

Monday, October 13

5:30 – 7:30 p.m. Reception: Exploring learning and technology

Tour The Pyle Center, the University of Wisconsin-Extension's state-of-the-art distance-learning facility, and participate in teaching and learning technology demonstrations showcasing leading-edge research and development projects. Enjoy delectable hors d'oeuvres and refreshing beverages in the Alumni Lounge, overlooking sparkling Lake Mendota. Cap off this gala event with a stroll down State Street with colleagues and friends.



Tuesday highlights

- Breakfast round tables
- 9 workshops
- Plenary speaker James C. Votruba
- 22 concurrent presentations
- Networking lunch

Tuesday, October 14, schedule

7 a.m. – 1 p.m. Registration (*Counter #4, level 4*)

7 – 8 a.m. Breakfast round tables (*Grand Terrace*)

To join a breakfast round-table discussion, look for the large placard on one of the tables, pull up a chair, and join in! Less structured breakfast discussions are welcomed as well. See conference highlights, p. 6.

8 – 9 a.m. Workshops

Academic Neutrality

“Pushing, Nudging and Tipping Over: Nonneutral University Approaches to Community Development in a School Community” (*Meeting Room LM*)

This presentation will use a case example from a rural community and the local K-6 school to directly confront the issues of neutrality, the presumed neutral roles ascribed to universities, and the associated ethical and value issues. Risks and benefits of the university “pushing and nudging” for community change also will be discussed.

Presenter: James Grieshop, Community Education Development Specialist, University of California, Davis

Commitment to Diversity

“University Outreach...Community Inreach” (*Hall of Ideas I*)

Is there real reciprocity, and transparent and mutually transforming respect, in the efforts of universities to engage communities? If we speak about university “outreach,” is there also community “inreach”?

Presenter: Calvin Brutus, Assistant Professor, Agricultural and Life Sciences, University of Wisconsin-Madison/Community Development Specialist, University of Wisconsin-Extension

Coordination

“Speak Up and Reach Out: Mass Media as an Outreach Tool” (*Meeting Room N*)

The mass media can be an effective tool for outreach, despite the challenges associated with transmitting scientific, medical and technical information to a general audience. By learning to work with the media, scholars can advance public awareness, soothe concerns about risk, promote an accountable image, and showcase valuable outcomes of research. Science communication research illustrates some of the cultural differences between scholars and journalists, as well as strong incentives for engaging with the mass media. Participants will examine those barriers and motivations and learn strategies for successful news interviews.

Presenter: David Giroux, Director, Public Information, University of Wisconsin-Extension

“Impact of Engagement: Demonstrating Value Through Outreach”

(Hall of Ideas E)

To effectively demonstrate the value of outreach programs, educators and administrators must incorporate evaluation tools into program design and apply rigorous systems that help measure real impacts. This workshop will introduce the logic model as a conceptual framework for planning and evaluating programs, demonstrating accountability, and communicating value, as well as examining the ways that formalized, established impact analysis can help shape programmatic and financial decisions and long-term strategies.

Presenter: Ellen Taylor-Powell, Program and Evaluation Specialist, Cooperative Extension, University of Wisconsin-Extension

Integration

“Documenting Faculty Scholarship of Engagement to Promote Good Work in Challenging Times” *(Hall of Ideas H)*

Universities are embracing a broader vision of scholarship, one that entails not only the discovery and integration of knowledge, but the application and dissemination of knowledge. Faculty and administrators in higher education have expressed a need for systems and support in the planning, implementation, evaluation and documentation of engagement, outreach and professional service. This session provides a framework for documenting, and a set of criteria, for reviewing the scholarship of engagement.

