LEADERSHIP IMPACTING OUR **THROUGH** ENGAGEMENT



photo by Ann Ronning



Welcome to the 2012 Extension Annual Conference

Director's Welcome

As the Interim Extension Director, it is an honor to welcome you to the MSU Extension Annual Conference. This is the only time during the year when all Extension faculty and staff gather and are given the opportunity to honor accomplishments, share successes, discuss challenges, identify needs, and appreciate fellow Extension family members. I hope you will take advantage of the many opportunities to interact, network, problem solve, and learn from others. As you explore how leadership through engagement can impact communities, I hope you leave with a new appreciation for your own leadership skills and talents and a renewed commitment to extending the knowledge of the university to the public.

The Western Region is to be commended for their leadership in planning this conference that offers new insights, motivation and fellowship. Safe travels as you return home and best wishes in the months ahead as you represent the best that MSU Extension has to offer.

Jill Martz, Ph.D.	
Interim Director of Extension	7

Planning Committee Welcome

On behalf of the Western Region Planning Committee, welcome to the 2012 MSU Extension Annual Conference. This year's conference theme is Leadership through Engagement: Impacting our Communities. Key goals identified by the planning committee that led to this theme include:

- Forming new partnerships resulting in positive impacts for clients
- Developing new leadership skills that allow us to engage and impact our communities
- Providing clients and communities with transformational education
- Strengthening two-way communications between university and communities
- Continuing positive momentum of MSU's leadership throughout the state

It is our sincere hope that upon leaving this conference you will feel energized, connected, and that this was a worthwhile investment of your time. Now more than ever, our success depends on our ability to partner and collaborate. Let this conference be a springboard for new ideas and connections.

Andrea Sarchet & Crystal Beckman 2012 Conference Co-Chairwomen

General Session Notes

Computer laptop workstations with Internet, a printer, and Extension IT help will be available in Ballroom D throughout the conference during breaks. If you have a specific question, please ask Extension staff in Ballroom D to find Nic Richardson, Jay VanVoast or Millie Veltkamp.

Breakfast/lunch: Participants are encouraged to eat breakfast at their hotel; however, for early meetings in the SUB, please pick up breakfast at the SUB and take it to your meeting room. For breakfast and lunch on Tuesday, you may eat at any SUB restaurant (up to \$6/breakfast and \$7/lunch), please tell cashier you are with Extension.

Extension and 4-H logo merchandise available in Ballroom D all days.

Acknowledgements

Special gratitude goes to the Montana Pork Producers Council, the Montana Farm Bureau Federation and the Montana 4-H Foundation for sponsoring the break sessions during this year's conference.







Special gratitude goes to the Joint Council of Extension Professionals (JCEP) for hosting the Tuesday evening Barbecue.



The 2012 Extension Annual Conference is hosted by the Western Region.

Many thanks to the planning committee members:

Allison Flynn • Andrea Sarchet • Crystal Beckman
Dan Lucas • Jane Mangold • Julie Heard • Jodie DeLay
Mary Anne Keyes • Steve Siegelin • Tara Mastel

If you have an opportunity during the conference, please help us extend a special thanks to the following people:

Jill Martz • Nic Richardson • Millie Veltkamp Sara Adlington • Alice Schaefer • Jan Van Voast • Susan Anderegg Julie Heard • Tisha Stahly • Steve Siegelin

