



## 2012 OSU Extension Annual Conference Session Descriptions

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### Concurrent Sessions 10:15-11:30 am (Full Session)

#### **Extension Administration Question & Answer Session**

*Dr. Keith Smith, Director, OSU Extension; Associate Vice President, Agricultural Administration*

*Dr. Ken Martin, Chair, Department of Extension and Associate Director, Programs*

#### **Back to the Kitchen: Planning, Implementation, and Impact of an FCS Social Media Campaign During National Childhood Obesity Awareness Month**

*Jamie Seger, Program Coordinator*

The *Back to the Kitchen Social Media Campaign* took place in September during National Childhood Obesity Awareness Month. It focused on utilizing *Facebook & Twitter* to educate the online public about the importance of family mealtime and how to realistically increase cooking and healthy eating habits at home. This session will explore the planning, marketing, development, and implementation process behind the campaign, as well as campaign results – from both the campaign coordinator and participant perspectives.

#### **Making the Most Out of That New Camera**

*John Rice, Digital Media Producer*

Extension professionals would benefit greatly from gaining some tips on how to create better video and still images. In my years of working with Extension, I have found that most are currently engaged in creating their own media and are wanting to learn how to best use the tools that are available to them. The goal of my presentation would be to help them in that endeavor.

#### **I Say Tomato, You Say...What? Understanding Basic Assumptions About Our Thinking and Actions Toward Others**

*Steve Brady, Extension Educator*

Whether we admit it or not, we often treat people differently based on our assumptions and biases. Research indicates that educators who can effectively understand personal bias greatly increase the probability of connecting and impacting diverse audiences. In this workshop, participants will participate in several multi-media interactive exercises designed to help examine basic assumptions and biases toward all people.

#### **Five Minute Tech Tips from Your District Techs**

*Steve Lichtensteiger, Systems Manager; Beth Abbott, Systems Manager; Tim Barkley, Systems Manager; Rich Emmett, Systems Manager*

Learn technology tips to become more efficient and effective in your job. We will discuss developing secure, easy to remember passwords, using a password manager, risks and rewards of storing your OSU information in the cloud, tablets versus laptops (they are not interchangeable), cleaning your PC, inside and out, and Mac Do's and Don'ts.

## **Curriculum Development As Part of Your Programming: Creating Good for the Organization and Your Vita**

*Eric Barrett, Extension Educator; Beverly Kelbaugh, Regional Director*

Educators create high quality presentations, handouts, and activities every day. Many times though, this information is not shared in a manner that is useful to other Educators. Packaging this information into curriculum can be a plus for these educators and for OSU Extension. This session will share methods to take every day activities and turn them into packaged curriculum.

### **10:15-10:50 am (1<sup>st</sup> Half-Session)**

#### **Meeting Clientele Needs: A Program to Help County Offices with Home Gardening Questions**

*Pamela Bennett, State Master Gardener Volunteer Coordinator; Denise Johnson, Program Manager*

Does your county office face the challenge of answering home gardening questions? If so, learn how you can easily benefit your clientele with the online project called *Ask a Master Gardener Volunteer*. This program, part of the eXtension initiative *Ask an Expert*, gives your office a direct link to Master Gardener Volunteers who are waiting to answer gardening questions.

#### **Go Paper LESS**

*Mark Light, Extension Educator; Teresa Johnson, Extension Educator*

Are you buried in mountains of paper? Want to clear your desk, reduce your filing cabinets, and work more efficiently? In this session you will learn how to become paperless (use less paper), save money on office supplies, and find information easier by being better organized.

### **10:55-11:30 pm (2<sup>nd</sup> Half-Session)**

#### **Turning Point Technologies: New Ideas to Try with Clicker Technology**

*Heather Gottke, Program Coordinator; Mark Light, Extension Educator*

Have a set of Turning Point Technologies clickers in your office or region that are growing dust? Would you like to learn more about developing interactive presentations that help guide learners through your materials? This session will take a closer look at the inner workings of the software and show you ways to use the templates to create your own presentation to wow your learners!

#### **More Tips and Tricks of Access 4-H**

*Tracy Grody, Program Coordinator*

Technologies help us do our work more effectively and more efficiently. The session is designed to share information and resources when working with the newly adopted data management program ACCESS 4-H. Topics will include: Dashboard Resources, Get Satisfaction, group enrollments, generating custom reports, exporting data, updating and creating real-time records, mailing labels, and a Q & A session.

