



Breakout Session Descriptions

This year's conference theme is ***Embrace Change Together!***

The 2020 virtual conference highlights how our efforts to meet the challenges of today are helping us create a more engaged tomorrow. Participate in a variety of sessions presented by your colleagues, as well as faculty and staff from other units throughout Ohio State who are in some way engaged in Extension work.

Session topics are focused on one of four tracks:

- **Employee Engagement:** focused on the successful engagement of our individual employees.
- **Workplace Engagement:** focused on teams and workplace engagement as a whole.
- **Customer Engagement:** focused on how we optimally serve our customers.
- **Community Engagement:** focused on how we engage communities in planning, delivering, and evaluating programs.

Breakout Session Times:

Breakout Session 1: Monday, December 7 ■ 2:30-3:30pm

Breakout Session 2: Tuesday, December 8 ■ 1:00-2:00pm

Breakout Session 3: Tuesday, December 8 ■ 2:30-3:30pm

Breakout Session 4: Wednesday, December 9 ■ 1:00-2:00pm



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

extension.osu.edu

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information, visit cfaesdiversity.osu.edu. For an accessible format of this publication, visit cfaes.osu.edu/accessibility.

Breakout Session 1: Monday, December 7 ■ 2:30-3:30pm

Ohio Valley EERA Project Clinic (*Customer Engagement*)

(Engage in 5 Session ■ 2:35-2:40pm)

Completing a 4-H project book and interview is an important part of judging. Members are responsible for completing the book, a display and interview, which can be daunting. Teaching members good recordkeeping skills and interview skills, as well as project specific information is needed to help them be successful. Many counties traditionally offer a clinic in-person. With the limitations in 2020 of being virtual, Extension professionals within the Ohio Valley EERA worked with non-Extension collaborators to offer virtual clinics to meet this need. Registration was open statewide. To provide more opportunities for participation, the sessions were split over two nights. Recognizing that not everyone would be able to join live, sessions were recorded, and when possible, edited to follow Ohio State branding, approved through the branding team, uploaded to YouTube, and shared with those who participated as well as statewide. Using outside collaborators was crucial to the success of the program.

Presenters: Josi Brodt-Evans – educator; Christy Clary – educator; Kristy Watters – educator; Danielle Combs – educator; Jo Williams – educator; Michelle Stumbo – educator; Tracy Winters – educator

Bringing Reality to Virtual Presentations: Using 3D Field-Scale Models (*Customer Engagement*)

(Engage in 5 Session ■ 2:40-2:45pm)

I will provide background for what basic Zoom meetings with static images or video can accomplish, then talk about how to construct these 3D environments for field days, field walks, etc. I will briefly cover the technology involved, costs, and limitations.

Presenter: Jim Jasinski – IPM program coordinator

Fitness for Farm Life: Stretches and Safe Lifting Techniques (*Customer Engagement*)

(Engage in 5 Session ■ 2:45-2:50pm)

Fitness for Farm Life is an education program aimed at improving the quality of work and life for farmers and gardeners of all ages and abilities. Objectives include increasing: the perceived importance of exercise and stretching, and the understanding of proper lifting techniques. This program aims to decrease the incidence of muscle strains, sprains, injuries, and other chronic conditions. By participating in this session, you will receive the Fitness for Farm Life curriculum, which includes print resources of handouts and fact sheets for individuals and trainers, train-the-trainer PowerPoint presentations with videos, and program evaluation forms.

Presenters: Dee Jepsen – associate professor, state leader, Agricultural Safety and Health Program; Laura Akgerman – disability services coordinator

Building Extension with the Arts (*Community Engagement*)

(Engage in 5 Session ■ 2:50-2:55pm)

Like many downtowns, Coshocton has been searching for revitalization. This project used public, temporary art to bring people together to create, to meet, and to build community in “The Meeting Room.” Public engagement was the center of the project, as community members helped choose the design, participated in the build, and met in the space to engage on community issues. The inspiration for the concept of a temporary structure was an architect competition in New York City. The architect of the winning design created a design including 200 “ribbons” of a bright orange material provided by a local manufacturer of high-performance laminated fabrics. Evaluation data was collected from participants about the impact of the space on their conversations and overall influence on their opinions of downtown. Photos of this unique structure were featured in *Interior Design*, a national publication which brought unaccustomed, positive attention to the rural town.