Schedule-at-a-glance

	Monday, October 29, 2012
11 am - 12 noon	Registration, SUB hallway
12 noon - 1 pm	Welcome, SUB A
1 - 1:20 pm	Welcome and President's Address, SUB A, Dr. Jill Martz, Interim Director, MSU Extension, and Dr. Waded Cruzado, President, MSU
1:20 - 2:15 pm	Are Land Grant Universities Prepared for the 21st Century? SUB A Dr. Hiram Fitzgerald, Associate Provost, Michigan State University
2:15 - 2:30 pm	Break, SUB D
2:30 -4 pm	 Leadership Development Engagement Scholarship: University Community Partnerships for Sustainable Change, Dr. Hiram Fitzgerald, SUB A Reframing Leadership Challenges - Why It Works for Community Leaders, Carmen McSpadden, Director, MSU Leadership Institute, SUB B Transformational Leadership: What Is It and How Could I Use It? Dr. F. William 'Bill' Brown, Professor of Management, MSU College of Business, SUB C
	 Nutrition Educators Welcome, Cora French-Robinson, Program Director, SNAP-Ed & EFNP; Ethics, Betsy Webb, Associate Director, Local Government Center, SUB 168
4:15 - 5 pm	Fun Run/Walk, Jay Van Voast, Conference Wellness Coordinator, SUB South Entrance
4 pm	FCS Meeting, May Anne Keyes, SUB A
5 pm	ESP Meeting, Jane Wolery, SUB Leigh Lounge
6:30 pm	MACAA Meeting, J.P. Tanner, C'Mon Inn
6:30 pm	Nutrition Educator's Dinner, Cora French-Robinson, Johnny Carino's
	Tuesday, October 30, 2012
6:30 - 7:45 am	Wellness Fair, SUB 235
7:15 - 7:45 am	Bystander CPR, Jay Van Voast, SUB 233
7:45 - 8:00 am	Announcements, Committee, SUB A
8 - 11:45 am	 Symposia A More Visible, Accessible Extension: Engaging our Clientele using Digital Communications, Eli Sagor, Extension Director, University of Minnesota, SUB A Garden to Plate, Mary Anne Keyes, Park County agent; Toby Day, Horticulture Specialist; and Lynn Paul, Food and Nutrition Specialist, SUB 233 Small Acreage Tour, Jim Knight, Wildlife Specialist; Jane Mangold, Rangeland Weed Specialist; Jeff Mosley, Range Management Specialist; Linnea Skoglund, Plant Disease Dianostician; and Peter Kolb, Forestry Specialist, SUB South Entrance

(Tuesday, Oct. 30, cont.)

	Nutrition Educators • From Telling to Teaching, Susan Baker, EdD. Assoc. Professor/Extension Specialist EFNEP and SNAP-Ed, Colorado State University, SUB 168
12 noon - 1:15 pm	Association Meetings • MAE 4-HA Meeting and 4-H Update, Meghan Phillippi and Cody Stone, SUB A • MACDEP Meeting, Paul Lachapelle, SUB 233 • Creating Healthy Communities/Horizons, Dave Young, SUB 235
2:00 - 2:45 pm	 Civil Rights Title IX and Discrimination Prevention in 4-H and in Other Extension Programs, Leslie Taylor, JD, Legal Counsel, President's Office, MSU, Procrastinator Theater Building Bridges, Bonnie Satchatello-Sawyer, Executive Director, Hopa Mountain, SUB A American Indian Culture, Joseph McDonald, Salish Kootenai College, SUB 233
3 - 4 pm	 Speed Networking, Jane Mangold and Crystal Beckman, SUB D Nutrition Educator Speed Networking, SUB 168
4:30 pm	Round Ball Challenge Tip-Off, Fitness Center South Gym
6:30 pm	JCEP BBQ, Gallatin County Fairgrounds, Building #4. Coming from N. 7th Ave., turn east at the stoplight on W. Tamarack St., drive .5 mile and turn left/north into the driveway/parking lot across from N. Black Ave. Building #4 will be on the left.
	Wednesday, October 31, 2012
7 - 7:45 am	JCEP Breakfast, C'mon Inn
8 - 8:50 am	 Workshops Programmatic Use of YouTube, Brent Sarchet, Lewis and Clark Agent and Judy Siler, CPLP, Instructional Designer and E-learning Developer, SUB A Developing Cloverbud and Youth Day Camps: Discovering the 4-H Treasure, Shannon Arnold, Asst. Professor, Ag Education and Nikki Bailey, SUB D Energy Development Issues & Extension's Role, Joel Schumacher, Economics Assoc. Specialist, Procrastinator Theater MSU Extension Range Management Institute, Tracy Mosley, Park Co. Agent; Dan Lucas, Granite Co. Agent; and Jeff Mosley, SUB 233 Management Practices to Increase Wheat Grain Protein & Net Revenue, Clain Jones, Soil Fertility Specialist, SUB 235 Youth and Title 9, Leslie Taylor, SUB 236 Nutrition Educators Core Nutrition Messages for Families with Young Children, Cora French-Robinson, SUB 168

(Wednesday, Oct. 31, cont.)

