2012 Southern Region Joint Meeting
Program and Staff Development Committee Agenda
Symposium Ballroom
August 20-24, 2012

MINUTES

Tuesday, August 21st

In attendance: Della Baker (SC),Karen Ballard (AR), Gae Broadwater (KY), Herb Byrd, III (TN), Scott Cummings (TX), Debra Davis (LA), Joseph Donaldson (TN), Laura Downey (MS) Kenneth Jones (KY), Vernon Jones (1890 Advisor), Joyce Martin (OK), Virginia Morgan (AL), Karen Ramage (1862 Advisor), Julie Sexton (MS), Marcie Simpson (GA), Jennifer Taylor (FL) Jennifer Wells-Marshall (AL), Ronnie White (MS)

1:30-3:00 p.m.

Call to Order & Introductions	Karen Ballard
Review of Agenda	Karen Ballard
Review of Minutes & Membership List	Gae Broadwater

      Della Baker moved, Ken Jones approved, group voted to approve

Report from PLC Representative	Scott Cummings

      Not much new information since last phone call—PLC has announced upcoming dates for next 2-3 years:

      2013: August 19-23, Sheraton Nashville, Downtown

      2014: Aug 18-22, Hilton Main Street, Fort Worth

      2015: May be conducted in Orlando but not set and is up for discussion. Share your suggestions for locations with Scott.

Seeking ideas for 2013 PLN conference theme. PLC will meet in December. Scott expressed desire to offer more professional development in the plenary sessions. He encouraged Committee members to request professional development sessions through their institutional networks.

Reports from Administrative Advisors   Karen Ramage (1862) & Vernon Jones (1890)

VJ/1890 – 1890 System-wide Extension Conference was conducted in June (Memphis). Excellent demonstration of 1890 and 1862 colleagues working together.

KR/1862 – Directors are looking at urban issues and programming; discussions beginning to take place; do urban counties need to be staff and supported differently in the way they have to work with metro governments?

4-H Youth Development – working with National Council, how to get the various parties working together and will learn more later this week.

Will bring more information to this Committee as it is shared later this week.

State Reports *{See Attachment A}*

Joseph Donaldson –University of Tennessee-Knoxville (eesd.tennessee.edu)
Ronnie White, Laura Downey, and Julie Sexton – Mississippi State
Herb Byrd – University of Tennessee
Scott Cummings – Texas A&M
Jennifer Wells-Marshall & Virginia Morgan – Alabama Extension (AL A&M and Auburn)
Jennifer Taylor – Florida A&M
Joyce Martin – Oklahoma State
Debra Davis – Louisiana State
Kenneth Jones & Karen Ramage – University of Kentucky
Della Baker – Clemson University

Wednesday, August 22st

In attendance: Added Holly Jarvis (TX)

8:30-10:00 a.m.

State Reports continued:

Gail Long – Prairie View (read by Karen Ballard in her absence)
Karen Ballard – University of Arkansas
Marcie Simpson – University of Georgia
Gae Broadwater – Kentucky State University

