



## OSU Extension Annual Conference Agenda/Session Descriptions December 16-17, 2009

### Wednesday, December 16th

<b>On-going Activities</b>		<b>Location</b>
8:00 am – 12:00 Noon	Registration	Main foyer
8:00 am – 12:00 noon	Refreshments	Lower foyer
8:00 am – 4:00 pm	Honey Bee Lab	Lounge
7:30 am – 11:30 am	Silent Auction (CES)/Displays	
8:30 am – 5:00 pm	Group Networking/Meeting Spaces	Main foyer
During Breaks - Open Computer Lab		
<b>Poster Sessions/Displays/Silent Auction</b>		
8:00 am – 9:30 pm	Poster Setup	
	Display Setup/Silent Auction Setup	Salons A-E
12:30 pm – 5:30 pm	Poster Session open (Posters manned 1:30-1:45; 5:15-6:00)	
<b>Welcome/Opening Session</b>		
9:30 am – 11:30 am	Welcome/Opening	Salons A-E
	Administrative Update (Extension Administration) Change Team	
11:30 am – 12:00	Break (vacate area)	
12:00 - 1:45 p.m.	Lunch Keynote speaker - Phil Sorentino "Humor: Your Key to Enjoying Your Work, Family and Yourself"	Salons A-E
	Award Presentations: OAEP Appreciation Awards, ESP Excellence in Extension Extension Support Staff Excellence Award ESP Meritorious Support Service in Extension	
1:45 - 2:00pm	Move to sessions	

**Work Smart, Have Fun and Increase Revenue—Being a Leader in Uncertain Times**

*Core Competencies Addressed: Communication, Flexibility and Change*

Work Smart - Phil will show you six ways to motivate yourself and four ways to help others motivate themselves. Have Fun - Enjoy a Servant's Attitude. Today, we must position ourselves to be different by enjoying the process of taking care of yourself and the people we touch. Customer Satisfaction – Customer Service. These concepts are the basics. Phil will present the four key factors in creating customer loyalty based on research from the Gallup Organization.

Phil Sorentino

**Marketing Your Extension Program In the New EERA: It's More Than Just a Brochure!**

*Core Competencies Addressed: Communication, Flexibility and Change*

In the midst of change and restructuring, there is a need to gain a better understanding of what it means to effectively market Extension programs. We'll show you how to evaluate your program marketing efforts and their impact on clientele. This workshop will provide you with the tools you need to apply marketing principles in the design of your educational programs.

Kennetha Peebles, Debby Lewis

**Ohio Plant Diagnostic Network and OSU Extension**

*Core Competencies Addressed: Customer Service, Resource Management*

This program focuses on the current and planned capacities of the Ohio Plant Diagnostic Network (OPDN) to help OSUE educators, professionals and volunteers with plant diagnostic troubleshooting with diverse clientele. Through our partnerships the OPDN connects with county, regional, statewide and national needs. We will provide tools to help you in your counties and EERAs

Mike Boehm, Denise Ellsworth, Greg LeBarge, Pam Bennett, Jim Chatfield,  
Nancy Taylor

**Communicating Amidst Controversy: Getting Your Point Across Without Making Enemies**

*Core Competencies Addressed: Flexibility and Change, Customer Service and Communication*

Extension professionals need to know how to work with the media in a timely, appropriate and professional manner, even as they begin covering larger areas with smaller staffs and budgets. Polishing these skills will enhance our communications, customer service, and ability to handle unexpected situations.

Martha Filipic

**Say Hello to the World of Social Media: Make Life Easier With eXtension and Technology Tools**

*Core Competencies Addressed: Communication, Technology Adoption and Application, Flexibility and Change*

Social media applications, such as Twitter, Facebook, and blogs, are rapidly growing as new mediums of communication among family, friends and colleagues. Many professionals are finding value in using these applications in the work environment, yet are finding the line blurred between personal and professional approaches when sharing information through such tools.

Candace Pollock, Jerry Thomas, Mitch Moser, Linnette Goard, Emily Rhoades,  
Kara Newby

## **Best Practices from Your Peers for Reaching Non-Traditional Audiences**

*Core Competencies Addressed: Communication, Diversity, Flexibility and Change*

The purpose of this session is to share success stories and best practices of Extension professionals in Ohio who have been successful in reaching out to non-traditional or underserved audiences. By making some alterations/modifications in how we advertise, recruit and market we can increase participation of non-traditional and underserved audiences

(panel discussion)

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3:00 pm -3:15 pm     **Break**

3:15 pm – 5:30 pm     **Concurrent Session 2**

### **Program Areas/AD Sessions/National Associations**

AGNR AD

FCS AD

NAE4-H AD

CD AD

### **Business Office Update/Blue Ribbon Update**

3:15-4:15 - Business Office

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 new University systems for Travel and Payment Requests, accessing imaged documentation, processing online registration fees using Certain and a discussion about signature authority rules. We will also provide updates and recommendations from the 2009 OSU Internal Audit of Extension. There will be time for questions from participants.