9 - 9:50 am	 Workshops Boots & Scarves Working Together: Benefits of Cross Disciplinary Programming, Tracy Mosley and Mary Anne Keyes, SUB A How Inquiry-Based Learning Can Excite Your Program, Damon Bunting, Glacier County Agent, SUB D Health on the Range: Rural Health Issues and Information Resources, Mary Anne Hansen, Professor/ Librarian, MSU Library and Richard Wojtowicz, Procrastinator Theater Program Enhancement for Master Gardener, Including Volunteer Commitment and Retention, Toby Day, SUB 233 Strategic Planning for MSU Beef Cattle Programs, Rachel Endecott, Beef Cattle Specialist, SUB 235 Nutrition Educators Moving Forward with WebNEERS, Jackie Provance, Nutrition Education Assistant Coordinator, SUB 168
9:50 - 10:20 am	Break, SUB D
10:20 - 11:50am	 Workshops Distance Education, Joel Schumacher, SUB A Engaging Youth Through Science, Gregg Switzer, CYFAR Technology Coordinator and Montana 4-H Science Team, SUB D Leadership and Engagement at MSU, Panel Discussion, Procrastinator Theater Creating Interactive and Engaged Adult Learners, Shannon Arnold, SUB 233 Strategic Planning for MSU Beef Cattle Programs, continued, Rachel Endecott, SUB 235 Nutrition Educators New NEP Website, Jackie Provance, Dialogue Time with State Staff, SUB 168
noon - 1:30 pm	Luncheon and Awards, SUB A Closing Remarks, Dr. Jill Martz Fyaluations

Detailed Session Descriptions

Monday, October 29

1:20 to 2:15 pm

Are Land Grant Universities Prepared for the 21st Century? • Dr. Hiram Fitzgerald • SUB A
The core values of the land grant idea (connectivity-inclusiveness-quality) in combination
with engagement scholarship provides a foundation for innovative collaborations
among universities, civil society, government, and business. Transformative and
sustainable change requires engagement scholarship to become central to the mission
of higher education and to the scholarships of knowledge discovery, application, and
integration. Without embracing the centrality of engagement, higher education,
and land grant universities in particular, will be constrained in efforts to provide the
leadership necessary to impact the communities they serve.

2:30 to 4:00 pm

ENGAGEMENT SCHOLARSHIP: University-Community Partnerships for Sustainable Change • Dr. Hiram Fitzgerald • SUB A

We will explore the historical development of the engagement scholarship movement with an emphasis on understanding what engagement scholarship is, what defines community, and what are successful strategies for developing university-community partnerships that lead to sustainable change in communities, and outcomes that contribute to knowledge generation. Participants in this workshop will be able to: describe the historical context of the engagement scholarship movement; understand the defining components and core principles of engagement scholarship; provide examples of engagement scholarship in four key areas of faculty work (research and creative activities, teaching/learning, service, and commercialized activities); assess excellence in engagement scholarship; have access to engagement scholarship institutional support units; recognize five levels of community engagement; plan for the depth and intensity of community engagement desired; and practice approaches for collaborating with community partners.

Reframing Leadership Challenges – Why it Works for Community Leaders • Carmen McSpadden • SUB B

This interactive and engaging workshop provides an understanding of strength-based leadership (What are you good at doing? What are your strengths and why?), followed by a session that allows leaders to view problems and challenges in a new light. Bring your professional challenges to this workshop – and leave the conference with specific strategies that will support your efforts to make a positive impact on your community.