Debriefing: Cross Committee Meetings

Cross Committee	Attended by	Key Issues Discussed include:
CES Agent Recruitment, Training & Retention	Joyce Martin Ken Jones Herb Byrd	• Agents wanting flex time • How to avoid burn-out • How to train for the educator role—bring up to speed for "teaching" • How to document the online training (i.e., eXtension) • User "unfriendliness" of eXtension platform for PSD purposes • Did not talk about using social media for recruiting—very traditional conversation
Budget in Cooperative Extension	No one attended	
Climate Variability	Virginia Morgan	• Discussed results of survey on climate change conducted by Florida • Results showed that Extension professionals mirror the general public in how climate change is perceived (from alarm to dismissive) • Lack of applied research • In-service training opportunities to teach "alarmed" Extension professionals how to be heard on these topics that are considered controversial • Many forestry and ag Ext professionals are disengaged or dismissive—how to shift • Talk about climate variability, increase climate literacy *(Laura Downey will be in contact with Kettering Foundation regarding community dialogue)*
Food Systems	No one attended	
Job Skills Training	Della Baker Gae Broadwater Holly Jarvis	• More of a strategic thinking session—asked about emerging issues and opportunities • How to level playing field for serving limited resource audiences through Internet applications (i.e. young people with a "record" who might be able to start online businesses when unable to secure employment otherwise • What is Extension currently doing—great deal of "soft skills" programming being taught • Innovation centers, incubators, mobile unites, STEM camps are examples of types of activities • Need to do a better job of explaining the many things we do in Extension that contribute to workforce development and the public value
Measuring/Reporting Impacts, Relevance & Value	Joseph Donaldson Marcie Simpson Jennifer Wells-Marshall Debra Davis Karen Ballard Laura Downey	• Have to see the whole in order to really understand • Connection between performance appraisal and reporting • Little 4-H and FCS representation in this group; FCS had completed and submitted their shared indicators and unsure of next step; 4-H attendees did not know where things are in this process • Need to know status of charge to committees regarding sharing indicators • Variability across states of how impact reports are generated

		• How to identify 1-3 common issues, gather info related, put together cross-committee teams to write impacts • Need clarification on 2 national initiatives – (1) eXtension Brand Value Community of Practice conversation and (2) ECOP efforts • Importance of long-term impact evaluation—how to get beyond one-time events; need directors/administrators to be champions of these efforts; what resources are needed to accomplish *(Scott Cumming and Gae Broadwater provided clarification on the Excellence in Extension meeting that also discussed about the 2 national initiatives; ECOP has requested that Excellence in Extension add an extra tab to add for entry of impact reports that is text-based and would allow for searches.* *Also, reported that there are database management challenges at NIFA.* *Has been asked to include an Information Item regarding evaluation reporting.)* *Ask your Director/Administrator about the* Monday Minute *e-newsletter from ECOP*
Military Families	No one attended	•
Obesity	No one attended	•

"Big Issues" Discussion Karen Ballard

10:00 **Break**

10:30 – Noon **Resumed meeting**

POW Updates: Committee Reports

1. Social Media Strategies & Best Practices Della Baker *{See Attachment B}*

> The survey was sent twice. Thirty responses were received and a summary of results were sent in advance.

> Now that we have the information, what do we need to do with it?

> ➜ This survey was initiated after a cross-committee meeting with Communications--Needs to be shared with Communications and IT committees. Do these findings lend themselves for future activities and collaboration?

Survey results and shared guidelines are posted in the PSD wiki. Please see the results of the social media survey at:

http://collaborate.extension.org/wiki/Social_Media_Survey_Results

2. PSD Directory   Debra Davis

Marcie reported is 95% complete in creating the database. Has already been encountering spam requests and indicates it is important for this to be a moderated list. Anticipates can be completed within the next 4 weeks.

3. eXtension Solutions to Training Needs   Julie Sexton

Here is reply from Larry Lippke regarding acknowledging professional development on eXtension. My take on his reply follows.

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Julie,

1. The report shows certificates issued to people from a specific institution. I include below a partial screen capture of what that report looks like for tamu. It can also be downloaded to Excel. We never set a date for this report to be generated, but could be done at any time upon request. At the moment, I would pull the report upon request from any institution. The key problem with this report, however, is that it requires the participants to have completed the optional personal profile field asking them for their email domain. I decided that the simplest way to create a pick list of institutions was through their email domains, as those are rather unique, short "words". I think most users are selecting this when they first create accounts, but those who have had accounts for some time have not gone back to select that domain that enables me to pull this report. By and large, if people properly select that field, the amount of filtering for employees you would have to do is limited. Also below, for example, is a different report that shows only 3 people from "msstate" have selected that item in their profiles. There are 59 people that selected "tamu".