Presenter: Emily Marrison – educator, family and consumer sciences

**The Buckeye Yard and Garden onLine Today and Beyond:
Measuring Impact and Directing Future Outreach and Engagement Efforts (Customer Engagement)**
(Engage in 5 Session ■ 2:55-3:00pm)

The Buckeye Environmental Horticulture Team (BEHT) engages green industry professionals weekly in Ohio and beyond through delivery of web-based alerts and newsletters via the Buckeye Yard and Garden onLine website (bygl.osu.edu). BEHT members solicited feedback from clientele through a targeted survey to better understand the impact of team efforts on a diverse industry and to obtain constructive feedback for improving team products and outreach efforts. Survey results, expected and unexpected impacts, as well as future outreach and engagement plans will be discussed in more detail.

Presenter: Beth Scheckelhoff – educator

Examining the Learning Preferences of Extension Clientele (Customer Engagement)
(Engage in 5 Session ■ 3:00-3:05pm)

The Pesticide Safety Education Program conducted a survey of a subset of Ohio commercial pesticide applicators. In this survey, we asked respondents a series of carefully-curated questions about demographics, learning preferences, COVID-19 safety considerations, etc. I will explain how this survey was created and implemented, as well as some implications about the results and how they relate to Extension programming. I will discuss the results of learning preference questions, using the findings to create a picture of the ideal structure for our programming. This will also give you some insights into our respondents' view on the importance of live Extension programming and how COVID-19 has impacted their perspective. Learn new information which will help you improve your programming and engage your customers.

Presenter: Jessica Burns – graduate research associate

Buy a Home! (Customer Engagement)
(Engage in 5 Session ■ 3:05-3:10pm)

Homeownership may seem out of reach for many Ohioans. Learn more about a collaborative, award-winning partnership between OSU Extension and the Ohio Housing Financial Association that helps low-to-moderate homebuyers, especially first-time homebuyers, reach their homeownership goals. Extension housing counselors provide direct education with the borrower(s). The home purchase life stage often represents a new step for many family members including children. While this homebuyer education is a specific program, the introduction of OSU Extension to first-time homebuyers can potentially offer additional opportunities for new homeowners to benefit from a variety of OSU Extension programs in family and consumer sciences, community development, agriculture and natural resources (including horticulture), and 4-H youth development.

Presenter: Patrice Powers-Barker – educator, family and consumer sciences

Lessons Learned from Virtual Camp...ish! (Community Engagement)
(30-minute Session ■ 2:30-3:00pm)

Ohio 4-H Camp...ish was a three-day virtual statewide camping experience offered to youth ages 8-18. Teaching methods for the various activities include the use of the Zoom platform with chat box explosions, breakout rooms, videos, virtual backgrounds, demonstrations, ice breakers, etc. Activities offered included welcome videos, flags, camp tours, STEM, crafts, natural resources, physical education, songs, and reflections. We will cover all the lessons learned from hosting a virtual camp and tips and tricks that can be applied for any virtual youth or adult program!

Presenters: Frances Foos – educator, 4-H youth development; **Kayla Oberstadt** – program manager, OMK and 4-H teen leadership; **Hannah Epley** – Extension specialist, 4-H teens and camping, assistant professor; **Sarah Longo** – program assistant, 4-H camping and older youth; **Erin Dailey** – educator, 4-H youth development; **Jenny Strickler** – educator, 4-H youth development

Going Virtual – Real Money. Real World. (Community Engagement)

(30-minute Session ■ 3:00-3:30pm)

Come join us as Real Money. Real World. goes virtual! You've seen the program in-person; now come learn how we're translating this program into a virtual experience. Join us to take a look inside the Scarlet Canvas platform, explore the virtual course materials, and get excited to share this with your communities! We will also provide everything you need to know to get you started with this new virtual adventure.

Presenters: **Amanda Woods** – program specialist; **Allison Cooper** – educator; **Jon Gladden** – developer, family and consumer sciences; **Elliott Lawrence** – educator; **Lauren Jones** – state specialist

A "Flip" on How We Program (Customer Engagement)

The 4-H program is known for using the “learning by doing” approach, so when public health mandates limited face-to-face programming, 4-H professionals were challenged to find a method to provide their members a 4-H project judging experience in an unprecedented situation. Flipgrid, a video discussion platform, was one method to aid in fostering community beyond the “typical” learning environment. In more than 30 counties across Ohio, with more than 3,100 video submissions, the Ohio 4-H program demonstrated resilience in a fluid global health pandemic. Inspired by a 4-H professional’s brief conversation with some local 4-H and FFA members, the implementation of Flipgrid changed the way “we do 4-H” during COVID-19. Learn about the trials, tribulations, and success of implementing this type of technology and how it can be used in other Extension programs.