Transformational Leadership – What Is It and How Could I Use It? • Dr. F. William "Bill" Brown • SUB C

A highly interactive session led by an experienced consultant and management professor in which participants have the opportunity to develop a personal understanding of transformational leadership in the context of their own experiences. Through discussion and consideration of short written and video cases participants will be introduced to a Full Range Leadership model with an emphasis on understanding the elements and behaviors which are particularly associated with high performance. Participants will have the opportunity to develop a personal behavioral action plan which can be used to improve interpersonal and organizational influence capacity.

Tuesday, October 30

8:00 to 11:45 am

A More Visible, Accessible Extension: Engaging our Clientele using Digital Communications • Eli Sagor • SUB A

Three factors combine to make imperative both a return to our traditions and a dramatic rethinking of how Extension serves our communities: Changing patterns of information acquisition for decision support, increasing adoption of emerging communication technologies by our audiences, and increasing pressure to do more with less. This creates an opportunity for Extension to focus on the scholarship of synthesis: curating information and mediating problem-based inquiry. Eli Sagor, Extension Educator in Forest and Ecology Management at University of Minnesota, will discuss outcomes of implementing a variety of communication strategies designed to capitalize on this approach. MSU Extension Agents and Specialists will share how they have successfully used digital communications to serve their clientele and Extension IT will lead a brainstorming session on ways to further implement these strategies.

Garden to Plate • Mary Anne Keyes, Toby Day, Lynn Paul • SUB 233

Many food banks say "We have this wonderful produce, but no one knows how to use it." This hand-on workshop will focus on solving that need through easy-to-use handouts. We will develop a series of high-quality, color factsheets that detail specific fruit and vegetable harvest (if applicable), selection, storage, and use. Participants in the workshop will be divided into groups and each group will develop a publication from start to finish. Are you up for a challenge? Can you demonstrate food prep through high quality photos? Sign-up for this class and see!

Extension Education for Small-Acreage Landowners • Jim Knight, Jane Mangold, Jeff Mosley, Linnea Skoglund, Peter Kolb • SUB A (Bus Tour)

This workshop will help agents address the most common questions they receive from small acreage landowners. Several specialists will cover topic areas including: noxious weed management, wildlife damage control, disease diagnostics, rangeland management, forest management, horticulture, pesticide use and insects. We will cover integrated management of noxious and nuisance weeds with special emphasis on how to help small acreage owners design and implement revegetation of weed-infested pastures. We will review common disease and arthropod pests and control of rodent pests and other wildlife that commonly pose problems. Information will be presented on grazing management guidelines and pasture seeding. Forest concerns including spruce bud worm and mountain pine beetle will be covered.

2:00 to 2:45 pm

Title IX and Discrimination Prevention in 4-H and in Other Extension Programs • Leslie Taylor • Procrastinator Theater

This session will cover the Board of Regents Title IX policy and its application to Extension programs. The session will also cover the requirement related to the state and federal non-discrimination laws and the laws related to reporting child abuse and neglect.

Bridging Communities and Cultures • Bonnie Satchatello-Sawyer • SUB A

There are many ways that Extension agents can build relationships with Native leaders, invest in cross-cultural networks, and contribute to community vitality in Indian Country. In this facilitated session, learn how agents can identify mutual values, approaches and strategies for improving opportunities across rural and tribal communities.

American Indian Culture • Joseph McDonald • SUB 233

3:00 to 4:00pm

Speed Networking • Crystal Beckman, Jane Mangold • SUB D

Join us for refreshments and a great networking opportunity with fellow County Agents, State Specialists, and other Extension Staff.

Nutrition Educator Speed Networking • SUB 168

Join fellow Nutrition Educators for a great networking opportunity.