Panelists: Denise Retzlaff, Professor, Youth Development, University of Wisconsin-Extension; Barbara Ludwig, Professor/Department Chair, The Ohio State University

Session leader: Lorilee Sandmann, Associate Professor, Adult Education, University of Georgia/Co-director, National Clearinghouse on the Scholarship of Engagement

Moderator: Patricia Book, Associate Vice President, Outreach/Faculty Senator, The Pennsylvania State University

“The ‘Insurmountable Opportunities’ of Online Engagement: Research and Practice Related to Faculty Satisfaction” *(Hall of Ideas J)*

The online environment offers faculty members a potentially rewarding addition or alternative to traditional instruction. However, institutional support structures and effective strategies are necessary to meet the challenges of teaching online. This session will report on The Pennsylvania State University research studies on faculty workload in the online environment and effective practices implemented by faculty members and institutions to promote online faculty satisfaction.

Presenter: Melody M. Thompson, Director, Quality and Planning, The Pennsylvania State University World Campus

Partnerships and Resources

“What’s In It for Me?” *(Meeting Room O)*

Relationship plays a key role in university-community partnerships. In this workshop participants will have an opportunity to examine the role relationship played in the success or failure of a variety of outreach and scholarship projects.

Presenter: Catherine Girves, Community Member, The Ohio State University

“Reaching Children with Pervasive Developmental Disorders: The Pennsylvania Partnership Model” *(Hall of Ideas F)*

The Pennsylvania State University has partnered with the Pennsylvania Department of Education, national associations and certifying bodies, and local community partners to serve the needs of professionals, parents and caregivers of children

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Presenters



Calvin Brutus
University of
Wisconsin-Madison/
Extension



Ellen Taylor-Powell
University of
Wisconsin-Extension



Moderator:
Patricia Book
The Pennsylvania
State University



Melody M. Thompson
The Pennsylvania
State University
World Campus

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8 - 9 a.m. continued

Plenary speaker

James C. Votruba
President
Northern Kentucky
University
9:15 - 10:30 a.m.
Ballroom CD



with pervasive developmental disorders. This session will focus on models for partnerships that can provide high impact and benefits to partners and stakeholders.

Presenters: Patricia Nelson, Associate Dean, Education; James K. McAfee, Associate Professor, Special Education; Pam Wolfe, Director, Autism Program; and Ed Donovan, Director, Statewide Programs, Outreach and Cooperative Extension; The Pennsylvania State University; Fran Warkomski, Director, Bureau of Special Education, Pennsylvania Department of Education

Responsiveness

“Demonstrating a Commitment to Responsiveness: Penn State’s College of Health and Human Development” (*Hall of Ideas G*)

The Pennsylvania State University College of Health and Human Development is committed to improving the quality of life across the life span. This presentation will focus on specific outreach programs that illustrate how effective partnerships among outreach staff, faculty and communities respond to identified needs.

Presenters: Fred W. Vondracek, Associate Dean, Undergraduate Studies and Outreach, and Susan LeWay, Outreach Coordinator, Health and Human Development, The Pennsylvania State University

9:15 – 10:30 a.m. Plenary session (*Ballroom CD*)

Invitation to Outreach Scholarship 2004

Impact Through Engagement: Engaging Communities and Changing Lives, hosted by The Pennsylvania State University

“Stepping Forward as Stewards of Place: Leading Public Engagement”

Learn how universities and colleges can translate the rhetoric of engagement into reality. See conference highlights, p. 5.

Plenary speaker: James C. Votruba, President, Northern Kentucky University

Convenor: Barbara Emil, Dean, Outreach and E-Learning, University of Wisconsin-Extension

10:30 – 10:45 a.m. Refreshment break

10:45 – 11:15 a.m. Concurrent presentations

Commitment to Diversity

“From Multicultural Experience to Multidisciplinary Inquiry: Expanding Our Concept of Diversity” (*Meeting Room Q*)

Diversity is defined not in terms of head-count typologies, but as a continually expanding awareness of the dynamics of difference in regard to social power and personal perception. Join in a discussion about diversity based on ongoing research and curriculum development at the University of California, Davis.

