enhance management in our community.

P-17 Working with the Urban Health/Medical Community on Parenting Education

Presenter: Rose Allen, Extension Educator, Youth and Family Development, Ramsey County, University of Minnesota

This presentation will describe a multi-faceted parent education project, "Peaceful Parenting" conducted in cooperation with two major urban medical centers/hospitals. This program included joint development of a lesson "Parenting in Public", a video, and a booklet for parents, "Positive Parenting." We will share information and unique aspects of working with the health/medical community and selected evaluation results. We will overview the comprehensive Extension "Positive Parenting" project as a context and will provide relevant handouts.

9:00 - 10:00 Conference Presentations — Round A

1. Getting People To Work: Successes, Challenges, and Bumps Along the Way

Presenter: Rosilee Trotta, Urban Youth and Family Specialist, University of Missouri

"You don't have to teach job skills," said employers and community-based organizations. We need people prepared to work. They must get here on time, come with a good attitude, get along with their fellow workers, be able to communicate and problem-solve, and know how to get a job. We'll do the rest!" A tall order to be sure. But that's what Work Ways, a program designed to help adults and teens prepare for success in work and life, was asked to do. Two years of qualitative and quantitative evaluation have proven the program's success. Along the way, many lessons were learned that can benefit other programs. "Tracking the Tough Skills," a curriculum resource developed for the program, has received enthusiastic approval by participants. It is currently being utilized in many programs across the United States, and even in Holland.

2. Emergency Management - Collaboration for Safety and Security

Presenter: William Scott Rumble, Emergency Management Collaboration, Purdue University

The capacity for Extension to help Emergency Management groups by building capacity in the community with Emergency groups will be demonstrated. The presentation will share successful programs where Urban Extension and Emergency Management collaborated to save dollars and potentially-life. Networking among various community agencies will be promoted. Successful ideas and resources will be shared to enhance Extension's role with Emergency Management in our communities.

3. Preventing Partnership Pitfalls: Avoiding 'Turf Issues' In Community Collaboration

Presenter: Gregory Siek, Extension Agent, 4H Youth Development, Ohio State University Extension

Session will provide overview of concepts useful in assessing local environments for potential partners with resources needed to reach programming goals. Presenter will guide participants in a discussion examining potential barriers to successful resource exchanges to reach program goals. Using case studies, participants will develop list of preventive actions which can avoid "turf issue" problems and enhance the capacity of partnerships to be effective.

4. The Columbia After-School PEAK Project: A Model Community-University Partnership

Presenter: Emma Theuri, Youth Program Development Specialist, University of Missouri.

Co-Presenters: Pamela Huddleston, M.Ed., Interim Project Administrator, Community-University Partnership (CUP), Michael Mobley, Ph.D., President of Community-University Partnership (CUP)

This presentation will focus on the development, implementation, and effectiveness of the Columbia **PEAK Project**, and after-school tutoring/mentoring program, which primarily serves 40 African-American students (grades 3 through 10). The program is based on the Self-Empowerment Theory (Tucker, 1999) which posits that academic failure and behavioral problems are influenced by five self-variables: (1) self-motivation; (2) perceived self-control of behavior and achievement outcomes; (3) self-reinforcement of achievement efforts and outcomes; (4) adaptive skills (communication, socialization); and (5) engagement in success behaviors.

Our presentation will inform participants about how the **PEAK Project** has forged new relationships between African American children and their parents, engaged community business and political leaders, and united university faculty, staff, and resources to **build capacity across cultural communities**.

5. Five Steps to a Successful and Rewarding Work Life

Presenter: Dr. Ellen G. Murphy, Youth Development Specialist, Washington State University

Co-Presenter: James Bledsoe Recruitment Coordinator, WSU

This is a workshop that gives urban youth workers a tried and true recipe that empowers urban middle and high school youth to prepare themselves for a work and life future that is satisfying and economically rewarding to them. Because parents and other members of the community are involved in the planning, they too can benefit from the vast amount of information that is disseminated during the program.

This workshop is designed to teach urban youth workers the art of bringing university services, personnel, and resources together with local colleges, businesses, trade and industry into urban middle and high schools to encourage, show and assist youth in pursuing a post-high-school education. The program literally brings the university to the community. The program targets communities, families, and individuals that are not in-

clined to attain education. A five-step plan to reach this goal for seven years to complete a cycle of bil-

6. The Green Brigades: Teaching Youth Horticulture

Presenter: Edna ... Horticulture, Texas

Ongoing collaboration between Extension Horticulture and Juvenile Probation Department and Recreation Department to pay juvenile courts to pay for learning horticultural techniques; work safety study and hands-on maintenance budget

7. Community Chats

Presenter: Annie ... Educator, University
Co-Presenter: Co ... Public Information

"Community Chats" in Kenosha. The chats in Kenosha County WI purpose of the program in Kenosha to come to about issues important culture topics include: Growing Smart; Center for Neighborhood; Building Up Re-building a Neighbor-

8. Review of Philadelphia Collaborative Efforts

Presenter: Stacie ...
Co-Presenter: Joel ... State Cooperative

Results indicate that education activities, new nutrition education knowledge of other populations. Some benefit from a collection. All subjects in efforts, most often re-evaluation strategies communicate through face-to-face meetings. other communities

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clined to attain education beyond high school. A systematic five-step plan to reaching the targeted audience has been used for seven years to accomplish the goal of breaking the complacent cycle of blue-collar mentality and syndrome.

6. The Green Brigade - Paying Victims Restitution By Teaching Youth Horticulture

Presenter: Edna Ortiz, Bexar County Extension Agent, Horticulture, Texas A and M University

Ongoing collaborative project between the Bexar County Extension Horticulture Program, its Master Gardeners, Baxer County Juvenile Probation Department and the City of San Antonio Parks and Recreation Department which allows youth ordered by juvenile courts to pay victims' restitution by earning money while learning horticultural science; gardening and landscaping techniques; work safety rules and responsibilities through classroom study and hands-on work at city and county parks with limited maintenance budgets.

7. Community Chats

Presenter: Annie Jones, Community Development Educator, University of Wisconsin Extension

Co-Presenter: Cory St. Marie-Carls, City of Kenosha, Public Information Officer

"Community Chats" are series of programs held in the city of Kenosha. The chats signify an important partnership between Kenosha County UW-Extension and the city of Kenosha. The purpose of the program is to provide a forum for the people of Kenosha to come together, talk about, and receive information about issues important to the community. Some past and future topics include: Kenosha City Government Comes to You!; Growing Smart; Census 2000; Weather Watch; Building a Neighborhood; Building Unity in the Community; Thank a Teacher; and Re-building a Neighborhood.

8. Review of Philadelphia Nutrition Education Programs and Collaborative Efforts

Presenter: Stacie R. Kisver, RD, Temple University

Co-Presenter: John Byrnes, Ph.D., Extension Agent, Penn State Cooperative Extension

Results indicate that NEP funding is increasing urban nutrition education activities. There is a lack of coordination of these new nutrition education efforts, as local NEP leaders report little knowledge of other NEP project activities, locations, and target populations. Some agencies, new to nutrition education, would benefit from a collaborative effort to provide technical assistance. All subjects indicated a desire to increase collaborative efforts, most often requesting to share curricula ideas and project evaluation strategies. Leaders most often requested to communicate through the internet, as time constraints prohibit face-to-face meetings. However, interviews with NEP personnel in other communities indicate that personal interaction is more

continued

effective in building collaborative relationships. Local NEP leaders should collaborate in order to avoid duplication, share resources and ideas, and build comprehensive nutrition education strategies for the community.