Presenters: **Margo Long** – educator, 4-H youth development; **Laura Rohlf** – educator, 4-H youth development; **Jenny Morlock** – program assistant, 4-H youth development; **Jayne Roth** – educator, 4-H youth development

Engaging Youth to Strengthen the Health of their Community:

The Health Professions Affinity Community Program (Community Engagement)

The Department of Health and Human Services identifies four strategies for health prevention efforts; and they are: 1) healthy and safe community environments; 2) clinical and community preventative services; 3) empowered people; and 4) elimination of health disparities. The Health Professions Affinity Community (HPAC) program engages youth in community health projects as they are encouraged to pursue educational pathways and careers in the health professions. HPAC is supported by a statewide AmeriCorps program, and is part of a larger Citizenship Health Initiative (<https://www.myhealthycitizen.com>). The HPAC curriculum employs problem-based learning (PBL) and community to promote learning of a wide range of STEM topics and health career awareness. Learn how this model can combine with existing Extension efforts to improve thousands of Ohioans' health outcomes. We will share the strategy and provide tools to apply in your community.

Presenters: **Erik Porfeli** – professor, chair, Department of Human Sciences, College of Education and Human Ecology; **Gina Weisblat** – assistant professor; **Pat Bebo** – assistant director, family and consumer sciences

Darn I Wish I'd Known That! If We Only Knew Then What We Know Now! (Employee Engagement)

There are policies and procedures, coaches and mentors, peers and administrators, and so many other resources at OSU Extension to help you succeed in your job. However, if you want to make a successful career of Extension, talk to the “OLD DOGS!” Maybe we don’t easily learn new tricks (technology), but we certainly have the advantage of age (sometimes it’s nice to be the old gals!). Pam and Amy will share what lessons they and other “OLD DOGS” have learned through the years that can’t be found in any Extension manual. This interactive presentation will give you the opportunity to go into breakout rooms and come up with your most pressing questions about your Extension career. These questions will serve for open discussion, comments, and recommendations. We guarantee you will learn at least one thing that you can act on to help you succeed. Don’t go through your Extension career and to get to retirement and say, “Darn I wish I'd Known That!”

Presenters: **Pam Bennett** – associate professor; **Amy Stone** – educator, agriculture and natural resources

Creating a Cross-Program Approach to Mental Health Education in your County Extension Office (Workplace Engagement)

Struggling to implement cross-program plans of work at the local and state levels? This rural county office recognized a community need for mental health education and created a cross-program plan to provide it. We will provide tips and tricks for cross-program work to increase policy, system, and environmental changes.

Presenters: **Mark Badertscher** – educator, agriculture and natural resources; **Amanda Raines** – educator, 4-H youth development; **Jami Dellifield** – educator, family and consumer sciences; **Mark Light** – educator, 4-H youth development

Operations Fiscal Update and Q&A (Workplace Engagement)

OSU Extension Operations will present an update on important fiscal policies and procedures, as well as provide information for a successful transition to the new Workday platform. Following the presentation, there will be time for Q&A. All Extension personnel are encouraged to attend, not just those with direct fiscal duties.

Presenter: **Jesse Buxton** – fiscal officer

Government Affairs Data and You! (Employee Engagement)

During this session, the CFAES Government Affairs team will help you to understand and handle requests for information (e.g., public records request, mailing lists/addresses, subpoenas).

Presenter: **Adam Ward** – director, CFAES Government Affairs

Breakout Session 2: Tuesday, December 8 ■ 1:00-2:00pm

Engaging People Through the Lens of Community Perspectives and Knowledge (Community Engagement)

(Engage in 5 Session ■ 1:05-1:10pm)

PhotoVoice is a community-based participatory research method focused on telling stories through photos. Applied to a Farm to School project in Wayne County, it fostered connections with local school food service staff whose perspectives and knowledge were vital to the project. School staff used photography to share the impacts of the project and interpret their experiences. PhotoVoice is designed to share context and viewpoints, particularly of those most affected by the topic or issue being explored. It provides a space to highlight opportunities and challenges, and encourages discussion within communities. It offers a unique method of involving collaborators and stakeholders in the process of evaluation and change. PhotoVoice is a useful tool for Extension professionals across program areas, because it can be utilized to engage local communities, promoting partnership and collaboration, as well as community leadership and scholarship.

Presenter: **Sara Meeks** – program assistant

Time Management for Your Sanity (Employee Engagement)

(Engage in 5 Session ■ 1:10-1:15pm)

Time management is actually designed for people who are smart enough to realize the need for help managing their time, day and environment. Time is the ONLY thing we can control. It's the only thing we have when we are born. People and organizations compete for our time. We need to make time to care for ourselves. Where has the time gone? Learn techniques to preserve, prioritize, and use our time as wisely as possible.