Date	Topic	Certificate	Name	Email	Institution
2012/01/24	EF1: Texas AgriLife Extension History and Roots	Request a Certificate of Completion	Ben Tice	ben.tice@ag.tamu.edu	tamu
2012/01/25	EF2: Professionalism in Texas AgriLife Extension Service	Professionalism Certificate of Completion	Ben Tice	ben.tice@ag.tamu.edu	tamu
2012/01/30	EF3: Program Development in Texas Extension	Certificate of Participation	Ben Tice	ben.tice@ag.tamu.edu	tamu
2012/05/29	Texas 4-H Child Protection Course Number YC06-001	Print Your Certificate of Completion	Brianne Langdon	brianne.langdon@ag.tamu.edu	tamu
2011/12/12	EF1: Texas AgriLife Extension History and Roots	Request a Certificate of Completion	Brice Mund	brice.mund@ag.tamu.edu	tamu
2011/12/12	EF2: Professionalism in Texas AgriLife Extension Service	Professionalism Certificate of Completion	Brice Mund	brice.mund@ag.tamu.edu	tamu
2012/06/20	Texas 4-H Child Protection Course Number YC06-001	Print Your Certificate of Completion	Cayla christianson	cchristianson@ag.tamu.edu	tamu
2012/08/14	EF2: Professionalism in Texas AgriLife Extension Service	Professionalism Certificate of Completion	d harris	seminole1722@yahoo.com	tamu
2012/08/16	10 Minute Education Series: 4-H Name and Emblem	Proper Use Certificate	DANA HARRIS	seminole1722@yahoo.com	tamu

2. We have not made any concerted effort to suggest certificates. I do know that 178 courses (both live and under development) include at least one certificate. Some offer multiple certificates as they proceed through different parts of the course. One thing coming up before the end of the year, however, is that we will be upgrading to Moodle 2. When that happens, we will then have the ability for teachers to define what it means to "complete" a course aside from generating a certificate. With that comes some course completion reports, but I'm not certain what they look like. We will be doing some training on these new features with all existing teachers when we do that upgrade, and we will certainly emphasize their using that capability.

3. I'm just recognizing that we have courses on Campus that offer certificates which may or may not be "worthy" of gaining professional development credit in your respective institutions. It might be the quality and depth of the content in the course, or it might just be the subject of the course. I can provide you a list of all the certificate-granting courses at any time. It would then be up to each institution--or group of institutions (like SRPLN)--to somehow evaluate the courses to determine which you would put on your professional development catalog.

If we need to talk/discuss any of this, you are welcome to call me: 979.324.7768. I do have a few commitments today, but am mostly available.

Larry
****

Julie's take:

1) We can get completion reports by state if we request them from Larry. We will have to sift list to find current employees, but this was our basic request last year.

2 and 3) I personally don't think we should get in the business of saying which eXtension online courses are "worthy" of credit at various institutions. If more courses have certificates or require completion elements, such as quizzes, then each state can decide if some are unworthy.

Julie

Discussion:

How do we make the eXtension site work for us?

There are concerns regarding control of the intellectual property rights.

How to streamline the review process and ensure standards for coursework development?

4. Organizational Changes Resources (eXtension)   Karen Ballard

>   Karen Ballard has attempted to contact Cherie and she is currently unavailable.

5. Southern Region PSD Survey & Management Benchmarks   Herb Byrd & Johnny Westbrook

>   Herb Byrd reported that Johnny Westbrook is moving from Alcorn to North Carolina A&T.

>   Shared a draft survey for Southern Region Program & Staff Development.

>   Feedback was provided for enhancing the survey.

>   Important to determine who will receive the survey to increase response.

> ➔ Herb will send revised version out to Committee members for comments and additional edits before circulating

PSD Accomplishments

>   Completed Southern Region Social Media Survey and collected social media policies & guidelines

>   PSD Directory in process

>   Sharing of resources to include: mentoring materials and processes, accountability systems, training resources, including personnel and impact report strategies & products, leveraging state resources

>   Completed program & staff development unit survey

Two-Three Biggest Challenges

"Big Ideas" & Opportunities

Action we need from Directors

➔ Cross-committee review of internal eXtension –how are other Committees using the training/professional development side