9. Diversity-The Key to Building Capacities In Communities, Families and Individuals

Presenter: Mabele Jones Grimes, Ph. D., University of Missouri, AA/EEO Officer and Director of Diversity

Being aware and understanding Diversity is the key to building capacities in communities, families and individuals. Identifying differences and similarities among groups of individuals in communities is a first step to capacity building. During this interactive presentation, participants will identify and analyze the diversity issues faced in their own work.

10:00 - 10:30 Break

10:30 - 11:30 Conference Presentations — Round B

10. Extension Partners with the Catholic Commission on Housing to Expand Minority Home Ownership Opportunities

Presenter: Sharon C. Laux, Ph.D., Housing Specialist, University of Missouri

Co-Presenters: Patrice Dollar, M.S., CFP, Consumer Education Specialist, Suzanne Zemelman, M.S., J.D., Family and Consumer Economic Specialist

Home ownership is important to families and communities. It helps families by improving their well-being and increasing their net worth. Home ownership benefits communities by stabilizing neighborhoods and the area workforce. Home ownership is the most common way in which families accumulate wealth. However, financial well-being resulting from Home ownership varies by race. In St. Louis, only 37% of minorities are homeowners, while 51% of the non-minority households own their homes. Most of this program's participants are moderate income, African American females. In addition to learning the process of home buying and developing financial management skills, program participants receive down payment and closing costs assistance. 1040 individuals attended the home ownership training between March 1998 and March 2000. About one-third of the participants have purchased homes.

11. Senior Cooperative Housing: An Emerging Challenge for Extension Educators

Presenter: Jill Eversole Nolan, Ph.D., Northeast District Director, Ohio State University Extension

Although Urban Extension educators have played an important role in acquainting clientele with issues facing older citizens, including housing, they have not pointed to the cooperative housing concept as a viable alternative. This is perhaps because, in the areas where they operate, these educators do not currently have this type of housing as an option. It could also be due to the fact that these educators are themselves unaware of this potential alternative. In either case, cooperative housing offers Urban Extension educators the opportunity and

challenge to develop our concept to clientele including and community leaders. pro-active in teaching client Teaching residents of Urban housing represents no less have shown that this type reach the types of goals housing that meets the ne The proposal compliments working and partnerships) for the growing older adult

12. Children, Youth, and Urban Areas

Presenter: Sharon K.B. Leader, USDA

Of the 283 community b Risk (CYFAR) programs fu cities, 4% are in suburbs. tion will examine the CYF risk audiences reached, children, youth, and family critical factors for sustaini US Department of Agricultu nisms CSREES has establi CYFERnet, the annual CYF The presentation will incl Report, overviews of sustainability and connec clude time for participat funding, collaboration, a

13. Community Asset Mapping for Out-of School Activities

Presenter: Melissa G Research Associate

This session will actively e exercise that can be replic involve youth in planning constructive use of time dents. Findings from oth to demonstrate how this priorities for additional ou their utilization or under-

14. Clover Clubs A Practical

Presenter: Jennifer S Youth Development,

The "Clover Club" exper in reaching minority youn grams, without sacrificin dditional" 4-H club progr direct response to chal

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Round B

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challenge to develop curricula and programs describing this concept to clientele including potential residents, their families and community leaders. Extension has had a history of being pro-active in teaching clientele about adopting new techniques. Teaching residents of Urban communities about cooperative housing represents no less a challenge. The results of this project have shown that this type of housing has helped older adults reach the types of goals they have been seeking in acquiring housing that meets the needs that are important to them.

The proposal compliments the conference goal: (promoting net-working and partnerships) to meet a challenging issue - housing for the growing older adult population.

12. Children, Youth, and Families At Risk (CYFAR) Programs in Urban Areas

Presenter: Sharon K.B. Wright, National Program Leader, USDA

Of the 283 community based Children, Youth and Families At Risk (CYFAR) programs funded by CSREES, 12% are in central cities, 4% are in suburbs, and 27% are in towns. This presentation will examine the CYFAR urban programs and describe at-risk audiences reached, program strategies, and outcomes for children, youth, and families. The presentation will also describe critical factors for sustaining programs beyond the five years of US Department of Agriculture funding, and the support mechanisms CSREES has established through electronic connectivity, CYFERnet, the annual CYFAR Conference, and 6 CYFAR liaisons. The presentation will include copies of the 2000 CYFAR Annual Report, overviews of urban community programs, and sustainability and connectivity studies. The presentation will include time for participants to ask questions about the CYFAR funding, collaboration, and training opportunities.

13. Community Asset Mapping: Identifying Youth Preferences for Out-of-School Activities and Community Improvements

Presenter: Melissa Quon Huber, Michigan State University Research Associate and Faculty

This session will actively engage participants in a simulated exercise that can be replicated within their own communities to involve youth in planning and designing activities to maximize constructive use of time by junior and senior high school students. Findings from other community examples will be shared to demonstrate how this process was used to determine youth's priorities for additional out-of-school activities and to understand their utilization or under-utilization of existing activities.

14. Clover Clubs A Practical Strategy to Diversity 4-H Clubs

Presenter: Jennifer Sterling, Extension Educator, Urban 4-H Youth Development, Oklahoma State University

The "Clover Club" expansion model has been highly successful in reaching minority youth with research based educational programs, without sacrificing the identity and strengths of the "traditional" 4-H club program. This program was developed in direct response to challenges identified at previous Urban Ex-

tension conferences. Examples and suggestions will be given for adapting project materials to account for high transience, low parental involvement and wide variations in reading ability. Alternatives to the volunteer-led or Extension staff led club program will be highlighted. The development and sustainability of collaborative agreements with other agencies will be discussed, along with practical modifications in record keeping and awards programs. Participants will receive a curriculum sample.

15. The Many Facets of Plants in the Inner City
Presenter: Kevin Mitchell, 4-H Agent, Rutgers
Cooperative Extension of Passaic County

This presentation will focus on the role of plants in improving daily life in low-income urban communities. PLANTS PROVIDE BEAUTY. Participants in this workshop will view slides depicting how plants provided have brought hope and beauty to low income urban communities and discuss/brainstorm the selection of sites for successful urban planting projects. PLANTS PROVIDE JOBS. Participants will learn how plants can provide jobs for low-income people and explore the nature of these jobs and non-traditional sources of funding to create them. PLANTS REDUCE STRESS. Participants will learn how plants, such as houseplants, trees and flowers if used properly, can reduce stress levels in low-income, urban areas.