Wednesday, October 31

8:00 to 8:50 am

Programmatic use of YouTube • Brent Sarchet, Judy Siler • SUB A

Are we reaching the younger generation of clients? Can we use YouTube in our routine programs to reach a broader clientele base? Can YouTube be utilized as a component of a program in an effort to reach the visual and auditory learner? We will look at how Lewis & Clark County Extension is using YouTube. We will discuss the basics of producing recordings, posting to YouTube, and a open discussion on how we can utilize such media.

Developing Cloverbud and Youth Day Camps: Discovering the Treasure in 4-H • Shannon Arnold, Nikki Bailey • SUB D

Through this interactive workshop, participants will have the opportunity to develop programming tools for planning a Cloverbud day camp. The workshop will provide an outline and hands-on activities that could be used to develop a treasure themed camp for youth. Participants will be provided with programming ideas, information, and resources needed to adapt these learning opportunities to their counties, and ideas for adapting to fit older youth as well. Through discussion and rotations, participants will partake in camp activities including cooking, arts and crafts, and animal projects all aimed at exploring 4-H through a treasure hunt format. Participants will be encouraged to share thoughts on developing their own youth day camp.

Energy Development Issues & Extension's Role • Joel Schumacher • Procrastinator Th.

The program will explore the needs and impacts of energy development in Montana and discuss the role of extension in addressing some of these issues. This program includes several different presenters, each with information about a different aspect of energy development. Each presenter will provide a short overview of key issues in their area (oil & gas leasing, wind development, biofuels, etc.) followed by a discussion period. The goal of the session is to understand some of the key issues related to energy development and the resources and capabilities that MSU Extension has to address these issues.

(Wednesday, Oct. 31, cont.)

MSU Extension Range Management Institute • Tracy Mosley, Dan Lucas, Jeff Mosley • SUB 233

A program designed to aid in identifying specific curricula to be included in the Montana State University Range Management Institute. The Institute, funded by a WSARE grant will provide professional development for MSU Extension faculty in a broad spectrum of disciplines related to range management. Course offerings will begin in the summer of 2013 and will be conducted statewide.

Management Practices to Increase Wheat Grain Protein and Net Revenue • Clain Jones • SUB 235

Wheat grain protein discounts and premiums in recent years have made optimizing wheat grain protein more important than ever. Several crop and fertilizer management practices have been identified to help with this goal. Each participant will receive a copy of the Western Fertilizer Handbook.

9:00 to 9:50 am

Boots and Scarves Working Together: Benefits of Cross-Disciplinary Programming • Tracy Mosley, Mary Anne Keyes • SUB A

Programming across disciplines within a county or between counties has many advantages for both agents and clientele, however, this approach is often under-utilized. This workshop focuses on cross-disciplinary programming benefits, with specific examples of current cross-programming occurring in Park County. A community-wide container garden project weaving together topics related to agriculture, horticulture, nutrition, and youth development will be highlighted as an example. We will present the details of our container garden project and other programming, talk about the benefits to our local office and our clientele of using this approach, and we will conduct a discussion session regarding ways to make cross-disciplinary programming successful.

How Inquiry-Based Learning Can Excite Your Program • Damon Bunting • SUB DWith the great need for scientists, one of the best recognized methods for exciting youth about science has been inquiry-based learning. Learning how to guide groups through an inquiry-based learning program can be exciting and challenging.

Health on the Range: Rural Health Issues and Information Sources • Mary Anne Hansen, Richard Wojtowicz • Procrastinator Theater

Participants will explore common rural health issues as well as quality health information resources from the National Library of Medicine that can help consumers better understand health issues and be prepared to ask better questions of their health care providers. Options for partnering with librarians to increase health information literacy among rural constituencies will be explored, as well as grant opportunities from the regional medical library.

Program Enhancement for Master Gardener Including Volunteer Commitment and Retention • Toby Day • SUB 233

This workshop will inform coordinators about new curriculum and delivery of the program, how to encourage and retain volunteers, and new policies that are being implemented.