Information & Action Items Discussion

12:00 Noon   **Lunch**

1:30-2:45 p.m.   **Information & Action Items Developed**

        (Info & Action Items & Accomplishments Slides Due by 3:00)

Southern Region PSD participation in NAEPSDP   Scott Cummings

        @ 3:06 pm EDT the Action and Information Items were submitted electronically to plnconference@gmail.com

3:15 p.m.   **Break**

3:30-4:30 p.m.   **Brainstorming Items for Plan of Work**

        Plan of Work Discussion

        Scott reported that our Report to PLC was accepted with minor edits

5:45   **Met in Lobby for Committee Night Out to Fulton's Crab House**

Thursday, August 23rd

8:00 – 12:00 Noon

    Election of Secretary

    Karen opened the floor for nominations for Secretary. Gae nominated Kenneth Jones; Della seconded. Nominations were closed and Kenneth was voted unanimously to be secretary.

    2012-2013 Conference Call Schedule

        3rd Tuesdays   January 15, 2013   2:00 Eastern/1:00 Central
                                    April 16, 2013
                                    July 16, 2013

    Mentoring Discussion

- How to identify, prepare, and reward?
- Volunteers, recruited, tapped
- Formal or informal
- Peer-to-Peer; Seasoned-to-Inexperienced
- Personal style differences

- Building team among mentors, mentees
- Have to have a variety of strategies
- Are district directors / admin part of the training?
- How use electronic resources to support
- Understand that not one person has a complete skill set
- How to tap into the knowledge and insight of newer and/or younger employees?
- How to use mentoring to acknowledge and validate the gifts of younger/newer?
- Are their mentoring programs for persons who transfer from one type of position to a different type of position?
- Shadowing opportunities
- Work with School of Business who conducts research on mentoring
- Crossing districts (travel) can present challenge for mentors
- What are mentors gaining? How is this a professional development opportunity for mentors?
- What is "fit?"
- What is the time frame for the formal mentoring relationship?
- What kinds of follow-up occurs? Barriers to following up (time, work load…)
- Should county directors be a mentor before stepping into leadership role?
- The format AND content of mentoring has changed—what are we going to deliver that is different?
- Does after 5:00 pm matter?
- Mentor update training—how to keep up with current trends.
- Need a team of mentors—not one person can have all the needed answers.

Brainstorming of topics for Excellence in Extension Teaching Series

Tie back to effective teaching
- Learning styles / teaching styles
- Learning theories (teaching adults)
- Networking community engagement
- Building relationships
- Teaching from a strengths perspective (vs deficit); knowing your limits; tapping knowledge in the room; others to co-teach, etc
- Lifecycle analysis – systematic approach to program development
- Managing conflict - Encountering a challenging participant, managing difficult participants; building your brand
- Presentation skills
- Planning for presenting and facilitating
- Engaging your audience (Working new audiences, non-traditional audiences, traditional audiences, parents)
- Using social media and technology for teaching
- Evaluating your effectiveness

- Time management
- Traits of an effective educator/mentor—for updating

Twitter and other social media applications

Virginia provided a tour of Twitter tools and features.

Transition of Leadership

Karen turned over the role of the chair to Marcie. Committee members thanked Karen for her leadership.

10:00 a.m.   Adjournment

Attachment A – State Reports

Alabama Cooperative Extension Service (Virginia Morgan and Jennifer Wells Marshall)

Program Highlights

Onboarding/Orientation process is under review and revision.

Training for CECs:

- Grant writing
- Information Technology department updates
- Conflict Resolution
- Climate Change – Climate Prediction
- Agriculture partnership possibilities for CECs
- Responding to disasters
- Fire Ant Safety
- Pesticide Safety Update
- Financial Update
- Banner system training

Training for administrative staff:

- Conflict Resolution
- Work-life Family Balance
- ACES Administration Overview

Delivered a 2-day Leadership training for the County Commissioner Association

University of Arkansas – 1862 (Karen Ballard)

Arkansas Report Summary:
Program and Staff Development – During the fall of 2011, our organization shifted from text-based impact reporting to full color PDF program impact reports. The PDFs are available to be searched by keyword and pulled at any time, for use when discussing Extension's programs with our various stakeholders.