16. Reaching & Teaching Through Technology
Presenter: Darren Bagley, Natural Resources Agent,
Michigan State University Extension, Genesee County
Co-Presenter: David J. Fenech, County Extension Director

Technology enables our 25-member team to do an increasingly better job of serving an urban county with 450,000 residents. We employ a comprehensive website updated daily, listservs to connect partners; multimedia projection combined with a SmartBoard, PowerPoint presentations, digital video, satellite programming, videos, and digital microscopes; desktop videoconferencing; as well as traditional media outlets to reach and teach diverse audiences. We spend at least 3 hours a month training all staff members on how to use and maintain our technology. Our website allows us to serve 24 hours a day year-round. Our listservs connect diverse groups on issues where quick delivery of information and feedback is integral when hectic schedules cannot allow for face-to-face meetings. We also use technology for in-house diversity training.

17. Increasing Diversity In Urban Leadership Positions
Presenter: Cindy Bond-Zielinski, Extension Agent, Family
and Consumer Sciences, Ohio State University Extension
Co-Presenter: Calvin Walker, District Director,
Southeast, University of Minnesota Extension

What do you think of when you think of diversity? There are few, if any, aspects of life in which diversity does not play a major role, whether it be animals, art, food, music, lifestyle, people or any subject that could be named.

It was only a few years ago that almost every business and professional magazine or journal contained at least one article on how to achieve

diversity within a company indicated that while this was that had to be met in order societal expectations.

This presentation will stress leadership positions, not as a positive concept to develop attributes within the team.

18. Marketing EFNEP (The Education Program) in
Presenter: Punam Ohri
Agent, EFNEP, Ohio State
Co-Presenter: Charles
Consultant

With the help of a grant for a marketing plan was developed outreach and awareness. The plan was developed by a committee and a marketing were developed based on a marketing consultant with agencies, and clients. The need for marketing a campaign in an urban community will discuss the processes of a campaign and share what learned, as well as the success.

11:45 - 1:15 Conference
 Hale, Jr.: "Democracy and Greater Diversity in Education"

1:30 - 2:30 Conference

19. The United Growth for Urban Sprawl Through Urban Citizens
Presenters: Dave Gunter,
Kent County, Michigan
Kendra Gunter, Project
Growth for Kent County
Director of the MSU
Grand Rapids

The United Growth for Urban Sprawl and is primarily grant funded to equip central city residents in neighborhoods. It also works with township officials with resource areas. By developing urban and rural stakeholders of sustainable, citizen participation.

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transience, low parental in-
bility. Alternatives to the vol-
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diversity within a company or organization. Some may have indicated that while this was a difficult challenge, it was one that had to be met in order to comply with laws and increasing societal expectations.

This presentation will stress the benefits of diversity in urban leadership positions, not as a law to be complied with, but as a positive concept to develop teamwork and increase positive attributes within the team.

18. Marketing EFNEP (The Expanded Food and Nutrition Education Program) in Cuyahoga County Presenter: Punam Ohri-Vachaspati, Extension Agent, EFNEP, Ohio State University Extension Co-Presenter: Charles Shoup, Marketing Consultant

With the help of a grant from the Cleveland Foundation, a marketing plan was developed with a goal to increase program outreach and awareness about EFNEP in Cuyahoga County. The plan was developed with the help of a marketing advisory committee and a marketing consultant. A set of marketing tools were developed based on market research conducted by the marketing consultant with input from EFNEP staff collaborating agencies, and clients. In this presentation, we will discuss the need for marketing a community-based program, especially in an urban community with several other competing issues. We will discuss the processes involved in developing a marketing campaign and share the problems encountered, lessons learned, as well as the success stories with the audience.

11:45 - 1:15 Conference Luncheon — Speaker: Dr. Frank W. Hale, Jr.: "Democracy Demands that We Care, The Need For Greater Diversity in Education"

1:30 - 2:30 Conference Presentations — Round C

19. The United Growth for Kent County Project: Addressing Urban Sprawl Through the Capacity Building of Rural and Urban Citizens Presenters: Dave Guikema, Extension Director, Kent County, Michigan State University Extension, Kendra Gunter, Project Coordinator, United Growth for Kent County Project, Carol Townsend, Director of the MSU Center for Urban Affairs, Grand Rapids

The United Growth for Kent County project is in its second year and is primarily grant funded. The project works to mobilize and equip central city residents with tools to redevelop central city neighborhoods. It also mobilizes and equips rural residents and township officials with tools to preserve farmland and natural resource areas. By developing strong connections between urban and rural stakeholders, the project will lead to formation of sustainable, citizen coalition focused on promoting positive

land use. This project is a unique approach to urban sprawl since there are few examples of inner-city/rural alliances in the U.S. Visit our web site at www.msue.msu.edu/unitedgrowth.

20. Seniors Online

Presenter: Tierney E. Hamilton, Program Assistant, Ohio State University Extension, Hamilton County

Online Program is a successful and sustainable urban model highlighting Extension's commitment to diversity in programming clients served. It serves to implement computer technology to a diverse audience that perhaps would not have this training, if not for Extension. This program allows participants to learn the basics of computers and progress into creating web pages and gaining information that will enhance their daily lives. Through effective partnerships with Extension and non-Extension organizations, Extension was able to develop a computer lab with eleven computers allowing for direct, hands-on instruction, specifically designed for seniors. Utilizing several evaluation techniques, the program is constantly being refined to serve the needs of the senior participants.

21. An Interdisciplinary and Community Partnership That Worked: The AWESOME Program

Presenter: Keebler K. Holley, Extension Agent, 4-H Youth Development, Ohio State University Extension

Co-Presenter: Deborah J. Carney, Extension Agent, Community Development, OSUE

This presentation seeks to share a successful urban youth program model and funding resource, provide an example of networking and partnerships among Extension's commitment to diversity in programming methods and audiences. It also seeks to explore evaluation techniques utilized, and to provide the participant with information that can be readily duplicated in their own respective communities. This presentation will benefit those seeking funding sources and those seeking creative programming recommendations in the urban setting.

22. How to Create a Safe Environment in 4-H for Gay Youth and/or Children of Families with Gay Parents

**Presenter: Teah Crew, Extension Agent, 4-H Youth Development,
Ohio State University Extension, Mahoning Co.**

It is estimated that over 25% of teen suicides were committed over sexual orientation issues. Many gay couples are raising children and the "baby boom" of the 90s for this population are now 4-H age. Media is bringing these youth and families "out of the closet" but are we as professionals prepared? Do you know what issues these children and families face and do you know how to address them? Our Affirmative Action statement clearly defines that our programs are open to ALL individuals regardless of sexual orientation.

Do we create a safe and welcoming environment for these youth and their families? This workshop will offer simple clear methods of recognizing and working with gay youth and families with gay parents.

23. Indiana Governor's Ga

Presenter: Claire Brook
Educator, Purdue University

Participants will receive an Garden Buddy Program. volunteers and educators garden at the Governor's one of the first groups to p started it's own garden. The pact and other program fi will give suggestions for eng successful fund raising pos

24. Urban Gardening and for Healthier Youth

Presenters: Dr. Patti Neff
of Wisconsin Extension

Co-Presenters: Alice T.
Coordinator, UWE; Ros
John Schluckebier, Ho

A community interest exists in the urban neighborhood naturally merged with healing efforts were initiated together as a team across have added new partners have incorporated the assistant center employees and center Gardeners. For two years Action interns. Our success of our programs, the return edge of our participants, a tions of the impact of the

25. Connecting Families and Learning

Presenter: Cindy Bond
Learning Center East,

Co-Presenter: Karen B. Cares, OSUE; Humbert Administration OSUE; Production, OSUE; and Center East, OSUE

Ohio ranks in the lowest quarter that receive a college degree. Diversity Learning Centers is to increase partnerships and under-served at-risk urban population. A technology network will enhance educational opportunities for

to urban sprawl since there
in the U.S. Visit our web site

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County

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Partnership That Worked:

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Extension Agent, Community

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clear methods of recogniz-
s with gay parents.