Presenter: **Thomas deHaas** – educator, agriculture and natural resources

Economic Impact of COVID-19 on Local Economies in Ohio (Community Engagement)

(Engage in 5 Session ■ 1:15-1:20pm)

Nancy will introduce a new service provided by the IMPLAN user team within the Community Development unit. We are providing reports that demonstrate economic changes that have occurred due to COVID-19 on the local levels (primarily counties) within Ohio. The reports will be short infographics that are easily interpreted and shared with county leadership. Leaders are able to use the information for decision making related to community resiliency and economic development.

Presenter: **Nancy Bowen** – associate professor

Bringing the Purdue *Beginner's Guide to Grant Writing* to Ohio (Customer Engagement)

(Engage in 5 Session ■ 1:20-1:25pm)

The *Beginner's Guide to Grant Writing* is an evidence-based option to help communities. Community development educators Kyle White and Gwynn Stewart have completed the Purdue Extension training, and they are seeking partners to offer the curriculum. Competitive grants are a potential revenue source for nonprofits, schools, and governments; but often local professionals have little or no grant writing training. Communicating clear ideas to funders can secure funding to improve communities. Learn more at a January 15 Zoom 101 or sign up for a pilot program! Day one (February 19) focuses on the proposal process and drafting a proposal. Then, day two (March 19) focuses on reviewing and revising proposals, finding funders, and making a pitch. This course also offers a professional proposal review. Also in 2021, educators can complete two-day virtual train-the-trainer session, and receive a trainer kit and manual, participant workbook, instruction, and ongoing support.

Presenter: Gwynn Stewart – educator, community development

Coping with COVID: Lesson Plans to Promote Mental, Emotional, and Social Health

(Customer Engagement)

(Engage in 5 Session ■ 1:25-1:30pm)

Medical, public health, and youth development professionals are concerned about the mental health implications of COVID-19. To address a need identified by 4-H professionals, the 4-H Healthy Living Design Team produced *Coping with COVID: Lesson Plans for Promoting Mental, Emotional, and Social Health*, a curriculum containing 10 lesson plans and detailed background information. The lessons are interactive, require a minimum of supplies, and align with Ohio Department of Education standards. Written in such a way that they could be delivered in person or virtually, each lesson is meant to stand on its own, but can be combined in multiple ways to suit the audience members' needs. Although designed to address conditions associated with COVID-19, they can be used as a resource for mental, emotional, and social health programming in general and with Extension audiences beyond 4-H. So far, the curriculum has been shared with professionals in Ohio and 11 other states, estimated to reach 3,100 people.

Presenter: Theresa Ferrari – Extension specialist

Ohioline Delivers (Customer Engagement)

(Engage in 5 Session ■ 1:30-1:35pm)

Ohioline delivers: publish your content on Ohioline and enable Extension to reach new audiences. Your work is amazing, and Extension Publishing wants to help you share it! Learn a little bit about the metrics, history, and process for publishing fact sheets on Ohioline.

Presenter: Annie Steel – project coordinator

Let's Change Up How Youth Engage in Research! (Community Engagement)

(Engage in 5 Session ■ 1:35-1:40pm)

Extension already has a history of creating excellent content for students. So the Knowledge Exchange wants to introduce our K-12 initiative where we help youth development educators engage students in CFAES research. This will be a quick introduction to KX, our capabilities, and how we want to change the way we think about reaching students. We aim to encourage exploration of research data and careers in food, agricultural, and environmental sciences through cool tools and interactive online activities.

Presenter: Dara Barclay – program coordinator of Integration for Food and Agriculture, Knowledge Exchange

Increasing Engagement and Impact of Virtual Programming Using Virtual Reality

(Customer Engagement)

(30-minute Session ■ 1:00-1:30pm)

The switch to virtual programming allowed us to engage our clientele in new ways; and as our clientele begin to experience burnout from Zoom meetings, we need to find new ways to grab interest and share information. Virtual reality (VR) is an emerging technology that is used to transport, expose, and educate viewers about a variety of topics through visual and audio-based immersive experiences. VR video has potential to make online

content more interesting and engaging, leading to better educational outcomes and impact. See how VR has been used to teach youth about agriculture technology through an eFields tractor and combine ride-along, as well as how it was used to engage farmers in virtual equipment demonstrations during the virtual Farm Science Review. Learn how VR experiences can enhance your programming and social media outreach efforts, no matter your program area!

Presenters: Elizabeth Hawkins – field specialist; Brooke Beam – educator

Virtual Exhibits: Making Your Exhibit Safe and Accessible (Customer Engagement)

(30-minute Session ■ 1:30-2:00pm)

Have you found that your exhibit or display is no longer being used or visited? Due to the COVID-19 pandemic, many displays and exhibits closed to the public. As a result, customers and clients have not been able to experience learning opportunities. Virtual tours are a new way of making exhibits shareable and accessible to people without having to be at the physical location. Virtual tours can be a way of experiencing an exhibit while remaining safe at home and socially distanced. In addition, a virtual tour expands the exhibit audience beyond those who would normally attend in-person. Sharing an exhibit virtually also mitigates the environmental impact of travel to the physical location. We will explore how to utilize 360 virtual tools to create a virtual tour. You will experience a real-life display that was created utilizing this technology.

