



## CONFERENCE HIGHLIGHTS

### **URBAN TASK FORCE PRE-CONFERENCE**

#### ***Designing Our Future: Urban Innovations***

Discover the innovative ways Extension directors from Texas' largest counties reach urban audiences, including Dallas' Urban Living Laboratory, a public-private partnership between AgriLife and a local developer. A business community leader will also present thoughts on innovation.

### **KEYNOTE**

#### ***Extension Brand Value: Lessons Learned from the Copernicus Study***

***Dr. Elizabeth Gregory North, Texas***

All good marketing efforts are built on foundation of sound research, yet a consistent, nationwide research base for Extension was lacking. In 2008, a task force, composed of Extension directors, administrators and communicators, commissioned a national study of Extension's brand value and market potential, carried out by Copernicus, a Boston-based marketing and research firm. The study findings are both inspiring and daunting, demonstrating both the strong brand value Extension has among those who know us and the lengths we have to go in building recognition and understanding. Dr. Elizabeth Gregory North, ECOP task force member, Professional Development CoP co-leader will present the results of the study and discuss the implications for Extension's future.

## **GPS ON THE GROUND**

### ***one day 4-H – Chris Boleman, Texas***

In 2009, one day 4-H was created as a special day for Texas members to give back to their counties, communities and state. By the end of the inaugural one day 4-H in October, Texas 4-H surpassed its own expectations for success: 5,846 Texas 4-H members, 2,420 adult volunteers and 1,193 other young people had participated in 264 projects in 183 counties. Whether the service was as simple as mowing the lawn for an older neighbor or as complicated as landscaping the courthouse square, members offered their one day 4-H projects as a thank-you for the support given to 4-H across the state.

### ***PEEP! Energy Programming for County Residents – Charlie Vavrina, Florida***

Pinellas Energy Efficiency Project (PEEP), a cooperative education outreach project focusing on energy conservation and greenhouse gas reduction across Pinellas County, helps move toward a sustainable energy future. To date, the community based program, funded by the American Recovery and Reinvestment Act, has reached 3,829 residents and distributed \$68,400 worth of product and 13,910 compact fluorescent lights, which translates to a savings of 625,950 kilowatt hours. Learn the challenges and rewards of combining high and low-tech marketing strategies, networking in the community and evaluating the program.

### ***eXtension – Anne Adrian, Alabama***

eXtension activities, particularly the content on eXtension.org, markets Extension with every click! Communities of Practices use social media to engage clients, learn from a variety of sources and direct people to eXtension and other Extension sites. See how volunteers, such as the Master Gardeners, develop blog content, and learn other effective strategies for connecting through the Web.

## **POSTER SESSIONS**

### **10% Campaign Encourages Local Food Spending**

*Rhonda Conlon and Tom Melton, North Carolina*

Learn how the 10% Campaign, which challenges North Carolina businesses and residents to spend 10 percent of their existing food dollars on local foods, has logged nearly \$2.5 million of local food spending in the last year. Supporting 176 business and more than 1900 residents statewide, the initiative engages its audience through social media, local activities and educational events.

### **Animal Health Network Kicks Off**

*Andy Vestal, Texas*

It is the inaugural year for the Animal Health Network, a tool for early detection and rapid response to animal disease issues. Hear how the Extension program, in cooperation with the National Center for Foreign Animal and Zoonotic Disease Defense, can save money and protect livestock and owners. Will your state participate in 2012?

### **Combining Distance and Onsite Education Gets Results**

*Frank Henning, Georgia*

The Southern Regional Water Program's Watershed Education and Restoration Team offered a series of webinars and workshops on storm water management and stream restoration to more than 350 people in 17 states. Nearly all participants in the train-the-trainer program report they will use the information for future trainings. Learn its strategies for improving water quality through education.

### **Educating Voters Statewide**

*Tom Riley, Arkansas*

Arkansas Extension has earned respect from the Secretary of State's office and county election commissions for offering neutral but complete analysis of statewide ballot issues. Discover how the program informs voters through county agents and public media and educates students in civic engagement.

### **Marketing Extension in the Sunshine State**

*Cheri Brodeur, Florida*

See how the University of Florida Extension utilizes a variety of outlets to publicize its work in the Sunshine State, including SolutionsForYourLife.com, interstate signs and an in-demand scenic calendar, which also serves as its annual report.

### **MS 4-H Learning Center & Pete Frierson 4-H Museum Go High Tech**

*Susan Holder, Mississippi*

Discover how the first free-standing 4-H museum reopened its doors in February 2011 to provide a "high-touch and high-tech" educational experience to the more than 30,000 youth who tour the facility, including interactive exhibits for 4-H programming, water, land and timber.

### **New CEP Blog Talk Radio Podcasts Hit iTunes**

*Gloria Mosby, Texas*

Prairie View A&M University Cooperative Extension Program recently implemented CEP Blog Talk Radio podcasts, picked up by iTunes, to encourage caller interaction and gain exposure for the organization. Hear how this 1890 land grant institution's pioneering program has doubled its listenership expectations.

### **Smart Women Connect on Facebook**

*Ellen Murphy, Louisiana*

One enthusiastic agent uses Facebook to educate and motivate ladies in her nutrition classes, long after the sessions end. Learn how social networking has improved the health and morale of her clientele.

### **Solutions for North Carolina@ Gets Results**

*Robin Adams, North Carolina*

Solutions for North Carolina@, the annual impact document for the North Carolina Agricultural and Technical State University's Cooperative Extension Program, has helped the University reach 100 percent state matching funds for the past decade. See how this report, available in three formats, tells CEP's story through the voices of the people it impacts.

### **Youth Teach Government Officials to Apply Social Media**

*Susan Holder, Mississippi*

Where do North Mississippi hospitals, fire departments and mayors' offices get technical assistance in setting up blogs, Twitter accounts and Facebook pages? Learn how 4-H Tech teams in four pilot counties provide instruction for social media and outreach.