23. Indiana Governor's Garden Buddy Program Presenter: Claire Brooks Williams, Extension Educator, Purdue University Extension

Participants will receive an overview of the Indiana Governor's Garden Buddy Program. The program uses Master Gardener volunteers and educators to work with youth in a community garden at the Governor's residence. Also highlighted will be one of the first groups to participate in the program which has started it's own garden. The garden curriculum, observed impact and other program features will be shared. This program will give suggestions for engaging youth in community gardens, successful fund raising possibilities and resource collection.

24. Urban Gardening and Nutrition: Integrated Programming for Healthier Youth

Presenters: Dr. Patti Nagai, Horticulture Agent, University of Wisconsin Extension-Racine County
Co-Presenters: Alice Thomson, Nutrition Education Coordinator, UWE; Rose Skora, Agriculture Educator, UWE; John Schluckebier, Horticulture Educator, UWE

A community interest existed in developing a garden program in the urban neighborhoods. Production of fresh vegetables naturally merged with healthy eating habits; thus joint programming efforts were initiated. For several years we have worked together as a team across program areas and counties. We have added new partnerships with many youth agencies. We have incorporated the assistance of summer employees, youth center employees and community volunteers, including Master Gardeners. For two years we have employed Affirmative Action interns. Our successes have been measured in the growth of our programs, the return of youth year after year, the knowledge of our participants, and the smiles on their faces. Evaluations of the impact of the gardens on youth will be discussed.

25. Connecting Families and Communities with Distance Learning

Presenter: Cindy Bond-Zielinski, Program Coordinator, Learning Center East, Ohio State University Extension
Co-Presenter: Karen Bruns, Leader, Outreach and OSU Cares, OSUE; Humberto Gonzales, Extension Agent, Administration OSUE; Ken Kulka, Program Manager, Video Production, OSUE; and Rick Grove, Coordinator, Learning Center East, OSUE

Ohio ranks in the lowest quartile in the percentage of high schools that receive a college degree. The purpose of Ohio State University Learning Centers is to use distance learning technology to increase partnerships and address community needs to under-served at risk urban population. Implementing an integrated technology network will enhance the formal and informal educational opportunities for urban communities.

26. Working with Controversial Environmental Issues in Community Settings

Presenter: Dr. Jefferson G. Edgens, Natural Resource Policy Specialist, University of Kentucky

Co-Presenter: Dr. Eric J. Fitch, Director, Environmental Science Program, Marietta College

This presentation will focus on successful urban programming in the areas of environmental and natural resource issues. Examples will be called upon from the presenters' experiences in: low level radioactive waste information and education, Right-to-Farm conflicts and large livestock siting concerns will be utilized to illustrate how controversial issues can be dealt with effectively in the urban/suburban/rural interface.

27. Getting Action on Brownfield Redevelopment:

Presenter: Walter Williams, Extension Agent, Community Economic Development, Ohio State University Extension, Cuyahoga County

This seminar will assist community activists and individuals involved in economic development on how to attract attention and resources to brownfield sites in their area. This knowledge is a capacity building exercise, utilizing of existing resources to resolve a perplexing problem.

2:30 - 2:45

Break

2:45 - 3:45

Conference Presentations — Round D

28. Do Urban Folk Want a Rural Character to their County? Consensus Planning for a County with an Urban/Rural Mix
Presenter: Karl Foord, Extension Educator, University of Minnesota Extension

This program is an exercise in networking, public participation, and local decision making. It may serve as a model for citizen consensus planning for other critical issues facing urban audiences. The model calls for the establishment of a broad based collaborative and then through stakeholder analysis actively seeks the input of all the citizens of the county with respect to a complicated and controversial issue. The collaborative making up the Farmland and Natural Areas Project consists of the following: Dakota District, Dakota County Township Officers' Association, Friends of the Mississippi River, Minnesota Farmers Union, Minnesota Land Trust, The Trust for Public Land, University of Minnesota Extension Service, Dakota County.

29. Neighborhood Leader and Capacity

Presenter: Miranda Du
Development Speciali
Outreach and Extensio
Co-Presenter: Kay Gas
UME

What skills or competencies be successful? Urban Extension with neighborhood residents in their neighborhood skills to "make things happen" curriculum developed in St. Louis and staff build skills in such a consensus building, meeting building an inclusive neighborhood materials, describe strategies programs for neighborhood participants to share similar pro

30. The After-School Extension Way to Do Business With

Presenter: David J. Fene
Michigan State Universi
Co-Presenter: Brad L. Ho
MSUE, Genesee County

MSUE-Genesee County is part federal Title 1 dollars and relies on factors to bring Extension to this urban by MSUE, one is housed at E Dolan Middle School. Their job is to 2) recruit other Extension staff to provide educational programs to recruit and train community volunteers to visit such things as MSUE, etc. Other Flint-area schools expand this program.

31. Project M.A.G.I.C. - Making a Commitment

Presenter: Patrick Day, Area
University of Nevada, Reno
Co-Presenter: Marilyn Smith
UNR, CES

Project M.A.G.I.C. is being implemented in Las Vegas after being developed by Marilyn Smith, Area Specialist in partnership between juvenile probation and the University of Nevada. The purpose of Project M.A.G.I.C. is to help getting out of the juvenile justice

Environmental Issues in Community

Natural Resource Policy

Environmental Science

urban programming in the areas of low level radioactive waste, conflicts and large livestock controversies can be a perplexing problem.

Development: Agent, Community University Extension,

and individuals involved in attention and resources to is a capacity building exercise.

is — Round D

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public participation, and local for citizen consensus planning. The model calls for collaborative and then through all the citizens of the county versus issue. The collaborative areas project consists of the township officers' association, farmers union, Minnesota Land Minnesota Extension Service,

29. Neighborhood Leadership Development: Training for Skills and Capacity

Presenter: Miranda Duncan, Community Development Specialist, University of Missouri, Outreach and Extension
Co-Presenter: Kay Gasen, Urban Program Leader, UME

What skills or competencies do neighborhood leaders need to be successful? Urban Extension staff often find themselves working with neighborhood residents who want to improve conditions in their neighborhood but lack some of the organizational skills to "make things happen." This session will describe a curriculum developed in St. Louis that helps neighborhood leaders and staff build skills in such areas as collaboration, planning and consensus building, meeting facilitation, conflict resolution, and building an inclusive neighborhood. Presenters will share course materials, describe strategies to develop and conduct training programs for neighborhood leadership, and allow time for participants to share similar program models.