In 2011, the Program and Staff Development Department initiated a new employee onboarding program to help new employees survive and thrive in their first year on the job. Teams composed of Extension educators, supervisors and administrators developed a framework for onboarding new employees that includes a structured desk guide and resources for new employees, guidelines and resources for supervisors of new employees, a competency-based professional development and training assessment tool and a formal mentoring program. A cohort of 23 new county Extension agents was identified to be the initial group to go through the onboarding program. Mentors have been identified and assigned for

each of these new employees. The mentors and the new employees' supervisors will complete formal training and initiate the onboarding processes with the new county agents starting in the fall of 2012.

Program and Staff Development faculty will also provide ongoing support and training for mentors and mentees through resource materials and monthly online webinar sessions.

From FY2011-FY2012 the PSD Department increased the number of in-service classes from 72-102 and the attendance from 1292-1788.

The CES Instructional Design Boot Camp was launched in the spring of 2012 to engage a cohort of state faculty, staff, and county agents in an intensive "basic training" for support of the development and delivery of high-quality online education. The Instructional Technology Boot Camp was a pilot program to focus on employee development to support the use of emerging educational technologies. Following a formal application process, 26 faculty, staff and agents participated in the 2012 Instructional Design Boot Camp. The PSD department continues to recruit for an instructional designer.

The University of Georgia – 1862 (Marcie Simpson)

•Current PSD Priorities in your state (55.6%)
-on boarding and training newly hired agents and staff

•How you are using social media (38.9%)
-very limited use from the perspective of my role.
-Other faculty use social media to communicate with and provide educational content to clientele.

•Major changes in roles/responsibilities/staffing in Dept since last year (38.9%)
-The department has gone from a 4 person working group (8 plus years ago) to a 2 person working group as of Jan 1, 2012

•How online courses are developed and delivered at your institution (33.3%)
-very independently and therefore sporadically and inconsistently. Our biggest challenge is finding an economical way to produce videos that are 508 compliant.

•What are the emerging issues in your state (33.3%)
-staff morale and how to improve

Clemson / South Carolina - 1862

Program and Staff Development State Report
For Clemson University Extension Service, Clemson, South Carolina
August, 2012

Current PSD Priorities in your state:
- Hiring update: currently working on a total of 13 new agent positions: 3 agronomic, 3 livestock (2 now, one later), one 4-H position, 1 Hort position, 2 food safety positions (Pee Dee & Upstate), 3 FNR positions. We will need RLAs or PTLs to chair some of the hiring committees depending on the position. Money is available both from left over from early-out program and no budget cuts.

- Challenge will be developing agents professionally in subject matter. We will rely heavily on RLAs and PTLs to guide in the training process. Recruitment will be challenging - getting qualified applicants to apply and matching other state's salaries (especially private industry). Most positions will require a Bachelor's degree with Master's degree preferred.

- PSA Conference – First week in February- a change from December.

- There is one-time money that is being made available for staff to present program proposals.

How you are using social media?
- Staff Development coordinates training on the use of social media.
- We use it to demonstrate how to perform tasks.

Major changes in roles/responsibilities/staffing in Department since last year
- Hired a time limited person to assist with the coordination of the reporting system.

How online courses are developed and delivered at your institution
- Courses are developed mostly by CU Program Team Leaders, specialists and Staff Development.
- Courses are publicized to the system and to specific program teams. After a program is delivered, an evaluation is completed and returned.

What are the emerging issues in your state?

- The Public Service Media Team came up with a marketing idea of "Taking Extension to the People." A trailer will be purchased. Other program teams and research centers have a vehicle for mobile labs and marketing, etc, but this one would have a PSA branding.

- A partnership between Extension Staff Development and the Youth Learning Institute is being formed to address professional development training needs.

- Social media and on-line course development

- State Extension Advisory Council marketing and advocacy training for 1862 and 1890.

