

# OHIO STATE UNIVERSITY EXTENSION



## Session Descriptions

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### Concurrent Sessions 10:45-11:45 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*

#### **Diversity, Equity, and Inclusion within OSU Extension: Where We Are and Where We Want to Be**

Do you suffer from “Diversity Fatigue”, a mental strain resulting from previous encounters with diversity initiatives? Symptoms include eyes rolling at statements such as, “Diversity Initiatives”. This session invites all extension professionals, including the ‘fatigued’, to assist OSU Extension to successfully reach its goals related to diversity, equity, and inclusion as identified by the 2012 strategic plan. *Presented by Joseph Maiorano, Educator; Kathy Lechman, HR Leader; Chris Igodan, HR Leader*

#### **Navigating Difficult Conversations**

This seminar will teach participants what is meant by a “difficult” conversation, empower participant with tools to best approach these topics, and allow for a personal reflection of how they face such dialogues and share tips for improvement. Learning how to navigate difficult conversations will enhance any professional’s interpersonal relationships, communication skills, and build upon their leadership capacities. *Presented by Kayla Oberstadt, Graduate Research Assistant; Jeff King, Director, OSU Leadership Center.*

#### **Managing Volunteer Risks & Crisis Situations**

This session will prepare Extension professionals in all program areas to manage risk associated with volunteerism. Participants will learn how to reduce risk as well as how to react and manage crisis situations. Don't let crisis catch you off guard, be prepared! *Presented by Jeff Dick, Field Specialist; Vicki Schwartz, Assoc. State Leader-4-H; Martha Filipic, Technical Editor, Strategic Communications*

#### **What to Do When a Reporter Calls — and When You Wish a Reporter Didn't Call**

Fostering good media relations is an important ongoing responsibility for Extension professionals, especially as part of the “outreach” mission of Extension. Learn how to build and sustain media relationships and more importantly – what do you do when the media calls? But, what about those times when you wish you were out of the media spotlight: when reporters ask about the 4-H advisor who was arrested, or why people who attended your BBQ fundraiser got sick? We’ll offer tips and resources to help you handle such situations professionally. *Presented by Tracy Turner, Technical Editor, Communications and Technology; Martha Filipic, Technical Editor, Communications and Technology*

## **Extension Technology Panel Discussion**

Confused as to which technology “expert” you should send your question or request to? Have a burning question about the appropriate or effective use of technology in Extension? This participant-led session will feature a panel of those who serve in various tech roles across the organization. Participants will have opportunities for Q&A with the panel, as well as to generate discussion on tech-related topics. *Presented by Jerry Thomas, Leader, Innovation & Change; Jamie Seger, Education Technology Specialist; Heather Gottke, Education Technology Specialist; Kimberly Rousch, Education Technology Specialist; Teresa Johnson, Education Technology Specialist, Steve Lichtensteiger, Systems Manager*

10:45-11:15 am – 1st Half-Session

## **Quest to Show Impact and Behavior Change: Celebrate Possibility with Ohio Saves**

Looking for ways to support behavior change after participants leave your programs, but out of time and money? Ohio Saves brings resources and automatic support and motivation for Ohioans as they progress toward financial goals. Come learn how Ohio Saves can work into your existing programs in all areas of Extension. Find the benefits of becoming a saver, the benefits of incorporating Ohio Saves into existing 4-H, Ag, CD, and FCS programming, and about automatic reporting features to enhance your RIV. *Presented by Betsy DeMatteo, Family & Consumer Science Educator*

## **Continuous Education at OSU for Extension Professionals: Discover the Many Possibilities for Professional and Personal Development**

Extension staff and faculty can benefit greatly by taking advantage of OSU’s tuition assistance program. Extension employees can improve their professional and personal development by engaging in the numerous courses offered at all OSU campuses and through distance learning. Opportunities are available for professional development which matches OSU Extension’s core competencies and areas of expertise. In addition, classes to promote personal development for mental and physical well-being can be taken, from rhythmic aerobics to philosophy. *Presented by Scott Scheer, Professor; Graham Cochran, Associate Professor; Gary Straquadine, Department Chair ACEL*