30. The After-School Extension Educator Initiative: A Different Way to Do Business With School Districts:

Presenter: David J. Fenech, County Extension Director, Michigan State University Extension, Genesee County
Co-Presenter: Brad L. Harnick, Extension 4-H Youth Agent, MSUE, Genesee County

MSUE-Genesee County is partnering with Beecher Schools to use federal Title 1 dollars and related state funds to hire two educators to bring Extension to this urban school community. Employed by MSUE, one is housed at Beecher High School, the other at Dolan Middle School. Their job is to: 1) teach Extension Programs, 2) recruit other Extension staff from all of our departments to provide educational programming for students and families, 3) recruit and train community volunteers to deliver Extension-based programs and start 4-H clubs, and 4) arrange field trips to campus to visit such things as MSU's 4-H Children's Garden, museums, etc. Other Flint-area school districts are encouraging us to expand this program.

31. Project M.A.G.I.C. - Making A Group and Individual Commitment

Presenter: Patrick Day, Area Extension Specialist, University of Nevada, Reno Cooperative Extension
Co-Presenter: Marilyn Smith, Area Extension Specialist, UNR, CES

Project M.A.G.I.C. is being implemented in the urban setting of Las Vegas after being developed and proven in rural Nevada by Marilyn Smith, Area Specialist. This program is a unique partnership between juvenile probation in rural and urban counties and the University of Nevada Cooperative Extension. The purpose of Project M.A.G.I.C. is to teach teens skills to assist them in getting out of the juvenile justice system and become produc-

tive members of their community. It includes classes on resolution, goal setting and aspiration building. Parents/guardians enhance their parenting skills through parenting classes that teach adults some of the same skills the youth are learning so that those skills can be reinforced at home.

32. **Placing Horticultural Information Where It Is Needed**

Presenter: Jack Kerrigan, Extension Agent, Horticulture, Ohio State University Extension, Cuyahoga County

Research has shown that most people get their horticultural/gardening information through garden centers and the media. To increase the efficiency and efficacy of delivering Extension horticultural information to the public and to maximize the use of information gathered and developed for the buckeye Yard and Garden Line (primary audience is commercial horticulturist), the following methods are used: Garden Center News - a newsletter targeted to the garden center employee; Garden Center Fact Sheet Displays - OSU Extension displays are placed in garden centers; HotLine News - a newsletter targeted to Master Gardeners who staff the horticulture hotline; and Newspaper column - a weekly column that includes information on pests, diseases, and cultural practices. These publications are based on the Buckeye Yard and Garden Line of current and previous years and answers to questions received on the Horticulture HotLine. This material also could be used on the county website.

33. **Building Parental Capacity: Why Building Strong Families Works**

Presenter: Dawn Koger, Ph.D, Associate Program Leader, Michigan State University Extension
Co-Presenter: Jodi Spicer, Associate Program Leader, MSUE

Parenting is affected by several domains of parental functioning including knowledge, skills, attitudes and capacity. One domain that appears to get less attention than the others is parental capacity to provide adequate care. This session will review the importance of personal characteristics to parental functioning and describe a parent education program that focuses on teaching parents new ways of thinking and building long term capacity. Additionally, program specific research evaluating changes in parental capacity will be presented. Results suggest that urban, limited resource women experience more positive parenting behaviors and greater feelings of personal power after participating in the Building Strong Families program. Information shared will offer significant implications to parent educators, program planners and evaluators.

34. **E-Communication and Collaboration in Urban Settings**

Presenter: Trudy Dunham, CYFERNet Technology Project Director, University of Minnesota
Co-Presenters: Barbara Woods, Iowa State University, CYFERNet Technology Team, Iowa State University Extension; Bob Rubinyi, CYFERNet Technology Team, University of Minnesota

Internet is often thought of as a filing cabinet of information, but increasingly its value is demonstrated through its communication, collaboration and learning tools. The Children, Youth and Families Education and Research Network (CYFERNet) provides a number of online collabora-

tive tools and communication. To encourage use, we will provide a brief overview of the tools commonly used in family and community development, followed by a demonstration of how you might use them. We will examine online tools for program development. Presenter will provide instructions on use of the tools.

35. **Working with New Audiences**

Presenter: Deborah J. Johnson, Community Development Specialist
Co-Presenter: Tierney Johnson, Community Development Specialist

The model will exemplify working with a new audience, the community. The presentation will focus on the Heights which has a 99% African American population, affirming our communities unfamiliar with community development. The presentation will focus on the specific needs in which we serve. The presentation will focus on the conference participants' experiences in an urban setting.

36. **A University Cross-Disciplinary Approach to Developing Supportive Environments for Their Grandchildren**

Presenter: Cathy Nelson, Wisconsin Extension
Co-Presenter: Nikki Johnson, Milwaukee, Center for Urban and Community Development

This program exemplifies a cross-disciplinary approach to an urban community. The program came together in 1998 to develop partnerships and developed an assessment of the layers of the community, the African American, and the communities. An unexpected result from the University to the community development, U of W Program Specialist in Agriculture.

Work in process includes a 2000 (to be conducted) 100 page resource directory and a new "211" information system.

4:00 - 5:00

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5:00

Free Time
Option

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re It Is Needed gent, Horticulture, Ohio County

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tive tools and communication spaces that are available to Extension. To encourage your use of these tools, the presenters provide a brief overview of how and why these tools are increasingly used in family and youth program management and development, followed by a hands-on demonstration and discussion of how you might use them in your program. We also examine online tools for program management and professional development. Presenters will provide a folder of handouts with instructions on use of the tools.

35. Working with New Audiences

**Presenter: Deborah J. Carney, Extension Agent
Community Development, Ohio State University Extension
Co-Presenter: Tierney Hamilton, Program Assistant, OSUE,**

The model will exemplify working with a non-traditional urban community. The presentation will focus on the Village of Lincoln Heights which has a 99% population of African-American heritage, affirming our commitment in assisting those urban communities unfamiliar with and or traditionally under-served by Extension. The presentation solicits program development criteria which meets the specific needs of the various diverse audiences in which we serve. The presentation will be beneficial to those conference participants interested in working with diverse audiences in an urban setting.

36. A University Cross-Divisional Innovative Approach to Developing Supportive Services For Grandparents and Their Grandchildren

**Presenter: Cathy Nelson, Family Living Agent, University of
Wisconsin Extension
Co-Presenter: Nikki Panico, Program Director, UW-
Milwaukee, Center on Aging and Human Services**

This program exemplifies how Extension can build capacity in an urban community. Two distinctly different units of the University came together in 1998 to assess a community problem, develop partnerships and an action plan. The two partners developed an assessment process that would cut across many layers of the community successfully eliciting high responses from the African American, Asian, immigrant and Spanish-speaking communities. An unexpected outcome was to bring other units from the University to the process; UW-M, Center for Urban Community Development, UW-M, School of Social Welfare, and a Program Specialist in Aging from University Extension, Madison.

Work in process includes a 2-day conference, November 3-4, 2000 (to be conducted in 3 languages) and completion of a 100 page resource directory that will be incorporated into the new "211" information system.