Cindy Buxton

4:30-5:30 - Blue Ribbon Youth Enrollment Update

During this session we will discuss some of new aspects of version 3.0. We will also discuss the pilot program with National 4H utilizing their new on-line Access Enrollment program. We will talk about what are the training needs and the best way to deliver those programs. There will be time for questions from the group.

Jim Elder

### **Best Practices/Business Office Update**

3:15-4:15 - Best Practices

Extension Professionals (that's you), come prepared to share and to learn how you as Support Staff are working across county lines or have developed a more efficient way of doing tasks in your office.

CES Members

4:30-5:30 - 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 new University systems for Travel and Payment Requests, accessing imaged documentation, processing online registration fees using Certain and a discussion about signature authority rules. We will also provide updates and recommendations from the 2009 OSU Internal Audit of Extension. There will be time for questions from participants.

Cindy Buxton

6:00 pm

### **Recognition Event and Dinner**

Awards Presentation: ESP, OAEP and CES awards that are being received by Extension personnel.

**“Get Your Game On” ~ Fun Technology to try out**

Salons A-E

## Thursday, December 17

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### On-going Activities

		Location
7:30 am – 10:00 am	Registration	Main Lobby
7:30 am – 2:00 pm	OSU Wellness Center, Wellness Checks	Lounge
7:30 am – 11:30 am	Silent Auction(CES and ESP)/Displays	Salons A-E
8:30 am – 4:00 pm	Group Networking/Meeting Spaces	Main Lobby
During Breaks	Open Computer Lab	

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### Poster Session

8:00 am – 1:15 pm Poster Session open

1:15 pm Posters Release

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### OAEP Annual Meeting/CES Breakfast

7:45 am – 9:00 am	OAEP Breakfast, awards	Salon D & E
	CES Breakfast	Salon F & G

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### Breakfast

7:45 am – 9:00 am Breakfast for those not attending OAEP/CES breakfast Salon C

9:15 am – 10:30 am **Concurrent Session 3**

#### ESP Annual Meeting

##### Show Impact and Effectiveness through Clear Writing

*Core Competencies Addressed: Communication*

Ramp up your impact writing skills in this hands-on seminar. You'll learn the basics of impact writing, apply that information to sample statements, and then write an impact and receive feedback for improvement.

Suzanne Steel

##### A New Era in Survey Design

*Core Competencies Addressed: Communication and Technology Adoption and Application*

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 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.

Debby Lewis, Kennetha Peebles and Kim Bahnsen

9:15 am – 10:30 am **Concurrent Session 3**

### **Using an Online Registration Program**

*Core Competencies Addressed: Technology Adoption and Application, Flexibility and Change*

Using an online registration system enables a meeting planner to streamline meetings and events. Programs such as Certain provide access to all event and registration information in one single view thus reducing costs and improving the handling of meeting and conference information. Online registration software also allows a planner to process internal payments using 100Ws for internal transfers or processing credit cards for external participants. In this session, participants will learn about using an online registration system to streamline their meeting processes.

Julia McCafferty, Cindy Buxton, Cheryl Buck and Terri Gustafson

### **An Introduction to Blogging, Extension-Style**

*Core Competencies Addressed: Communication, Technology Adoption and Adaptation*

The blog-o-sphere has exploded in the past couple of years, yielding massive amounts of information in a short amount of time...but what does that have to do with Extension? Come and learn more about the world of blogging: how to get started and why this new medium is vital for Extension to reach and maintain new and existing audiences.

Kara Newby, Andy Kleinschmidt, Julie Shertzer, Cora French-Robinson,  
Linnette Goard, Melinda Hill, Jeff McCutcheon, Sharon Seiling, Jamie Seger

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10:30 am – 10:45 am **Break**

10:45 am – 12:00 **Concurrent Session 4**

### **Faculty Meeting, Department of Extension**

#### **Competency-based HR in OSUE: What does it mean for me?**

*Core Competencies Addressed: Communication, Continuous Learning, Customer Service, Diversity, Flexibility and Change, Interpersonal Relationships, Knowledge of Extension, Professionalism, Resource Management, Self-Direction, Teamwork and Leadership, Technology Adoption and Application, Thinking and Problem Solving, Understand Stakeholders and Communities*

What is it, how will it be used, and what does it mean for me? This seminar will answer these questions and bring you up to speed on OSUE's transition to a competency-based approach to HR management. Learn about competency-based HR, the OSUE Competency Model, the Employee Self-Assessment, integration with performance review, and more

Graham Cochran

#### **Technology in Plain English**

*Core Competencies Addressed: Flexibility and Change, Communication, Technology Adoption and Application*

Make a Smart-Board for \$50. Learn how to avoid Malware or remove it when necessary. Find out about new technology tools that are available from CommTech. This session is for any and all Extension Professionals. It is an exciting tour of technology broken into services, concepts, skills and suggestions.

Tim Barkley, Jerry Thomas, Beth Abbott, Duane Rigsby, Steve Lichtensteiger,  
Rich Emmett, Andy Merritt, Don Ordaz, Jr, Bonnie Scranton

## **Using Dietary Assessment in Nutritional Education Programs**

*Core Competencies Addressed: Customer Service, Flexibility and Change*

When providing nutrition education programs, it is important to document dietary changes that occur as a result of programming. In this seminar, we will review commonly used methods for assessing dietary changes in individuals noting advantages and disadvantages associated with each method and best approaches to use for different populations.