11:20-11:50 am – 2nd Half-Session

## **Understanding Neuro-Behavioral Disorders in Youth**

Begin an understanding of neuro-behavioral disorders in youth: such as ADHD, Oppositional Defiant Disorder, anxiety and obsessive-compulsive disorders, bipolar depression, autism, and other behavioral learning disabilities. Learn about the symptoms, causes and strategies to deal with these disorders in educational & recreational settings. Extension professionals can use the information from the overview to work with youth & volunteers. *Presented by Nancy Snook, Extension Educator, 4-H Youth Development*

## **A Tactical Approach to Building Rapport with Elected Officials and Stakeholders**

This workshop will enable participants to identify tactical approaches for building successful relationships with elected officials and key stakeholders for their programming efforts. *Treva Williams, Extension Educator, Family and Consumer Sciences/County Extension Director; Rose Fisher Merkowitz, Associate Professor/Extension Educator - Community Development*

## 2:15-3:30 pm – Full-Session

### **Moving Forward in Difficult Times**

The session will focus on the importance of knowing how to frame what you do and the impact you make with current and potential stakeholders to ensure that local, state and federal support for Extension remains strong. *Presented by Marshall Stewart, Associate Director, NC Cooperative Extension Service, 4-H & FCS*

### **Social Media (with a Purpose)**

Have you created a Facebook fan page, but never post to it? Or feel as though your online messages are getting lost in the “noise?” This session will explore the various key concepts of developing a social media strategy, which is essential for successful and effective use of social media tools. Examples of effective uses of social media in Extension and educational programming will also be shared. *Presented by Jamie Seger, Interim Educational Technology Specialist, Family & Consumer Sciences / Educator, Family & Consumer Sciences; Mitch Moser, Social Media Specialist*

### **Mindfulness in Motion**

The Mindfulness in Motion team will present a stress reduction program which will assist participants in learning basic mindfulness meditation practice to improve productivity and work engagement. We will review the history and background of mindfulness meditation and introduce basic yoga moves that can be done in an office in business clothes at any time convenient to the participant. *Presented by Terri Worthington, FCS Educator; Marie Economos, FCS Educator; Patrice Powers-Barker, FCS Educator; Chris Kendle, FCS Educator; Shannon Carter, FCS Educator Green, FCS Educator; Melinda Hill, FCS Educator*

### **CarmenConnect : Tips and Tricks and Q&A**

CarmenConnect is now the web conferencing service that is being used across OSUE. Join a panel of seasoned CarmenConnect users from across the organization for tips, tricks and demonstrations of features that will help users conduct a successful meeting or teaching session. Audience members can ask the panel technical questions and see solutions demonstrated. The panel will consist of Extension Educators, technical staff and a member of the CarmenConnect support team from the Office of Distance Education and E-Learning. *Presented by Ken Kulka, Instructional Development Specialist; Heather Gottke, Ed. Tech. Specialist; Jamie Seger, Ed. Tech. Specialist; Teresa Johnson, Ed. Tech. Specialist; Kimberly Roush, Ed. Tech. Specialist*

### **Innovative Partnerships, Marketing Approaches, and Funding Strategies: Building Capacity and Long-term Sustainability**

Today, more than any other time in our organization’s history, we are facing significant challenges related to economic vulnerability, concerns from legislators about duplication of services, and competition from every direction. This interactive session outlines strategies to build innovative partnerships, relevant marketing approaches, and effective funding mechanisms to build capacity and ensure long-term sustainability. *Presented by David Crawford, 4-H Educator, CED; Jacqueline Kirby Wilkins, NE Ohio Regional Director*

### **Strong Funding for Extension – How Each Member of the County Team can Contribute to Success**

Government relations is not a job just for your County Director. Strong funding at the state and county level are the result of great programs and services; and great relationships. You can be the best at your job, but if no one in the local power structure knows that, your chances of sustaining long-term success are much less than if these decision makers understand who you are, what you do and why it matters. Non-administrative personnel will learn how everyone can and must play a role, and how that fits with the work that others do. *Presented by Gwen Wolford,*