4:00 - 5:00

Caucus Session II

5:00

Free Time — Dinner on Your Own

Optional Dinner and Play at Karamu House

Friday, May 4, 2001

7:30 - 8:30 Caucus Session III

8:45 - 9:45 Conference Presentations — Round E

37. Michigan State University Extension Linking Urban Communities & Urban Collaborators

Presenter: Linda F. Patrick, Community Development Agent, Michigan State University Extension, Genesee County
Co-Presenters: Lillian Randolph, Community Development Agent, MSUE, Larry Davis, Community Development Agent, MSUE
 June Thomas, Director, MSU Urban Collaborators, MSUE

In 1997, MSUE established an urban emphasis in community and economic development through a partnership with MSU Urban Affairs Programs. Community and Economic Development Agents were placed in urban communities in Michigan to link the resources of the University to urban residents in the areas of community and economic development. The Urban Collaborators Project was established to support community colleges and departments across the university. Cities in Flint, Detroit, Pontiac, Grand Rapids and Lansing receive support from urban Community Development Agents working on a broad range of community projects in keeping with the principles and practices of community development.

This presentation will share our model, describe methods and approaches used to link the broader university on urban community development initiatives in Detroit, Flint and Pontiac. It will highlight projects designed to build the capacity of the community, families and individuals. In addition, we will discuss the groundwork for implementing a participatory action research project in three communities that links university and Extension faculty and the community.

38. Information Technology and Community Building in Ingham County

Presenters: John Melcher, Associate State Director, Michigan State University CEDP
Co-Presenter: Faron Supanich-Goldner, MSU

Ingham County, the City of Lansing, and other local organizations are developing an on-line Information system where community members can get access to data about the well-being of their community, learn about community resources and services, and communicate with others working to improve the community.

Closing the Gap: This initiative is intended to increase access to information technologies, including personal computing and Internet use, among low-income families in Greater Lansing. The aim is to provide access to low-cost home computers, introductory computer skills development, and linkages to opportunities for further skills development, with the ultimate goal of participant employability in computer-related jobs.

39. Adventure Cer

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Presenter: Dot
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42. Master Garder

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Iowa State Uni
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- 39. Adventure Central: Results of a Positive Partnership**
Presenter: Niki Nestor McNeely, District Specialist, 4-H Youth Development, Ohio State University Extension, Southwest District
Co-Presenter: Marvin Olinsky, CEO, Five Rivers MetroParks

Ohio State University Extension 4-H and Five Rivers MetroParks have become partners in positive youth development through an innovative urban education center called "Adventure Central" located in Dayton. The facility includes a computer lab and a science activity room among its array of multiple purpose areas. It was designed to serve as a hub of activity for youth to develop life skills and environmental awareness in a fun, active, safe setting. Input from community residents, volunteer groups, and agencies determined the physical facilities, after school hours programming, subject matter offerings, guidelines, and even the center's name. Adventure Central's two 4-H agents and an array of MetroParks staff are currently partnering with numerous community groups who provide varying resources including community knowledge and expertise, youth participants, volunteers, computers, staff, or finances.

40. Junior Master Gardener

Presenter: Dotty Woodson, Extension Agent, Horticulture, Texas Agricultural Extension Service

The Junior Master Gardener program is an opportunity for teachers, after school care and youth groups such as 4-H, Boy Scouts and Girl Scouts, to use garden based activities to build capacity in youth, families and communities.

41. Career Development at Farmers' Markets

Presenter: Yael Rubenstein, Farmers Market Program Coordinator, Cornell University Cooperative Extension

In major urban centers, new immigrants and individuals transitioning off welfare to work may lack opportunities to develop specific job skills. CUCE-NYC hires graduates of its nutrition education programs who are transitioning back to work as Community Educator Assistants (CEAs) during the summer. CEAs put new knowledge and skills to practice conducting food demonstrations and disseminating nutrition information at Farmer's Markets in New York City's urban communities. In addition, CEAs receive on-going weekly training in job preparedness skills. Interns fulfill part of their training requirements to become dietetic technicians, coming closer to professional accomplishment in this specific field. In the process, the importance of fruit and vegetable consumption and good nutrition is spread to New York City residents.

42. Master Gardener Behind Bars Program

Presenter: Eldon R. Everhart, Horticulture Field Specialist, Iowa State University Extension
Co-Presenters: Jerry W. Chizek, Extension Education Director, ISU, William M. Junkman, NCCF Correctional Trades Leader

The Master Gardener Behind Bars Program is a partnership among Iowa State University Extension, the North Central Correctional Facility, and the local urban community. Participants have the opportunity to develop or enhance their horticulture skills and knowledge. A diverse

continued



cross-section of inmates and "outsiders" interact during on-site training sessions and during interactive distance-learning sessions delivered over the Iowa Communications Network. Inmates develop work ethics and cooperation through volunteerism in the prison's gardens, flower beds, and green house.

"Home-grown" vegetables provide nutritious and better tasting meals. Dollars saved are used for additional education and rehabilitation.

After release, former inmates may share and use their gardening skills with their families, in their work place, as volunteers in urban communities, or as a rewarding hobby.

43. Strategic Planning: A Needs Assessment as a Foundation For Change

Presenter: Morse L. Brown, County Extension Director, Michigan State University Extension

Co-Presenter: Mark Harden, CYE Agent, MSUE

This presentation illustrates how Urban Extension leaders can implement an inclusive planning process that enables participation and fosters growth among program staff and stakeholders. Too often strategic plans become shelved. We will illustrate how we used a needs assessment approach to produce credible findings for our key stakeholders and strengthen our overall program planning process using empowerment principles. More specifically, this approach can lead to changes in the way programs are developed to benefit families and individuals.

44. Spend Some, Save Some, Share Some: A Financial Management Program For Adults and Teens:

Presenter: Kay Zimka, Extension Agent, Colorado State University Cooperative Extension

**Co-Presenters: Jane Frobase, Extension Agent, CSUE
Laurel Kubin, Director Larimer County Extension, CSUE**

Spend Some, Save Some, Share Some, enables individuals and families to make wise consumer decisions about managing their money. It is a hands-on activity driven program which develops decision-making skills. Multiple sessions use techniques that incorporate setting goals, communicating about money, developing a spending plan, identifying spending leaks, saving money, managing credit, practicing record keeping and preventing identity theft. The program provides basic money management tools which enable limited resource audiences to make decisions that promote self-sufficiency. In addition, materials emphasize sharing personal talents and resources with the community. The program focuses upon the importance of communication among household members in making family money management decisions.

45. Intercultural Understanding: A Global Perspective

Presenter: Ann Brosnahan, Youth Development Advisor, University of California, Davis

Co-Presenter: Carol Paterson, Youth Advisor, UC, Davis

This workshop begins with a jigsaw activity designed to present recent research in the field. Next, is another small group activity focus-

ing on American expressions, and their intercultural cross cultural dialogues. Innovative and interactive learning competency in communication are different from our self-experience goal.

9:45 a.m. Break

10:00 - 10:45 a.m. Tea

*** 1. Digital Television**

Presenter: Carl O'Connor, Wisconsin, Cooperative Extension

Digital television is going to be invented. This new technology much as the invention of television about to experience a transformation.

Digital conversion will not only will also experience multi-media today's world and a communication can communicate anything call or an inventory update.

How can the University of Wisconsin new ability to deliver digital through broadcast - the technology?

The University of Wisconsin this technology for two years Microsoft Web TV, software forming a variety of tasks.

*** 2. Clickable Extension Capturing the Internet**

Presenter: Jane A. Schaefer, Programming, University

With the number of potential its way to one billion, the and the greatest threat for enough for Extension to be easily accessible, and a position Extension for

11:00 - 11:45 a.m.