Presenters: Kathy Tutt – educator, family and consumer sciences; Jon Gladden – systems developer/engineer, family and consumer sciences

Beat the Winter Blues! (Employee Engagement)

How does the winter affect your physical, mental, and emotional health? If you find yourself feeling sluggish, sleepy, depressed, or less social during the winter, you are not alone! The shorter days and colder temperatures associated with the winter months change our brain chemistry and can result in “winter blues.” The good news is that there are strategies you can use to take good care of your mind and body and lift your mood, even in winter! You will learn about the winter blues and how to overcome them. You will be encouraged to take a proactive approach to mental and physical wellness in the coming months and to share the evidence-based strategies presented with your friends, family members, and clientele.

Presenters: Jenny Lobb – educator, family and consumer sciences; Shannon Carter – educator, family and consumer sciences

Using Collaboration to Address Food Insecurity (Community Engagement)

Extension is in a valuable position to address food insecurity. We will explore how one county Extension office began a food council focused solely on addressing food insecurity. We will cover how we created it, some specific strategies utilized to engage the community, successes of the food council, and how we are addressing food insecurity, particularly during the time of the pandemic. Learn the tools to begin the process of creating a food council in your own community; understand ways you can be involved in your local food council; and get specific examples of innovative outputs, collaborations, and partnerships. Successes and ideas will be explored to encourage Extension professionals to start or contribute to your local food councils utilizing a multi-disciplinary approach.

Presenters: Amanda Bennett – educator, area leader; Alisha Barton – educator

Change Up Your Science Communication (Workplace Engagement)

Extension is known for bringing research to the community. However, the way people digest this information is changing with the advances in technology and the culture around science. We will present the what, why, and how of modern research communication. We hope to arm Extension professionals with additional ideas on to share their information with communities, and helpful resources in CFAES (including KX).

Presenters: Kimberly Winslow – program manager, KX Integration; Karima Samadi – program coordinator, KX Integration; Dara Barclay – program coordinator, KX Integration; Stacy Cochran – program manager, KX Communication; Sean Quigley – program manager, KX Technologies

Putting the "E"xcellence back in TEAM: Understanding Your Office Dynamics

(Workplace Engagement)

It can be difficult to work with other people; yet in our profession, there are instances in which we must work as a team to be successful. One of those spaces is as an OSU Extension office. County offices work as teams to further OSU Extension's mission. Office conflict and division create an environment in which that mission doesn't thrive. The Logan County office staff will discuss why it is important to understand everyone's jobs and duties in the office to have a better respect for each member. We will go over some best practices and tips to create a positive working environment. There will be time for questions and scenarios in which the Logan County staff will do their best to provide input and guidance.

Presenters: Justin Bower – educator; Stephanie Knight – office associate

Operations Fiscal Update and Q&A *(Workplace Engagement)*

OSU Extension Operations will present an update on important fiscal policies and procedures, as well as provide information for a successful transition to the new Workday platform. Following the presentation, there will be time for Q&A. All Extension personnel are encouraged to attend, not just those with direct fiscal duties.

Presenter: Jesse Buxton – fiscal officer

Developing White Body Stamina to Address Anti-Black Racism *(Workplace Engagement)*

We all have a role to play in dismantling racism and ideologies that dehumanize people of color, but this critical work can often feel overwhelming. Have you ever found your heart beating faster? Your throat constricting? Your fist clinched, or tears start to sting your eyes? These are all signs of a somatic response. What can you do? One option is to avoid difficult conversations or unfamiliar people. But avoidance causes your body to store up unnecessary energy and prevents growth from taking place. What if you had the ability to build stamina and address topics like racism from a settled state of being? Educator Whitney Gherman will share how white people can show up grounded and effective for racial justice. You will learn how to identify psychological, physiological, and social factors that promote self-regulation, as well as gain skills and practices to stay engaged in the movement for racial justice. Everyone is invited to attend this workshop, and this workshop does not replace learning directly from folks most impacted by racism. To learn more visit go.osu.edu/somatics.