### **Concurrent Sessions 2:15-3:30 pm (Full Session)**

#### **Four Generations: One Workplace**

*Tim Moore, Generational Insights*

Each generation, with their unique values, looks at their work experience in their own unique way. What Gen X may prefer, Matures may think is outright rude. What Boomers define as "rapport building", Millennials may define as a waste of time. Learn how to understand how better to evaluate, mentor, coach and train younger workers; all while better understanding your more established employees.

#### **Goal Setting Made Easy!**

*Karen Argabright, Program Coordinator; Graham Cochran, Leader, New Personnel Development*

Need help finding focus amidst all the clutter? Let us help you plan and set your goals for 2013! Participate in this interactive seminar to learn (or get helpful reminders on) how to draft performance goals; effectively manage your priorities; learn what makes your time seemingly disappear; and take home tips to help you set goals and use your time to your best advantage in the future.

### **Marketing to the Salad Bowl- Strategies for Reaching Diverse Audiences**

*Kennetha Peebles, Program Manager; Kathy Lechman, Diversity Development Leader*

An understanding of diversity is critical in developing marketing strategies to reach diverse audiences. Today's change in demographics and economy makes it critical for program planning efforts to include: an analysis of the current environment; examine underserved audiences; involve culturally competent educators, advisory boards and volunteers; and utilize specific marketing strategies to reach diverse audiences. In this session, you will learn how to tailor your marketing strategies to appeal to the values and beliefs of diverse audiences.

### **Utilizing the iPad to Its Full Potential**

*Ken Kulka, Instructional Development Specialist; Product Specialists from Apple Inc.*

Join product specialists from Apple Inc. as they help you explore "How to Utilize the iPad to Its Full Potential." Learn about the many technologies that you can use the iPad with that you may have never thought of. The Apple team will explore 4 areas: Web Content, Apps, Books/Digital Text and iTunes U(media). Bring your iPad if you have one, come even if you don't have one and learn from the experts.

### **Using Technology to Encourage a Healthy Lifestyle**

*Lisa Barlage, Extension Educator; Michelle Treber, Extension Educator; Cynthia Shuster, Extension Educator; Patricia Brinkman, Extension Educator; Linnette Goard, Field Specialist; Dana Brown, Extension Educator*

Learn how you can use email, Facebook, Blog's, and on-line evaluations to conduct technology and research based educational programming with today's busy adults.

### **Survey Data Analysis using Microsoft Excel**

*Kim Bahnsen Showalter, Program Accountability Specialist; Debby Lewis, Program Director*

Learn how to analyze survey data using Microsoft Excel. Through hands-on lab work, participants will learn to write basic formulas and use best practices for analyzing data collected from paper and web-based surveys.

### **Changes to the Ohio Public Employee Retirement System (OPERS)**

*OPERS Representative*

Is retirement just on the horizon for you and you can't decide whether to retire before the retirement system changes at the end of the year? If so, this session may help you decide. An OPERS representative will give an overview of the changes that will be occurring and will provide time for general questions.

### **2:15-2:50 pm (1<sup>st</sup> Half-Session)**

#### **DIY Plone Events**

*Peg Meents, Information Associate*

Are your program events being posted to your county's web page? A recent survey of OSU Extension county websites revealed that 50% of the counties had no upcoming events. Experience has taught other counties that "if you build it, they will come." A posted event can lay the groundwork for subsequent marketing efforts, and it is available 24/7. This session will show how to post an event and encourage you to pursue training to gain web permission. We can all benefit from adding new skills to our resume. Make this one of your 2013 goals.

#### **MS PowerPoint or Prezi, the Good, the Bad and the Ugly**

*Bonnie Scranton, IT Training Coordinator; Linda Newman, Office Assistant*

What are the good, bad, and ugly sides to using MS PowerPoint or Prezi. We will look at the advantages and disadvantages of each. Demonstrate both presentation methods and offer tips on best practices.

### **2:55-3:30 pm (2<sup>nd</sup> Half-Session)**

#### **Meeting Your Community's Energy Education Needs Through Energize Ohio**

*Eric Romich, Field Specialist; Myra Moss, Extension Educator; Nancy Bowen, Field Specialist*

This half-session will provide participants an overview of the Energize Ohio Signature Program. Specifically, participants will learn what energy topics are addressed in the curriculum, how to access the materials, collaboration opportunities, and delivery options. We encourage anyone who has an interest in energy to attend this session to get involved in this exciting new signature program.

#### **Outlook 2010 & Microsoft Exchange -- Beyond Email**

*Tim Barkley, Systems Manager; Steve Lichensteiger, System Manager*

This session will introduce the user to Microsoft Exchange using Outlook 2012. There will be a heavy concentration on using Outlook calendars to maintain schedules and coordinate with colleagues across the University. We will also delve into email automation, archiving and customization, along with helpful tips and techniques to make your email experience more efficient.