Presenter: Ross B. MacDonald, Director, Program in Science and Society, University of California, Davis

Coordination

“What Roles, Competencies and Strategies Produce Successful Community-Campus Engagements? A 10-Year Examination of Relationships at Michigan State University” (*Hall of Ideas G*)

This workshop will explore the evolution of various types of campus-community relationships and the corresponding roles, competencies, engagement strategies and outcomes. The value of offering on- and off-campus partners a virtual infrastructure within Outreach Partnerships at Michigan State University will be examined.

Presenters: L. Annette Abrams, Director; Robert Brown, Engagement Specialist; Celeste Sturdevant Reed, Engagement Specialist; David Knaggs, Engagement Specialist; and Betty Tableman, Editor, University Outreach Partnerships, Michigan State University

Integration

“Using Graduate Students in Community Research: A Seminar Model” *(Meeting Room O)*

The objective of this session is to demonstrate how professors can involve their students in qualitative and quantitative research, while providing direct and useful information to a community. How this model can be used to help communities find their strengths and resources to address a variety of policy issues will be outlined.

Presenter: Dennis Dresang, Professor, Robert M. La Follette School of Public Affairs, University of Wisconsin-Madison

“Community-Based Learning in a Variety of Disciplines at the University of Wisconsin-Parkside: Descriptions and Faculty Incentives” *(Hall of Ideas E)*

Faculty members from a variety of disciplines at the University of Wisconsin-Parkside will show the possibilities for integrating applied community work into regular teaching and creative activity/research faculty workloads. Participants will have the opportunity to strategize together about applying this concept on their own campuses.

Presenters: Anne Statham, Professor, Sociology; Christine Evans, Professor/Department Chair, Geosciences; Alan Goldsmith, Associate Professor, Art; Dirk Baldwin, Professor/Department Chair, Business; and Dennis Kaufman, Associate Professor, Economics, University of Wisconsin-Parkside

Partnerships and Resources

“Extending University Outreach Through Creative Continuing Education Partnerships” *(Meeting Room N)*

The Ohio State University has linked several campus units more closely through the appointment of a vice president for outreach and engagement. Learn how the Office of Continuing Education and The Ohio State University Extension are successfully partnering internally to expand potential for statewide program development and delivery.

Presenters: Tony Basil, Director, and Nikki L. Conklin, Assistant Director, Continuing Education, The Ohio State University

“Utilizing a Community-Based Approach to Agricultural Risk Management Education” *(Hall of Ideas I)*

An agricultural risk management education project developed and implemented by the Connecticut Cooperative Extension uses a community-based and partnership approach with active involvement by advisory group members. Factors contributing to successful community-based extension and outreach education projects will be reviewed.

Presenter: Norman Bender, Senior Extension Educator, Economic Development/Center Coordinator, University of Connecticut

“Yachay Wasi’: Learning from Bolivia” *(Meeting Room P)*

“Yachay Wasi,” Quecha for “house of learning,” is the name for several outstanding schools in rural Bolivia run by an organization called Fe y Algeria. Learn how faculty members from Saint Joseph’s University in Philadelphia are contributing to the schools’ educational success by providing on-site in-service training.

Presenter: Terrance Furin, Assistant Professor, Education, Saint Joseph’s University

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Presenter



Dennis Dresang
University of
Wisconsin-Madison

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10:45 - 11:15 a.m. continued

Presenters

Lynn Weiland
University of
Wisconsin-
La Crosse



M. Donald Campbell
University of
Wisconsin-
La Crosse



“We Make the Road by Walking: Trying Out Roles in a Rural School-University Partnership” (*Hall of Ideas H*)

This case study explores the multiple roles university affiliates (extension staff, professors, researchers and students) have played in a partnership with a rural California school. The presentation will examine how roles have shifted and evolved in response to critical incidents, and will identify the metaphors university affiliates use to describe their work.

Presenter: Esther Prins, Postgraduate Researcher, Human and Community Development, University of California, Davis

“University-Community Partnerships to Prevent Youth Drug Abuse” (*Hall of Ideas F*)

Little is known about how the partners in university-community collaborations perceive the value of the partnerships. This presentation will describe the EXSELS (Extension and Schools Enhancing Life Skills) outreach-research project, and will report perceptions held by school administrators and other school personnel regarding the advantages, disadvantages and future of this partnership.