Kentucky State University - 1890

Current PSD Priorities in your state/institutions:

- Expanding presence and visibility in counties with new county/area positions.
- Increased emphasis on working with our Personnel Director for onboarding procedures and new employee handbook.
- Following-up with training and related activities based on recommendations from our 2011 Federal Civil Rights Review (working with UK colleagues)
- Working with UK/1862 partner to develop an orientation and core training program that incorporates our new employees
- Expanding emphasis on impact evaluation planning and reporting
- Increasing 1890 participation on county councils

How you are using social media?

- Working with all College personnel to integrate the use of tablets in their everyday activities for Extension, teaching, and research activities – all specialists and researchers just received iPads

- Conducting FAQ Fridays twice a month for our employees on using social media and other electronic resources for communicating and teaching

Major changes in roles/responsibilities/staffing in Department since last year

- No changes in my role; since September 1, 2011, KSU has a new College of Agriculture, Food Science, and Sustainable Systems; a new Dean (Dr. Teferi Tsegaye) and Assistant Dean (Dr. Maifan Silitonga); new Associate Extension Administrator (Dr. Javiette Samuel); and a new University Provost / Vice President for Academic Affairs (Dr. Joel Thierstein).

How online courses are developed and delivered at your institution

- None at this time for professional development; our Aquaculture program offers credit courses online

What are the emerging issues in your state?

- Expanding our 4-H programming
- Strengthening the partnerships county-based stakeholders

University of Kentucky – 1862 (Ken Jones)

Current Priorities

- Telling our Story; public value of our programs
- Strengthening evaluation at the local and state level

- Addressing the needs of locally identified issues
- Providing resources to address state-defined goals
- Strengthening county Plans of work
- Evaluating/enhancing the mentoring program
- Urban issues

Use of Social Media

- Training of Extension professionals (MS LYNC, Adobe Connect)
- Posting publications, exchanging of educational information
- Making out PSD site more interactive for agents and volunteer leaders (i.e., State Extension Council)

Changes in roles/responsibilities/staffing

- New evaluation specialist
- New Extension specialist that will serve (part-time) as a facilitator for new agent trainings

Online courses

- Extension faculty/specialists have created a number of online trainings for county staff
- Several are focused on leadership/leadership development

Emerging issues

- Training needs for county staff (face to face vs. online, combination, etc.)
- Marketing of Extension Programs
- Local involvement (county council members) in the hiring of county Extension staff
- Discussions around the consideration of restructuring county offices (1 agent serving multiple counties, 1 agent serving multiple program areas, etc.)
- Addressing the needs of urban clientele

Prairie View – Texas – 1890 (Gail Long)

Listed are the major events and tasks that have taken place with the Cooperative Extension Program at Prairie View A&M University:

1. Conducted two major staff development conferences:
-Annual State Extension Training Conference-all staff
-Annual Program Planning Conference- specialists, agents and administrative staff.

2. Combined the State Plan of Work with Texas AgriLife Extension Service.

3. Dr. Alton Johnson, new Associate Dean and Extension Administrator, was appointed November, 2012 to the College of Agriculture & Human Sciences.

4. Dr. Alton Johnson allocated funds in all unit budgets for employees to participate in staff and professional development trainings-at least two trainings per year.

5. A "Standard Operating Procedures" document was developed so that all employees have access to state and federal policies and guidelines within Extension.

Attachment B – Social Media Strategies & Best Practices

Report of Social Media Survey
August, 2012
Submitted by Della Baker

I. PSD Committee members were asked on July 16, 2012 to either send an electronic copy of the social media policy/guidelines that are being used in their states or a link to where these could be found. The PSD Committee members were given about a week to respond.

Responses thus far from the request sent to PSD members regarding social media guidelines or policies follow.