"Urban Education
Capnote Speaker About
Studies and Sociology
Program at the University

continued

act during on-site training sessions delivered in the prison's gardens,

and better tasting meals. Extension and rehabilitation.

use their gardening skills. Extension in urban communi-

Extension as a Foundation For

Extension Director, Michigan

Extension, MSUE

Extension leaders can implement participation and stakeholders. Too often strategies how we used a needs findings for our key stake-planning process using this approach can lead to benefit families

A Financial

Extension:

Extension, Colorado State

Extension Agent, CSUE

Extension, CSUE

Extension provides individuals and families managing their money. It develops decision-making incorporate setting goals, spending plan, identify-credit, practicing record program provides basic resource audiences. In addition, materials Extension with the community of communication money management

Perspective

Extension, Development Advisor,

Extension, UC, Davis

Extension designed to present re-Extension group activity focus-

continued

ing on American expressions and assumptions, their underlying values, and their intercultural impact. The final activity is an exercise in cross cultural dialogues illustrating a particular cultural difference. This innovative and interactive workshop is a successful model for improving competency in communicating and working with people who are different from ourselves. This relates to each and every conference goal.

9:45 a.m. Break

10:00 - 10:45 a.m. Tech-Ed Presentations

* 1. Digital Television and the Future of Education

Presenter: Carl O'Conner, Dean/Director University of Wisconsin, Cooperative Extension

Digital television is going to change the most powerful medium ever invented. This new technology will affect our lives and businesses as much as the invention of radio, TV, and personal computers. We are about to experience a technological convergence.

Digital conversion will not only bring brighter and sharper pictures. We will also experience multi-casting - 4 channels for every 1 channel in today's world and a continuous data channel. The data channel can communicate anything. Data is data, whether it is a cell phone call or an inventory update.

How can the University and how can business take advantage of this new ability to deliver data to computers and millions of locations through broadcast - the convergence of television and computer technology?

The University of Wisconsin - Extension has been experimenting with this technology for two years, and has developed, in partnership with Microsoft Web TV, software and formats that are user-friendly for performing a variety of tasks using this new technology.

* 2. Clickable Extension: Successful Strategies for Capturing the Internet Advantage

Presenter: Jane A. Scherer, Extension Specialist, Urban Programming, University of Illinois Extension

With the number of potential customers who are connected well on its way to one billion, the Internet is at once the greatest opportunity and the greatest threat for Extension education as we know it. It's not enough for Extension to be on the Web; we must be effective, timely, easily accessible, and an exciting source of information. Learn how to position Extension for an "Internet Advantage."

11:00 - 11:45 a.m. Capnote Presentation -

"Urban Educational Bridges across the Digital Divide"
Capnote Speaker Abdul Alkalimat - Professor of Africana Studies and Sociology and Director of the Africana Studies Program at the University of Toledo.

Hotel Accommodations

The Sheraton Cleveland City-Centre Hotel is the official location of our conference. In the heart of downtown, two blocks from the Rock and Roll Hall of Fame, the Great Lakes Science Center and Lake Erie, the hotel is near the Galleria at Erieview for shopping and many local attractions.

Reservations should be made by calling 1-800-321-1090 and asking for the conference rate for the North Central Extension Urban Conference. Rates are guaranteed at \$99. per night (single/double) until March 28th. There will be taxes totaling 14.5%. The reservation clerk can give the final total.

Airport Transportation

Royal Fleet Limo (www.royalfleetlimo.com) (216-631-5598) provides transportation at \$10 per person from the airport (outside baggage pick-up door 2) to the hotel. Taxi service is available near baggage pick-up and four persons ride for one fare. The approximate \$20 cost may be cheaper if there are more than two together.

The Regional Transit Authority's train travels from the airport to the Tower City Complex but that leaves about four blocks for surface travel by bus or taxi. The price is right for RTA at \$1.50.

Local Conference Tour Options

LOCAL SITE VISITS FOR PROGRAM PERSONNEL

On the morning of Wednesday, May 2, 2001 educational tours have been planned. These tours will be from 8:30 to 11:30 a.m. and will include transportation and continental breakfast.

1. MASTER GARDENER OUTREACH Demonstration Gardens, School Curriculum, and Therapeutic Horticulture.

Master Gardeners have developed extensive and meaningful outreach to a variety of clientele. Three demonstration gardens focus on herbs, perennials, and vegetables are cultivated as a teaching tool for regular in-the-garden presentations to the public.

- The fourth-grade students at three Cleveland Municipal Schools participate in weekly gardening curriculum that has helped increase interest in science and math and scores on proficiency tests. However, the real benefits are a connection with the natural world and adults who care.

- Therapeutic horticulture is used to improve the social involvement and motor skills of hospitalized and long-term care patients. A combination of gardening activities and nature crafts bring joy and purposeful activity to patients.

2. Creating Strategic Alliances Between Educational and Economic Development Agencies.

This tour visits resource providers that work in cooperation with Extension to satisfy the needs of our combined audiences. Speakers will be from the private, public, and quasi-public entities involved in economic development. Participants will learn how to form and sustain partnerships, identify potential funding opportunities from the formation of these strategic alliances, and come away with a better understanding on how Extension can retain a pivotal role in economic development activities.

3. URBAN GARDENING Team Gardening with

Ohio State University Extension how to create community and the environment. See a date with 4-H and Cuyahoga program as a way juvenile offense. Also, see a neighborhood are using gardening to enri

4. 4-H AND METROPAR

This tour to the CanalW national Reservation will provide experience outdoor recreation for urban youth. This tour will visitor center, participating listening to a panel of partnerships. An overview of the partnerships will be presented.

KARAMU HOUSE

The Conference p Karamu House, the olde the United States. This a for Thursday night, May transportation, dinner a Karamu House is celebr is limited. First-Come/First

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Hank Allen,
Gary Bergin
Becky Bray, Di
Yvonne Br
Maryann Dickson
Beverly K. Dunning
Marilyn Garrett,
Kay Gasen, University of Mi
Phil Gordon, P
Joseph H. Ka
Jeanne Mark
Rick Miller, K
Vicki Myer
Kay P
Steve Sagaser,
Jose F. Vasquez
Calvin Walker
Karen Williams

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3. URBAN GARDENING – Community Gardening and Green Team Gardening with Juvenile Offenders

Ohio State University Extension's Urban Gardening Program teaches people how to create community gardens to improve their lives, neighborhoods and the environment. See our Common Ground Garden where we cooperate with 4-H and Cuyahoga County Juvenile Court to offer a gardening program as a way juvenile offenders can fulfill their community service obligation. Also, see a neighborhood community garden and see how teachers are using gardening to enrich their curriculum.

4. 4-H AND METROPARKS, PARTNERSHIPS IN ACTION

This tour to the CanalWay Center, Cleveland Metroparks Ohio & Erie Canal Reservation will provide participants the opportunity to learn about and experience outdoor recreation and environmental education programming for urban youth. This tour will include exploring a nationally recognized park visitor center, participating in a mini-outing designed for urban youth, and listening to a panel of partners about the successes and challenges of partnerships. An overview of the Cleveland Metroparks and Dayton Metroparks partnerships will be presented. Detailed informational packets will be provided.