Strategic Planning for MSU Beef Cattle Extension Programs • Rachel Endecott • SUB 235

Participants will provide input, ideas, and feedback to contribute to the future plan for beef cattle Extension programming in Montana. A series of surveys will be sent out via listserv before the conference to frame the discussion, and a facilitator will be brought in to assist the group in reaching conclusions.

10:20 to 11:50 am

Distance Learning • Joel Schumacher • SUB A

MSUE programs; Master Gardener, Solid Finances, Beginning Farmer & Rancher Education, Ag in Uncertain Times all utilize distance education, as have many individual agents. Live webinars, streaming archived programming, downloadable archived programming and program materials via DVD/CD are often used by Extension. This session will focus on sharing lessons learned from these experiences. The format of the session will be a short (5 minute) description of how different programs have been delivered and shared via distance education, followed by a round table discussion of what works, what isn't working and what can be done to address challenges. Duane Griffith, George Haynes, Toby Day, Joel Schumacher, Nico Cantalupo, Julie Riley and Jay Van Voast have agreed to participate in this session.

Engaging Youth through Science • MT 4-H Science Team: Gregg Switzer, Tara Andrews, Melody Harris, Virginia Knerr, Damon Bunting, Allison Flynn and Wendy Wedum • SUB D

The need for scientists, engineers and technology specialists is increasing in the United States. However, the number of youth pursuing college degrees in these fields is decreasing. Experiential learning through 4-H is an effective delivery method to engage youth in science, engineering and technology (SET). This hands-on workshop demonstrates easy ways to integrate SET into both traditional and non-traditional 4-H Youth Development programming without a lot of extra cost, time or effort.

Leadership and Engagement at MSU • Panel Discussions • Procrastinator Theater MSU's recently adopted Strategic Plan includes engagement as a priority and lists objectives and metrics for evaluating success. A new council on leadership and engagement has been proposed to help elevate these efforts. This panel will include leaders from Extension and other MSU entities that focus on outreach throughout the state. Participants will be encouraged to think broadly about how to network, collaborate and promote these efforts to achieve MSU's strategic goals.

Creating Interactive and Engaged Adult Learners • Shannon Arnold • SUB 233

This workshop will provide an overview of active learning strategies that can be used in working with Extension audiences, particularly adults. Topics will include adult learning principles, learning styles and teaching approaches that create a more interactive learning environment. Howard Gardner's *Theory of Multiple Intelligences* will be discussed and how it can be used to modify teaching in ways that appeal to different intelligences.

Thank you for attending the 2012 Extension Annual Conference



Eli Sagor is an Extension forester with the University of Minnesota focusing on forest ecology and management. Eli manages the website MyMinnesotaWoods and teaches classes on woodland management and silviculture, the effects of a changing climate on Minnesota woodlands, and natural resource communications. He leads the Woodland Owner Networks national working group, focused on innovative landowner outreach and engagement. Eli's office is on the St. Paul campus and he's been with the University of Minnesota since March of 2000.



Hiram E. Fitzgerald is a Distinguished Professor in the Department of Psychology and Associate Provost for University Outreach and Engagement at Michigan State University. He is president of the Engagement Scholarship Consortium, a member of the Executive Committee of the Council on Engagement and Outreach of the Association for Public and Land Grant Universities, and a member of the Board of Directors of Transformative Regional Engagement Networks.

Fitzgerald received the BA degree in psychology and biology from Lebanon Valley College (1962), the MA degree in experimental psychology (1964) and the Ph.D. degree in developmental psychology(1967) from the University of Denver.

He has received numerous awards, including the ZERO TO THREE Dolley Madison Award for Outstanding Lifetime Contributions to the Development and Well Being of Very Young Children, the Michigan Association for Infant Mental Health Selma Fraiberg Award, and is one of two recipients of the World Association for Infant Mental Health's Honorary President designation. He is a Fellow of the American Psychological Association, the Association of Psychological Science, and the American Association for Applied and Preventive Psychology.



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Montana State University Extension encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of special accommodations or have questions about the physical access provided, please contact Julie Heard, (406) 994-1752, in advance of your participation or visit.