Institution	Policy Location
University of Arkansas	Social Media Guidelines DRAFT - http://www.uaex.edu/depts/Communications/social_media_guidelines.htm We also have a place for employees to register their efforts: http://survey.uaex.edu/COM/SM/socialmedia.htm
Auburn Cooperative Extension Service	http://www.aces.edu/pubs/docs/E/EX-0112/EX-0112.pdf
Clemson University	http://www.clemson.edu/administration/public-affairs/toolbox/standards/social-media-guidelines.html
Florida	http://hr.ufl.edu/emp_relations/policy/social_media.asp (This is a part of HR Policy)
University of Kentucky	http://ces.ca.uky.edu/marketing/social
LSU AgCenter	See electronic attachment
Oklahoma State University	See electronic attachment http://support.dasnr.okstate.edu/reference-materials/social-media http://support.dasnr.okstate.edu/reference-materials/social-media/twitter http://support.dasnr.okstate.edu/reference-materials/social-media/youtube http://support.dasnr.okstate.edu/reference-materials/social-media/facebook http://support.dasnr.okstate.edu/reference-materials/social-media/blogging http://support.dasnr.okstate.edu/reference-materials/social-media/pinterest http://support.dasnr.okstate.edu/reference-materials/social-media/GettingStartedWithSocialMedia.pdf We have conducted two listening sessions to find out how Oklahoma Extension folks, both state and county are using social media. We also conducted taped interviews of county folks and our associate director so we can encourage folks to explore the possibility of using social media. Sort of a heads up to use these methods, if appropriate. We may also develop some

	tutorials and have some training groups. I meet with a task force on a weekly basis to chart our course. We feel social media has great possibilities for us. The best practice guide has been developed but we are waiting on the University to post university wide guidelines before we release those for Extension.
West Virginia	http://web.ur.wvu.edu/policies_and_guidelines/social_media
Others	http://elpasoco.colostate.edu/youth/SocialMedia/default.htm http://www.extension.unl.edu/extsocialmedia/resources http://universityrelations.wisc.edu/policies/social-media.php http://socialmedia.ucsd.edu/ http://extension.oregonstate.edu/employees/employee-resources/marketing/web

II. PLN Committee Chairs were sent a link to a web based questionnaire to share with their team members to help answer two questions: (1) How is social media being used for training in various states and (2) What additional training resources or products are being used by states to train faculty/staff.

Team members were given two weeks to respond. Following are the responses from the questionnaire.

1. Select your state	Number Responding	Percent Responding
Alabama	2	7%
Arkansas	4	13%
Florida	3	10%
Georgia	1	3%
Kentucky	3	10%
Louisiana	2	7%
Mississippi	2	7%
North Carolina	1	3%
Oklahoma	4	13%
Puerto Rico	0	0%
South Carolina	2	7%
Tennessee	0	0%
Texas	2	7%
Virginia	3	10%
West Virginia	1	3%
Total	30	100%

2. For each social media application in the left column, select the social media technology that is most often being used to meet the need specified.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Facebook	YouTube	Wikis	Blogs	Pod-casts
	1	**2**	**3**	**4**	**5**
Working collaboratively on a project	6	2	5	3	2
	33%	11%	28%	17%	11%
Creating agendas or curricula	1	0	6	3	3
	8%	0%	46%	23%	23%
Posting resources, Web links	17	2	2	9	3
	52%	6%	6%	27%	9%
Planning/Publicizing an event or course	26	2	0	3	2
	79%	6%	0%	9%	6%
Demonstrating how to perform a task	1	19	0	2	6
	4%	68%	0%	7%	21%
Sharing essential research-based information/expertise	10	4	1	8	5
	36%	14%	3%	29%	18%
Disseminating educational messages, video, and TV news clips	7	15	0	6	6
	20%	44%	0%	18%	18%
Tracing and collecting data about the user	5	1	3	2	1
	42%	8%	25%	17%	8%
Allowing readers to leave public comments, review products or commentary	14	2	1	11	2
	47%	7%	3%	36%	7%