*Director, Government Relations; Jackie Wilkins, NE Regional Director; Pam Bennett, State Master Gardener Volunteer Coordinator, Horticulture Educator and CED; Beverly Kelbaugh, SC Regional Director*

2:15-2:50 pm – 1st Half-Session

**Direct Marketing through 4-H Access: Case Study of Success via the Watersports Adventure Weekend**

Sometimes our innovative programs/events fail to thrive due to a lack of participant interest. For 4-H professionals, the new 4-H Access program can provide a targeted approach to marketing unavailable through other modes. Come discover the procedures, uses, potential pitfalls, and successful results of this approach as learned by the Watersports Adventure Weekend's leadership team. *Presented by Tim Tanner, 4-H Educator/County Director; Jenny Cherry, 4-H Educator*

**Business Office Update**

This Business Office Update will provide information for Directors and Staff on updates to policies and procedures over the past year related to fiscal processing. Specifically we will be discussing the University policy changes, Business Office structure changes and reviewing top items sent out this year. There will be time for questions from participants. *Presented by Cindy Buxton, Assistant Business Manager*

2:55-3:30 pm – 2nd Half-Session

**Publish Your Work in Peer Reviewed Journals!**

Keys to publication in peer reviewed outlets include reading journals that address areas of your specialization and cultivating the relationships you have with your colleagues. Much of the work you are currently doing is of interest to journal readers. Tying that work into existing literature is what publishing is all about. Co-authoring with team members improves efficiency and likelihood of success. Resist being discouraged or taking harsh reviews personally. Revising submitted work based on criticism tends to bring out our very best! *Presented by Thomas Blaine, Associate Professor*

**Situational Awareness: What is it and Why does it matter?**

You're walking to your car alone after an evening meeting when someone suddenly approaches you. What do you do? Situational awareness isn't something most of us think about, but we find ourselves in vulnerable situations every day without even realizing it. These skills could save your life! Learn how to read your surroundings, body language, and speech patterns to determine what you should do. Find out how to avoid danger, how to measure the threat, and take action. *Taught by a martial arts instructor Jennifer Buckingham, Educator/CED*

3:45-5:00 pm – Full-Session

**Web-based Survey Best Practices**

Every user of the internet completes or administers web-based surveys on a regular basis. Although the research on attributes of web-based surveys is somewhat sparse, there is a growing body of knowledge of best practices for planning, deploying and managing web-based surveys. Professionals in Extension need to be current with every dimension of web-based surveys to appropriately collect, analyze, and report data. *Presented by Debby Lewis, Leader, Program Development & Evaluation; Kim Showalter, Program Accountability Specialist, PDE*

**Where to Access Great Volunteer Development Resources**

Often, knowing where to find resources is not enough; in order to incorporate, professionals need to explore, review, and experience them. Presenters will share state, regional, national, and non-profit volunteer development materials and where to access them. Results of a survey on Volunteer Continuing Education Resources that Ohio 4-H Professionals use and value will also be shared. *Presented by Sara Kleon, Extension Educator; Brenda Young, Extension Educator*

### **Good to Great Extension Teaching: ideas, techniques, and strategies to improve your teaching**

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. *Presented by Graham Cochran, Associate Professor; Jessica Bowen, Graduate Research Associate*

### **The Brand Doctors Are IN**

Learn how to navigate the new university brand, and have fun doing it. In this session, the presenters will review some of the most commonly asked questions about the new brand, demonstrate how to use the on-line templates, and save plenty of time for your specific questions. *Presented by Suzanne Steel, Assistant Director, Communications and Kim Brown, Senior Graphic Designer*