Presenters: Tena St. Pierre, Associate Professor, and Claudia Mincemoyer, Assistant Professor, Agricultural and Extension Education, The Pennsylvania State University

Responsiveness

“Public Adventures: Active Citizenship for Youth” (*Hall of Ideas J*)

To empower youth to become active citizens, we need to provide experiential learning opportunities. Cooperative Extension’s Public Adventures program provides youth, and their adult guides, with real-world experience in becoming the producers of positive change in their communities. This session will share curriculum, teaching strategies, and results of implementing citizenship education.

Presenters: Kathleen Forsythe, 4-H Youth Development Educator; Linda Kustka, State 4-H Youth Development Specialist; and Robert Matysik, 4-H Youth Development Educator, University of Wisconsin-Extension

“Learning in Community in Response to Teachers’ Needs” (*Meeting Room LM*)

The University of Wisconsin-La Crosse Learning Community Masters in Education – Professional Development program has experienced considerable growth and success over the past six years. Formal assessment tools and data analyses have been implemented to provide formal feedback that measures the quality and impact of this unique program. This session will focus on the Learning Community model and the assessment results.

Presenters: Lynn Weiland, Assistant Director, and M. Donald Campbell, Director, Continuing Education and Extension, University of Wisconsin-La Crosse

11:30 a.m. – noon Concurrent presentations

Commitment to Diversity

“Why Race Matters” (*Meeting Room N*)

Discover how race, class and cultural bias influence social work and community development. This presentation will connect the historic roots of race, class and cultural bias to problem social issues today, while providing personal and corporate strategies to overcoming their destructive influence.

Presenter: Robert Caldwell, Developer/Lead Facilitator, Break Dividing Walls Workshops and Consulting, Columbus, Ohio

Coordination

“Tools for Working Smarter” (*Hall of Ideas E*)

The University of Wisconsin-Parkside and University of Wisconsin-Extension Cooperative Extension in Kenosha and Racine counties have recently implemented project management to coordinate their joint program partnerships. This presentation will introduce project management basics and engage participants in a simulation of the process.

Presenters: Esther Letven, Associate Vice Chancellor, Extended Services, and Mark Marlaire, Director, Continuing Education Extension, University of Wisconsin-Parkside; Tedi Winnett, Director, Kenosha County, University of Wisconsin-Extension

Integration

“Participatory Research: An Avenue for Integrating Scholarship and Outreach” (*Meeting Room O*)

The objectives of this presentation are to introduce the key elements of participatory research and use examples of current work in Milwaukee and rural Wisconsin to explain how scholars and community members can combine their expertise and use this method to obtain information that is rich, reliable and useful.

Presenters: Andrea Robles, Research Scientist, Consortium for Economic Opportunity, and Pam Fendt, Policy Analyst, Center for Economic Development, University of Wisconsin-Milwaukee

“Building a Culture of Trust Through Faculty Evaluation” (*Hall of Ideas I*)

Developing a faculty evaluation plan based on the cycle of engagement, reflection and innovation has resulted in increased internal and external partnerships at the Community College of Denver. This faculty-driven process focused on creating a culture of trust between faculty and administration. At this session the process and surprising results will be explored.

Presenter: Elisa Robyn, Dean, Language Arts and Behavioral Sciences, Community College of Denver

Partnerships and Resources

“Engaging Extension’s County Government Partners” (*Meeting Room Q*)

Extension programs at land-grant universities depend heavily upon local government to fund educational outreach, especially in the counties. County funding levels are increasing in importance and, in Florida, county governments are the largest financial contributor to extension. This session will explain Florida’s attempt to form strong relationships with county government.

Presenter: Rodney Clouser, Assistant Director, County Relations, Cooperative Extension, University of Florida

“Partnering with Rural Populations to Build Community Through Leadership” (*Meeting Room P*)

Building community begins with building leadership capacity in the pilot program Initiative for the Future of Rural Oklahoma. This presentation will review the development, implementation and initial outcomes of programming to develop leadership capacity through community/university partnerships.