Presenter: Whitney Gherman – educator

Breakout Session 3: Tuesday, December 8 ■ 2:30-3:30pm

Creating and Using Short Video Clips to Engage New and Existing Extension Customers *(during COVID-19 and beyond)* *(Customer Engagement)*

(30-minute Session ■ 2:30-3:00pm)

Due to COVID-19, traditional forestry programs relying on in-person, field-based efforts to engage customers have been curtailed. As a result, A DAY in the WOODS has embraced the change and shifted to an engagement strategy that relies on social media engagement using YouTube, Facebook, and an Ohio State blog site (u.osu.edu/seohiowoods) to recruit and stay connected with these customers. We will highlight the use of Tree ID and other video clips to enhance this critical connection. Using our Tree ID clips series as an example, we will explore everything from creating short video clips to developing a comprehensive social media outreach strategy. We will share our results, discuss what we have learned, help you find the resources that you need, and build your confidence to take the plunge into creating your own videos and social media engagement strategy. We will also discuss our plans for using these strategies to augment our outreach and engagement strategies into the future.

Presenters: David Apsley – Extension specialist, natural resources; Sarah Swanson – program assistant; Julie Strawser – program assistant, agriculture and natural resources

Share Your Extension Story with Stakeholders (Community Engagement)

(30-minute Session ■ 3:00-3:30pm)

Learn how to tell your Extension story! Members of the JCEP Public Issues Committee will teach you how to identify audiences and craft messages that are geared toward those audiences. Learn to connect Extension to the programs we provide in communities, and how to engage stakeholders and community members through effective communication, such as office updates/newsletters, elevator speeches, infographics, and more.

Presenters: **Jo Williams** – educator; **Kristy Watters** – educator; **Doug Foxx** – educator

Increase Fun and Engagement in Teaching with Nearpod (Customer Engagement)

Tired of hearing “type your responses in the chat box now?” Wishing there were some way to increase the fun or excitement in your next teaching opportunity? Nearpod could be just what you are looking for! This student engagement platform offers a variety of features that could be used as static content to be accessed by clientele anytime or used live during presentations, including teaching via Zoom. Some of the fun features include interactive competitive quizzes (similar to Kahoot!), matching games, memory games, traditional quizzes, and polls. Another unique feature is the Collaborate Board, allowing participants to share a wide variety of ideas “post-it note style” for learners to see and engage in real time. During this workshop, you will experience seven different tools by active participation and also learn behind the scenes of just how easy it is to create them. You will leave equipped to develop a Nearpod presentation and offer it to clientele.

Presenter: **Emily Marrison** – educator, family and consumer sciences

The Time is Now to Invest in Building Strong Foundations for Early Childhood

(Workplace Engagement)

The nation’s attention is on investing in early childhood education. Extension educators have a unique opportunity to take notice and join the conversation. Join us to explore the current research impacting early childhood education. We will examine current trends and strategies implemented by state and national organizations that support early childhood educators to provide a strong foundation for all children. The crisis highlighted the pivotal role of a robust early childhood workforce necessary to support children and families. Discover, examine, and reflect on Extension’s critical role in strengthening and advancing the early childhood agenda. Join us to examine the key components necessary to create a vibrant early childhood workforce ready to meet young children's developmental needs and support families.

Presenters: **Marie Economos** – educator, family and consumer sciences; **Heather Reister** – educator, family and consumer sciences

Ohio's "Green" Industry and the OSU Extension Buckeye Environmental Horticulture Team (BEHT)

(Customer Engagement)

Ohio's green industry (deemed “essential”) fared well during recent tough economic times. Ohio-based Davey Tree Experts has already exceeded its record 2019 income; garden centers had their biggest days in their history, etc. An OSU Extension commitment to the Industry is a good Buckeye investment. However, green industry customer outreach and engagement is not equal across all 88 counties in Ohio. We will provide insights into outreach tools employed by OSU Extension and our BEHT; tools applicable to all counties. We will also highlight ways to partner with our team to engage your green industry customers. Our tools include the Buckeye Yard and Garden Line (BYGL), which has provided timely information to our customers for 28 years. BYGL was proven COVID-ready with more than 150 image-dense weblog “alerts” in the first six months. Our team has offered dozens of Zoom webinars, exceeding 15,000 attendees, during our socially-distanced times, illustrating the power of this method.

Presenters: **Joe Boggs** – educator, agriculture and natural resources; **Amy Stone** – educator; **Ann Chanon** – educator; **Jim Chatfield** – Extension specialist; **Pam Bennett** – educator; **Curtis Young** – educator

Southern Ohio Farm Show: Extension Programming for Broadcast (Customer Engagement)

The Southern Ohio Farm Show is a weekly, broadcast-style program that educates the public on a variety of topics. The program was established by Brooke Beam, James Morris, and Gigi Neal to reach clientele in their area; and the show has been broadcasted weekly over the past 23 weeks via a live Zoom, YouTube, Facebook, and the local access channels in Adams, Brown, Clermont, and Highland counties. The viewership following of the show has grown to more than 37,000 viewers since the show started earlier this year. The show is primarily viewed in Ohio, but also has viewers in 28 other states and eight countries. Join us to learn about how we create this program, opportunities to collaborate, and our lessons learned from this experience.