Gail Kaye, Julie Shertzer

## **Protect Yourself and Your Volunteers; Make Sure You are Up to Date With the Policies**

*Core Competencies Addressed: Customer Service*

As Extension Educators lean more and more on volunteers to help "get the job done," we also need to make sure we protect ourselves and our volunteers in regards to financial issues and liability. Volunteers become organized and a structure is developed; typically this also includes the decision whether or not to have a separate checking account. As the presenters have been working with various county Educators and staff as well as OSUE volunteer groups over the last year, we have learned that there are a variety of "ways to do business," with many of them groups at risk in terms of liability issues. Participants will be able to analyze their situation and make the best recommendation to their group/organization regarding financial transactions and risk-management.

Pam Bennett, Cindy Buxton, Vicki Schwartz

## **Leading During Tough Economic Times: Leadership Lessons Learned from FDR**

*Core Competencies Addressed: Flexibility and Change, Customer Service, Communication, Team/Leadership, and Technology*

Using the lessons learned during tough economic times and the successes of President Franklin Roosevelt is an innovative way to examine and apply the OSU Extension Core Competencies. This presentation explores lessons learned from another point of time in U.S. History allowing participants to restore resilient leadership, courage, and responsibility.

Susan Shockey, David Crawford, Pat Holmes, Donna Green

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Noon-12:15 pm	<b>Move to lunch</b>	
12:15 pm -1:15 pm	<b>Networking Lunch</b> <b>"Eat with a State Specialist or Department Chair"</b>	Salons A-E
1:30 pm – 2:30 pm	<b>Concurrent Session 5 – EERA Meetings</b> (State faculty and staff will be invited to join an EERA meeting based on the needs from Area Leaders.)	

Maumee Valley  
Erie Basin  
Western Reserve  
Crossroads  
Buckeye Hills  
Heart of Ohio  
Top of Ohio  
Miami Valley  
Ohio Valley

3:00-4:30

3:00 BONUS! (optional programs available)

### **Highlights of Leading Change Workshop**

*Core Competencies Addressed: Flexibility and Change, Teamwork and Leadership*

This interactive seminar presents highlights of a full day course that focuses on leaders' crucial role in effectively leading change initiatives in the workplace. Participants learn how to introduce a change initiative and lead discussions to explore how best to implement the changes. They also learn to help others overcome their resistance to change.

Eileen Smith, Maryjo Munday

### **Providing OSU Extension Research and Learning in a 24/7 Environment: Utilizing Moodle for Efficient Programming Results**

*Core Competencies Addressed: flexibility and change, technology adaption and adoption*

Often we provide training and instructional learning to our constituents as one-time events or workshops at our offices during evenings or weekends. These training opportunities are often repeated 88 different ways as each staff member in a particular location provides similar topics. Online learning allows for learning at the convenience of our volunteers and clients. Using Moodle software, we can work better in our EERAs by having each staff member develop a portion of the overall course, thus utilizing expertise on a given time but also saving valuable time in creating an entire program from scratch in a given geographical unit.

Mark Light, Jamie Seger

### **Camtasia Relay Account Training**

*Core Competencies Addressed: Flexibility and Change, Customer Service, Communication, Technology*

This session will focus on setting up and training those who have registered in advance for Camtasia Relay. This is a new service from Comm/Tech that makes it easy for you to record and distribute presentations on the web. This session requires preregistration and submission of a 100W in the amount of \$200. We will focus on loading the software, installing the hardware and training you on the Camtasia Relay Recorder. **You must bring your own PC to this session.** To setup your account, click the new account tab on the CFAES Presentation Capture Website <http://cfaescapture.ning.com/> and fill in the blanks on the form prior to the conference.

Mitch Moser, Randy Nemitz

### **Basic Grant Management**

*Core Competencies Addressed: Teamwork and Leadership, Technology*

Keeping track of external funding can become a nightmare if the project hasn't been set up properly in the beginning and the people involved don't talk to each other. A small issue can grow into a big problem if it is ignored. This session will introduce attendees to basics tools and aids used to set up and manage a project and will emphasize the critical points of communication -- regardless of whether it goes through the Office of Sponsored Project (formerly OSURF), the OSU Foundation, or the Extension Business Office.

Jacqueline LaMuth, Cindy Buxton

### **Searching for External Funding: Getting Set up for Funding Alerts**

*Core Competencies Addressed: Communication, Technology Adoption and Adaption*

The best idea and plan will not get funded if it is presented to the wrong sponsor. This presentation will offer tips for identifying and talking with potential local private and government sponsors. Sarah Staff, OSP Director of Funding from OSURF/OSP (Office of Sponsored Projects) will help attendees set up their own personal funding alerts that will electronically notify them of funding opportunities. She will demonstrate how she works with university professionals to help them think about possible funding sources and how to be part of larger proposals.

Sarah Starr