### **County Extension's Involvement with Ohio's Food Policy Councils**

1917 County Agricultural Agent: "The first problem presented to me was to rouse the county to the need for an increased production of food." Today, OSU Extension is a logical partner and leader for Local Food Councils. This presentation will share information from a state survey on County Extension Involvement with Ohio's Food Policies. The presentation will offer time for participants to discuss the current roles that Extension plays with local food councils as well as opportunities to take a more active role with a food council. *Presented by Patrice Powers-Barker, Extension Educator, Family and Consumer Sciences; Lee Richter, Program Assistant, Agriculture and Natural Resources; Amy Stone, Extension Educator, Agriculture and Natural Resources; Elizabeth Varanese, Program Assistant, Ohio SNAP-Ed*

3:45-4:20 pm – 1st Half-Session

### **Food Safety Moodle Training for Volunteers**

OSU Extension requires volunteers involved in the preparation or service of food to complete a Food Safety Training. As an alternative to a face-to-face program, there is a new on-line training course to meet this requirement using the OSU Extension Curriculum, Safe Food Handling for the Occasional Quantity Cook. Recognizing that everyone has limited time, this is a method of training volunteers when it fits their schedule. Participants in this session will come away with a step-by-step guide to distribute to access the course. *Presented by Kate Shumaker, Extension Educator; Linnette Goard, Field Specialist*

### **Innovative Teen Leadership**

Presenters will share program successes and challenges identified from the implementation of this innovative youth leadership program. Participants will learn how to create partnerships and capitalize on local opportunities and community resources. Most importantly, Extension professionals across multiple program areas will learn how to collaborate and work together to create a leadership program in their county. *Presented by Margaret Jenkins, Family & Consumer Sciences Educator / County Director; Kelly Royalty, 4-H Youth Development Educator; Nanette Neal, Extension Educator, ANR*

### **Proper Documentation of Citations in Your Professional Work**

Professional workshop on properly citing published works including direct quotes, paraphrasing, and summarization with examples from agriculture and natural resources, 4-H, consumer science, and community development. Websites, handouts, and other reference material will be offered. *Presented by Jim Hoorman, AGNR Extension Educator; Jason Hedrick, 4-H Extension Educator; Barb Brahm, Consumer Science Extension Educator*

### **Advanced Excel**

You may use Excel daily or maybe only casually, but one thing's for sure—you've probably wished you knew more about this dynamic program. If you've ever been frustrated using Excel because you knew there had to be a better way of accomplishing your tasks, you'll soon be on your way to getting more done—and more efficiently—with

this power-boosting workshop.

This is a demonstration, not a hands-on session. We will provide a web link with instructions on analyzing data with Tables, PivotTables, Slicers and PivotCharts. *Presented by Bonnie Scranton, Technical Trainer; Tim Barkley, Systems Manager; Rich Emmett, Systems Manager; Beth Abbott, Systems Manager; Steve Lichtensteiger, Systems Manager; Beth Rigsby, Systems Manager*

4:25-5:00 pm – 2nd Half-Session

**Developing New Initiatives: How to Creatively Plan New Programming**

This session will outline the importance of adding new programming, methods to determine what your clientele would like to receive, and ways to integrate other organizations in the community with your initiatives. In this session, participants will engage in hands-on activities and simulations that target learning about development and research. *Presented by, Brittany Pangburn, 4-H Educator*

**4-HOnline Enrollment & Event Management**

Come and learn about 4HOnline, the new online fully integrated data management system for 4-H Professionals. Topics include managing enrollment, utilizing online event registration, and tips on how to bring your 4-H Community together. *Presented by Tracy Grody, Program Coordinator, 4-H Youth Development*

**Infographics +QR Codes = Increased Engagement**

Infographics provide a quick way to communicate complex data to an audience in an easy-to-understand visual format. This presentation will provide key design tips, software application sources, and a list of outsources. QR Codes are two-dimensional graphics that can be scanned by smartphones and tablets to provide opportunity for clientele interaction. In this session, learn about QR codes, when to use them, and how to use them to boost your information to your clientele. Together, Infographics + QR Codes = Increased Engagement! *Presented by Kimberly Roush, Interim Educational Technology Specialist; Heather Gottke, Interim Educational Technology Specialist*