Presenters: **Brooke Beam** – educator, agriculture and natural resources/community development; **Gigi Neal** – educator, agriculture and natural resources; **James Morris** – educator, agriculture and natural resources/community development

Navigating Sponsored Research and Activities at Ohio State (Workplace Engagement)

Many OSU Extension educators will work with sponsored programs during their career, whether looking for funding opportunities, putting together a grant budget, or assisting with project reports. We will explore the basics of sponsored programs, including types of sponsors and funders, as well as some tips to find funding opportunities. An overview of the CFAES Grant Development Support Unit will be provided, sharing the services we offer to help you at any stage in the grant process. This session will be targeted to OSU Extension.

Presenters: **Lori Kaser** – grants and contracts administrator; **David Mackie** – lead grants and contracts specialist – senior; **Pam Schlegel** – lead grants and contracts specialist – senior

Gender Demystified: Creating Inclusive Environments for People of All Genders (Community Engagement)

Have you noticed that some people include their pronouns next to their name on Zoom, but aren't sure why? Are you unsure about gender-neutral pronouns such as "they/them" or nonbinary gender identities? Would you like to better understand how gender differs from sex and sexual orientation? This session will explore the various aspects of identity that relate to gender and sex. Participants will learn key vocabulary, gain a better understanding of their own identities, and identify ways to strive for allyship with transgender and gender non-conforming individuals to create environments that are inclusive of all genders.

Presenter: Leo Taylor – program manager for faculty and staff affairs, CFAES Office of Diversity, Equity, and Inclusion

Get Ready for Workday (Employee Engagement)

General overview of Workday, including roles, training opportunities, and Q&A.

Presenters: **Janis Wolens** – program manager, Marketing and Comms; **Jason Hedrick** – educator, 4-H youth development/area leader

Breakout Session 4: Wednesday, December 9 ■ 1:00-2:00pm

Tips for Teens Video Series (Community Engagement)

(30-minute Session ■ 1:00-1:30pm)

The Tips for Teens video series is a statewide effort that started in April 2020 with family and consumer sciences and 4-H professionals teaming together to provide topics to share with teen audiences. These videos are meant to educate and teach teens about daily life skills and other important skills they will need to thrive as they enter adulthood and beyond. Learn how you can be involved in this effort and create a video to include in our series. You will also be equipped with resources and other useful information to help in creating a video. Learn how you can utilize the videos in your counties and programs.

Presenters: **Katie Cole** – educator, 4-H youth development; **Lorrissa Dunfee** – educator, family and consumer sciences

The Impact of Nutrition Incentive Programs on Families and Farmers During the Pandemic

(Community Engagement)

(30-minute Session ■ 1:30-2:00pm)

We will demonstrate the impact of nutrition incentive programs on families and farmers during the pandemic. Four nutrition incentive programs were offered in northeastern Ohio by OSU Extension in Cuyahoga County, Countryside Food and Farms, and the Ohio Nutrition Incentive Network – Produce Perks, WIC Perks, TANF Perks and Carrot Cash. These programs played a critical role during the pandemic by helping food-insecure families access fresh foods, while providing much-needed revenue for small to mid-sized farms. We will share how these programs were offered, the number of families served by these programs, and the increases in sales for small to mid-sized farms by zip code for the northeastern Ohio region. In 2020, nutrition incentive programs served more than 3,000 families in northeastern Ohio and increased sales for farmers by more than \$200,000.

Presenters: **Amanda Osborne** – educator, community development; **Courtney Woelfl** – educator, family and consumer sciences; **Erin Molnar** – director of local food programs

Industrial Hemp in Ohio: The First Two Years *(Community Engagement)*

(30-minute Session ■ 1:00-1:30pm)

We will share lessons learned from growing hemp with collaborative farmers in Ohio.

Presenters: **Lee Beers** – educator, agriculture and natural resources/area leader; **Chris Zoller** – educator, agriculture and natural resources; **Brad Bergesford** – educator, agriculture and natural resources (horticulture); **James Morris** – educator, agriculture and natural resources/community development

Creating a Culture of Data Collection and Use for Ohio Farmers Markets *(Community Engagement)*

(30-minute Session ■ 1:30-2:00pm)

Learn what tools are available to assist with the customization and collection of data at local farmers markets. I will show the tools available, share completed data collection projects for other states, and share how educators can access the tools.