KARAMU HOUSE — THURSDAY EVENING NIGHT OUT

The Conference planning committee enjoyed an evening at Karamu House, the oldest African American Cultural Arts Institution in the United States. This option is available to conference participants for Thursday night, May 3, the conference free night. \$50 will provide transportation, dinner and a Langston Hughes play, *Simply Heaven*. Karamu House is celebrating Langston Hughes' 100th birthday. Space is limited. First-Come/First-Served.

NC Urban Conference Planning Committee

Hank Allen, Michigan State University Extension
Gary Bergman, University of Nebraska-Lincoln
Becky Bray, Director, Iowa State University Extension
Yvonne Brown, University of Illinois Extension
Maryann Dickason, Purdue Cooperative Extension Service
Beverly K. Dunning, Kansas State Research and Extension
Marilyn Garrett, Lincoln University Urban Impact Center
Kay Gasen, University of Missouri - St. Louis /University Outreach and Extension
Phil Gordon, Purdue Cooperative Extension Service
Joseph H. Konen, Ohio State University Extension
Jeanne Markell, University of Minnesota Extension
Rick Miller, Kansas State Research and Extension
Vicki Myers, Ohio State University Extension
Kay Pratt, Michigan State University
Steve Sagaser, North Dakota State University Extension
Jose F. Vasquez, University of Wisconsin Extension
Calvin Walker, University of Minnesota Extension
Karen Williams, Ohio State University Extension

Conference Registration Form

2001 North Central Urban Extension Conference Pre Conference, and Director's Meeting

(Please use one form per person)

- A. Pre-Conference / Director's Meeting (5/1 - 5/2) \$ 95. _____
 Reception Guest Tuesday Night (5/1) \$ 20. _____
- B. Early Bird Registration – before March 1, 2001
 Full Urban Extension Conference (5/2 - 5/4) \$ 290. _____
 Wednesday (5/2) only \$ 145. _____
 Thursday (5/3) only \$ 145. _____
 Friday (5/4) only \$ 100. _____
- C. Registration after March 1, 2001
 Full Urban Extension Conference (5/2 - 5/4) \$ 340. _____
 Wednesday (5/2) only \$ 165. _____
 Thursday (5/3) only \$ 165. _____
 Friday (5/4) only \$ 120. _____
- D. Guest Dinner Wednesday Night (5/2) \$ 40 _____
 Guest Luncheon Thursday Noon (5/3) \$ 25 _____

OPTIONAL ADDITIONAL PROGRAMS

- A. Program Site Session for Conference Attendees
 (Wednesday a.m. 5/2) Indicate Session Selected: \$ 25 _____
 _____ URBAN GARDENING – Community Gardening and Green
 Team Gardening with Juvenile Offenders
 _____ CREATING STRATEGIC ALLIANCES between Educational
 and Economic Development Agencies.
 _____ MASTER GARDENER OUTREACH, Demonstration Gardens,
 School Curriculum, and Therapeutic Horticulture
 _____ YOUTH OUTDOORS — City of Cleveland, Cleveland
 Metroparks, and 4-H Youth Development partnership
- B. Langston Hughes's Play *Simply Heavenly*
 and Dinner At Karamu House \$ 50 _____

Total _____

Name: _____

Affiliation: _____

Address: _____

City _____ State _____ Zip _____

Phone _____ Email _____

Mail this Form with Fee to:
 (checks payable to "OSU Extension")

Vicki Myers
 Ohio State University Extension
 Northeast District
 1680 Madison Avenue
 Wooster, OH 44691-4096

Additional Questions
 Vicki Myers
 E-mail: myers.26@osu.edu
 Phone: (330) 263-3831

For additional information, conference, contact:

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 E-mail: myers.26@osu.edu



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Conference Meeting

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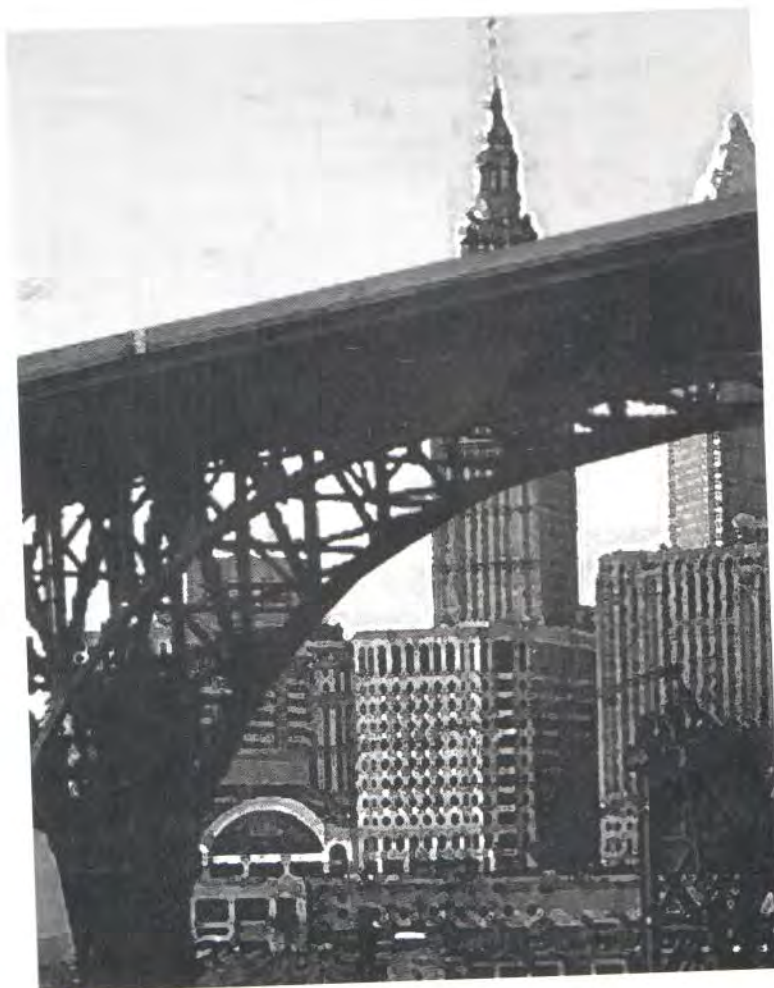
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Zip _____

Additional Questions
cki Myers
yers.26@osu.edu
(30) 263-3831

For additional information, or to be added to the mailing list for the conference, contact:

Vicki Myers
Ohio State University Extension
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1680 Madison Avenue
Wooster, OH 44691-4096
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Fax: (330) 263-3667
E-mail: myers.26@osu.edu



All educational programs and activities conducted by Ohio State University Extension are available to clientele on a nondiscriminatory basis without regard to race, color, creed, religion, sexual orientation, national origin, gender, age, disability or Vietnam-era veteran status.

Keith L. Smith, Associate Vice President for Agricultural Administration and Director, Ohio State University Extension. TDD# 1-800-589-8292 (Ohio only) or (614) 292-1868.

Conference Goals:

- To share successful urban program models, ideas, and resources.
- To enhance skills useful in developing and evaluating urban programs.
- To promote Extension's commitment to diversity in staffing and programming.
- To promote networking and partnerships among Extension's staff and others involved in urban issues.
- To further the Extension Urban Agenda.

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