Presenters: Renee Daugherty, Extension Educational Methods Specialist, and Sue Williams, Extension Family Policy Specialist, Oklahoma State University

“Science Alliance: Building the Future of Science Outreach” (*Hall of Ideas H*)

Combined research budgets at the National Institutes of Health and National Science Foundation are 15 times larger than at the U.S. Department of Agriculture. Patterns of federal funding for research are challenging how universities

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Presenter

Esther Letven
University of
Wisconsin-Parkside



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11:30 - noon continued

Presenters

Mary Crave
University of
Wisconsin-Extension



Ellen Fitzsimmons
University of
Wisconsin-Extension



Marv Van Kekerix
University of
Wisconsin-Extension



Wayne Sorenson
University of
Wisconsin-
Stevens Point



will fund, organize, staff, facilitate and evaluate science outreach. Learn how the University of Wisconsin Science Alliance is building the future of science outreach.

Presenters: Tom Zinnen, Outreach Program Manager, Biotechnology Policy and Outreach, University of Wisconsin-Madison/Extension; Ken Smith, Outreach Specialist, Agriculture and Life Sciences, University of Wisconsin-Madison

Responsiveness

“Preparing Your Organization to Evaluate Outreach” (*Hall of Ideas F*)

How do we know our outreach efforts are making a difference and are valued by stakeholders? Explore and assess your organization’s capacity to effectively evaluate outreach scholarship from the perspectives of programmers, administrators, evaluation trainers, university relations and technical support people. This session will include discussions on application and tools for assessment.

Presenters: Mary Crave, Evaluation and Diversity Specialist, Continuing Education Extension; Ellen Fitzsimmons, Associate Dean/Director, Cooperative Extension; and Marv Van Kekerix, Provost/Vice Chancellor, University of Wisconsin-Extension; Wayne Sorenson, Program Manager, University of Wisconsin-Stevens Point/Extension

“Engaging Parents in ‘Spirited’ Parenting Education” (*Meeting Room LM*)

Learn how the University of Wisconsin-Extension successfully engages families and communities in northeast Wisconsin in a new parent-education approach. The Web-based curriculum includes teaching materials (background, Power-Point, facilitator’s guide, activities, transparencies, parent resources, etc.), publicity materials (brochure, poster, certificate, display board, news release) and an evaluation instrument. Web availability enables easy access and adaptation for local implementation.

Presenters: Donna Doll-Yogerst, Professor/Family Living Educator, and Nan Baumgartner, Professor/Family Living Educator, Family Living Program, University of Wisconsin-Extension

“Bridging the Digital Divide: Computer Literacy in Appalachia Ohio”

(*Hall of Ideas J*)

The Ohio State University Learning Centers have launched computer literacy classes for a nontraditional, at-risk Appalachian population in southern and eastern Ohio. This session will focus on the Learning Centers’ successes in reaching a new audience as well as providing a needed educational outreach program to the community.

Presenters: Julia Keller, Program Coordinator, and Thomas Worley, Coordinator of Operations, The Ohio State University South Centers; Rick Grove, Coordinator, The Ohio State University Extension; Karen Bruns, Leader, OSU CARES/Outreach and Engagement, The Ohio State University

“High School Students Connect Through the Postsecondary Enrollment Options Program (PSEOP)” (*Hall of Ideas G*)

The University of Akron’s PSEOP provides opportunities for appropriately qualified high school students to experience college while earning a high school diploma. Students either attend the university’s main campus or receive courses through distance learning sites fitted with fiber optic technology and state-of-the-art instructional equipment.

Presenters: Bonnie Williams, Assistant Dean, University College, and Holly Harris-Bane, Assistant to the Provost, Education Outreach, The University of Akron

Noon – 1:00 p.m. Box lunch and Networking (*Ballroom CD*)

1:00 p.m. Conference concludes