Presenter: **Christie Welch** – direct marketing specialist, food and agriculture

Putting the "Social" in Media: Engagement Strategies *(Customer Engagement)*

When COVID-19 began, we noticed that many people were looking at social media for information. In response, we realized this presented an opportunity to connect people with credible, research-based, and engaging information. We developed a framework and strategy to enlist community partners in a campaign. Learn tips and strategies to develop an intriguing social media campaign. Hear how the power of personal testimonies enhanced engagement. Learn how to utilize information to strengthen the project and add credibility. Discussion will include how to repurpose subject matter content into additional programming opportunities. We will share best practices, lessons learned, how to design effective posts, and ways to analyze insights.

Presenters: **Lorrissa Dunfee** – educator, family and consumer sciences; **Michelle Treber** – educator, family and consumer sciences

Digital OVERLOAD: Setting Boundaries During COVID *(Employee Engagement)*

University Extension professionals have made a shift during COVID to doing more work digitally. Prior to that, we may have had multiple places where Extension work was conducted, but we could still retreat to the home when we were done. Technology has now blurred these lines by giving us the ability to work wherever and whenever. Technology has also allowed for multiple means of connecting with colleagues and clientele during COVID. Because of continual access, technostress, which is the stress of being overwhelmed by technology, does not allow us to easily disengage from our work or devices (Sellberg & Susi 2014). There is also a feeling of never getting caught up, or the feeling that you need to multitask to get ahead (Carrier et.al., 2015) We are constantly being bombarded with multiple forms of communication. This affects the mental health of those serving the needs of clientele. Learn how to identify digital distractions and develop a boundary plan.

Presenters: **Mark Light** – educator, 4-H youth development/area leader; **Jason Hedrick** – educator, 4-H youth development/area leader

Video Production for the Extension Educator (Customer Engagement)

Want to learn more about video production? Looking for some editing tips? Interested in learning how to use branding in your videos? Or would you like to know how to get analytics from your videos from Facebook and YouTube? Join me to learn more about each of these topics!

Presenter: Brooke Beam – educator, agriculture and natural resources/community development

Embracing Generations Across Extension (Workplace Engagement)

Throughout history in Extension family and consumer sciences, we have a lot to look back upon, and much to look forward to. We will showcase the careers of three Extension educators in one family, spanning 1935-2020. We will explore the generational norms that may have influenced their decisions in balancing work and family. We will focus on the how the Extension family and consumer sciences educator has responded to the needs within the community. A study of subject matter, audiences, teaching methods, modes of communication, and responses to challenges of their day will highlight changes and similarities throughout our history. This information can be used not only as content for Extension programming, but also as background for understanding the population and cultural differences in a mixed-generation audience of learners, and as an approach for choosing appropriate teaching technology and strategies that will nurture lifelong learning.

Presenters: Shannon Carter – educator; **Marilyn Sachs** – retired educator

Craft Meaningful Customer Connections with ScarletCanvas (Customer Engagement)

Extension personnel have a knack for forging meaningful connections with their customers. We will explore how we can harness these connection-building skills in the public-facing learning management system, ScarletCanvas. We will discuss basic functions of ScarletCanvas and how they can be used to deliver impactful content to our customers. We will delve into strategies to create mental and emotional connections with our audiences even when we aren't face-to-face. With the need to reach new customers online, we will also explore strategies to tailor content delivery for audiences who may not be tech-savvy, those who have limited access to technology, and those with limited access to high-speed internet. We will also discuss practical approaches to creating accessible content and the powerful message providing accessible content sends to our customers.

Presenter: Amy Kohmetscher – instructional development specialist

Wow! Now I'm Working from Home: Best Practices for Extension Professionals Working Remotely (Workplace Engagement)

In late winter/early spring 2020, the COVID-19 pandemic and resulting recession impacted how OSU Extension professionals worked, forcing most employees to work from home. Our team essentially believes that this has forced the future upon OSU Extension. We will discuss best practices about working remotely, along with potential impacts. For example, what are the benefits to employees and OSU Extension? These include higher productivity, increased employee satisfaction, and decreased organizational costs. Downsides include a loss of human contact, a loss of a physical county presence, and decreases in innovation. Our team will share findings from a literature review, focus groups of Extension professionals, and interactive exercises with attendees.

Presenters: Jerold Thomas – leader, innovation and change; **Scott Scheer** – professor, Extension state specialist; **Keith Smith** – emeritus director, OSU Extension; **Julie Aldridge** – research assistant professor, College of Engineering; **Daney Jackson** – emeritus director, Penn State University Extension; **Emma Newell** – communication specialist and researcher, ACEL; **Teresa McCoy** – director, OSU Extension Learning and Organizational Development; **Gage Smith** – program assistant, community development