### **Concurrent Sessions 3:45-5:00 pm (Full-Session)**

#### **Carbon, Energy, and Climate Initiative: Preparing Educators for the Future of a Diverse Rural Economy**

*Alan Sundermeier, Extension Educator; Anne Baird, Extension Educator; Greg LaBarge, Field Specialist; Rafiq Islam, Research Scientist; Eric Romich, Field Specialist; Bruce Clevenger, Extension Educator; Jim Hoorman, Extension Educator*

Participants will understand how agriculture affects and is affected by carbon, energy, and climate cycles and their impact on rural economies in Ohio. Farmers seeking to improve the sustainability of their farms are doing so in a changing set of circumstances, including a changing climate, demand for bioenergy production, opportunities for energy efficiency and renewable energy on farms.

#### **OVERCOME THE STRESS: Gain Control**

*Brenda Young, Extension Educator; Liz Smith, Extension Educator; Ann Golden, Extension Educator*

With permanent "whitewater" Extension Professionals experience, it is difficult not to become overly stressed. Whether it is the balancing act between our professional, personal, and family lives or the constant change we experience. . . without a doubt, stress affects us all. Ignoring stress may cause mental and physical health issues or even relationship crisis. Come and prepare to better manage your stress or teach clientele to manage theirs.

#### **Good to Great Extension Teaching: Ideas, Techniques, and Strategies to Improve Your Teaching**

*Graham Cochran, New Personnel Development; Jessica Bowen, Graduate Research Associate*

As high performing Extension employees we always want to improve our teaching and impact on clientele. Participate in this interactive seminar to learn about learning styles, principles of effective teaching, and behaviors we can exhibit to improve our teaching. Take home tips on effective techniques and techniques of teaching to reach all learning types, and develop plans to move from good to great as an Extension teacher.

#### **What is social media content?**

*Mitch Moser, Social Media Specialist*

Creating a Facebook page, Twitter feed, or Pinterest board is only the beginning. To grow social networks you must create content that is engaging and meaningful to your audience. This session will explore social media content strategy and how to apply it so that the work you are already doing reaches more people.

#### **Utilizing the iPad to Its Full Potential**

*Ken Kulka, Instructional Development Specialist; Product Specialists from Apple Inc.*

Join product specialists from Apple Inc. as they help you explore "How to Utilize the iPad to Its Full Potential." Learn about the many technologies that you can use the iPad with that you may have never thought of. The Apple team will explore 4 areas: Web Content, Apps, Books/Digital Text and iTunes U(media). Bring your iPad if you have one, come even if you don't have one and learn from the experts.

#### **Changes to the State Teachers Retirement System (STRS)**

*STRS Representative*

Is retirement just on the horizon for you and you can't decide whether to retire before the retirement system changes at the end of the year? If so, this session may help you decide. A STRS representative will give an overview of the changes that will be occurring and will provide time for general questions.

**3:45-4:20 pm (1<sup>st</sup> Half-Session)**

**Outlook 2010 & Microsoft Exchange -- Beyond Email**

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**4-H: Past, Present, and Future Relevance**

*Janice Hanna, Extension Educator; Andrea Mahone, Community Youth Director*

Using examples of individual success stories, the county 4-H Educator and Community Youth Director will describe the urban 4-H program in Youngstown, and how the program illustrates the need to market 4-H and Extension as a current, relevant resource for a variety of audiences. Strategies used to implement this successful program can be used to introduce other Extension programs to non-traditional audiences.

**Business Office Update**

**4:25-5:00 pm (2<sup>nd</sup> Half-Session)**

**Crucial Conversations: Tools for Having the Hard Conversations**

*Kimberly Catchpole, Extension Educator; Nate Arnett, Extension Educator*

We all face crucial conversations at one time or another; it's how well we handle them that can be the key to maintaining relationships and getting positive results. Come to this session to strengthen your ability to handle conversations that are emotionally charged and include high stakes.

**Implementing an Innovative Approach to Regional Community Development: Effectively doing More with Less**

*Becky Nesbitt, Extension Educator; Rose Fisher Merkowitz, Extension Educator*

The skills and strategies to implement a county-based educational program are different from those needed to work within a region. How do you tap into unmet community needs? Where do you find clientele/participants? How do you build partnerships, improve communication, and develop educational objectives? Two CD Educators will share ideas for marketing, resource generation, program development, communication, and teamwork.