AGENDA -- TUESDAY, October 28th

9:00am – 10:00am  Check In and Registration  Grand Ballroom Lobby

10:00am – 10:15pm Opening Remarks  
Ann Keim & Dave Berard, Co-Chairs; Laurie Boyce & Karl Martin  G+H+I

10:15 – 12:00pm  Liz Weaver, Keynote  
Vice President, Tamarack Institute for Community Engagement  
Collective Impact and Community Change – Participants will gain an understanding of the key conditions of using a collective impact approach for community collaboration and change efforts. They will understand the context where collective impact is a helpful framework and be introduced to examples where collective impact efforts have achieved scale and outcomes.

12:00pm – 12:50pm  Plated Luncheon  Grand Ballroom

12:30pm – 12:40pm  Recognition of Presenters & Introduction of Dean Klemme  
--Bridget Mouchon & Gary Kirking  
Greetings from Dean Rick Klemme, Dean UW-Extension, Cooperative Extension

1:00pm – 2:00pm  I - Symposia and Scholarly Presentations by colleagues
1. Preparing for the Age Wave: Helping WI Communities Become More Aging-Friendly Room C+E
2. An Analysis of Downtown Storefront Improvements Room G+H
3. Broadband services in Ashland & Bayfield Counties Room I

2:00pm – 2:30pm  Break and Poster Session  Grand Ballroom

2:30pm – 3:30pm  II - Symposia and Scholarly Presentations by colleagues
4. Peer Learning Tool for Land-use Decision-making in Plan Commissioners Room C+E
5. Stevens Point Farmers Market Room G+H
6. WI CARES - Creating a Responsive and Effective System for Child Wellbeing Room I

3:30pm – 4:00pm  Break and Poster Session  Grand Ballroom

4:00pm – 5:00pm  III - Symposia and Scholarly Presentations by colleagues
7. Advancing Digital Literacy in Marathon County Room C+E
8. Raising a Thinking Child - an Innovative Approach to Parent Education Room G+H
9. UW-Extension Paints Detailed Picture of Groundwater Quality for Wisconsin Citizens Room I

5:00pm – 6:30pm  Appetizer buffet and staffed poster session  Grand Ballroom

6:00pm – 9:00pm  Networking activities Room G+H+I
WECCDA Event & Silent Auction (fee event) Room C+E
AGENDA -- WEDNESDAY, October 29th

8:00am – 10:30am  Program Areas  Breakfast Meetings

Community, Natural Resource and Economic Development  Room I
Hosted by Karl Martin, CNRED Program Director

CNRED Breakfast Agenda
8:00-8:30  Plated Breakfast
8:30-8:45  Welcome
8:45-9:15  Get to know your colleagues
9:15-9:30  CNRED updates
9:30-9:45  Climate Survey Results (David Liebl)
9:45-10:25  CNRED 2020 Discussion; Question and Answer Session
10:25-10:30  Wrap-up

Family Living Programs  Upper Dells Ballroom
Hosted by Laurie Boyce, FL Program Director

Family Living Breakfast Agenda
8:00-8:45  Plated Breakfast
8:45  Looking Ahead to 2015 and Beyond – Laurie Boyce, State Program Director
9:15  Engaging in Collective Impact Initiatives – A Panel of Colleagues
   Judy Knudsen, FL Educator & County Department Head, Brown County
   Carrie Edgars, County Department Head, Dane County
   Lori Zierl, Family Living Educator and FLP State Liaison, Pierce County
   Amy Korth, Nutrition Educator and Childhood Obesity Initiatives Specialist
10:30  Adjourn

10:30am – 10:45am  Break  Grand Ballroom Lobby

10:45am – 11:45am  Breakout Sessions

1.  Connecting Grass Tops to Grass Roots  Room C+E
   Brian Christens, Associate Professor, Faculty Director of the Center for Community & Nonprofit Studies
   Paula Tran Inzeo, Assistant Director of the Center for Nonprofits

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Collective impact was introduced by Kania and Kramer (2011), which defined the term as “the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem”. Many collective impact efforts tend to focus on increasing alignment across agencies, the grass tops of communities. In order to ensure broad community support and sustained community capacity, collective impact groups would benefit from engaging everyday residents, the “grassroots”. Grassroots community organizing initiatives have many of the hallmarks of collective impact, albeit with somewhat different emphases. In this session we will describe the value of connecting grass tops and grass roots efforts and how community organizing can facilitate these connections and enhance collective impact frameworks.

2. Lessons Learned

With innovation comes risk, and sometimes, projects that fail, stumble or lead to unexpected consequences. Such efforts are rarely acknowledged or discussed but can be extremely valuable learning experiences. In this series of rotating roundtable discussions presenters will talk about their efforts and how they diverged from their intended paths. Opportunities will be provided for participants to discuss similar experiences and what they learned from them.

Lessons Learned Presenters:

- **Steven Deller and Carl Duley** – Frac Sand Mining and Buffalo County: Lessons Learned on Dynamics of Community Interaction
- **Angela Flickinger** – Strong Women and Fit Families Rock: Lessons Learned about the Approach Worked, But for a Different Audience
- **Patricia Malone and Catherine Emmanuelle** – Just Mining our Facilitation Business: Lessons Learned on Making Thoughtful Decisions When Consensus Cannot be Gained
- **Mary Ann Schilling** – Train the Trainer, or Not? Lessons Learned about Identifying Volunteer Trainers
- **Ruth Schriefer** – Photo Voice – Prompting Action? Lessons Learned When Communication Does Not Lead to Action
- **Bret Shaw** – Unintended Consequences of Objectively Negative Information: Lesson Learned from an Example of Reactance Theory

3. Diving Deeper on Collective Impact

Liz Weaver, *Tamarack Institute for Community Engagement*

For practitioners seeking to utilize the collective impact approach to enhance their community change efforts, this workshop will provide useful tools and strategies to build a common agenda, understand a shared measurement approach and use mutually reinforcing activities to get to shared outcomes. The participants will also understand the importance of focusing on continuous communications and the need to support a backbone infrastructure. This interactive workshop is designed for those leaders seeking to dive deeper on collective impact as a framework for community change efforts.

11:45am – 1:15pm Plated Luncheon - Capstone Mary Leuci, Community Development Program Director, University of Missouri-Extension and Assistant Dean for the College of Food, Agriculture & Natural Resources

1:15pm Conference Adjourns

Post-conference activities

1:30pm – 3:30pm Community Development Academic Department meeting
Marty Havlovic, Chair

2:00pm – 5:00pm Family Living Program Evaluation training
Lori Zierl, UW Extension, Family Living Programs