3. If you use other social media technologies to meet each need, please list them below.

	Response
1	Dropbox, Adobe Connect, Scopia, Dropbox, Adobe Connect, Scopia, Twitter, Twitter, Twitter, Adobe Connect, Twitter, Google Analytics
2	Facebook, NA, Facebook
3	Adobe Acrobat; Twitter, Adobe Acrobat; Twitter
4	SharePoint, Varied, WordPress, Varied, Varied, all kinds of Social Media, Varied
5	LYNC, Web
6	Facebook, Wikis, Blogs, Podcasts, iPad app, Dropbox (perhaps not a form of social media?),YouTube, Wikis, Blogs, Podcasts, YouTube, Wikis, Blogs, Podcasts, Blogs, Facebook, Wikis, Blogs, Podcasts, YouTube, Blogs, Podcasts, YouTube, Wikis, Blogs, Podcasts, YouTube
7	See comments below, Microsoft Word, Probably Facebook is the most common, primarily e-mail listserv and newspaper, in-person classes, starting to use videos, e-mail, e-mail, web-usage statistics collected on campus, Facebook

8	Course Mgmt software (Scholar); Adobe Connect, Course Mgmt software (Scholar); Adobe Connect, Twitter, Twitter
9	Microsoft Linc/ Adobe Connect, Microsoft Linc/ Adobe Connect, Microsoft Linc/ Adobe Connect
10	Facebook, Twitter, Blogs, Facebook, Twitter, Blogs, Facebook, Twitter, Blogs, Facebook, Twitter, Blogs, Facebook, Twitter, Blogs
11	Desire 2 Learn, Desire 2 Learn, Desire 2 Learn, web calendars, videos and pubs on the web, websites, some twitting, i tunes, goggle analytics
12	polycom
13.	LinkenIn for working Collaboratively on a Project
14.	Discussion board in Moodle, Google for creating agendas or curricula
15.	Twitter, Google Calendars for planning/Publicizing an event or course
16.	Vimeo, Flickr, Pinterest for demonstrating how to perform a task
17.	Drop Box, Twitter for sharing essential research-based information/expertise
12.	Facebook, Twitter for disseminating educational messages, video, and TV news clips

4. What additional training resources or products are being used in your state when training faculty/staff, besides social media technologies? List the product(s) and give a brief description of how it is being used.

Listservs are used with all collaborative groups as a quick way to share info.

Webinars, conference calling and face to face contact, with outside trainers.

Dropbox-sharing files and common use materials including curricula

WordPress and SharePoint Development of a Clientele Data System for personalized Delivery of information http://subscribe.ifas.ufl.edu/

We are not making good use of social media.

Our IT department does great outreach on how to use social media.

Panopto and Scopia Desktop are used for synchronous training and sessions are archived. Presentations, workshops, and other live trainings are sometimes recorded on an Accordent Capture Station and archived for future use. Studio recordings are sometimes made and posted to the Intranet, and the links sent in emails to staff. I use Windows Live Writer to write a weekly mini-training including a link to further information; I publish this on our Intranet and send email to all staff with the content as well.

We don't use the social media options presented above very much for the stated purposes, which is why I left most of the fields blank. It strikes me that most of our faculty collaborate through the following: sending files via e-mail, telephone calls, Adobe Connect, Skype, dropbox, Google docs, T drive, conference calls, and Scholar. Agents carry out some publicity through Facebook, but primarily more traditional methods such as e-mail listservs, newspaper articles, newsletters, and so forth. It looks like we are behind the times in terms of social media use!

Centra conference system is used extensively for agent training. If agents cannot attend at the time it is scheduled, they can go back and view the recording.

Adobe Presenter Adobe Connect

Microsoft Linc/ Adobe Connect - These are both being used by agents to communicate with each other and to reduce travel expenses by allowing educational programs and events to be broadcast to multiple locations via the internet. EG. a specialist can be on campus and presenting their information to several counties across the state. The county sets up meeting room with computer, projector and internet access. Questions can be typed and send when needed.

One faculty member, Dr. Michael Gutter, has led several web conferences and face to face workshops on using and Evaluating social media in financial education. He is co-author of a journal article on this subject. He has created substantial amounts of content shared with agents in Florida and other states for use in social media. Go TO Meeting to provide county faculty in-service training Power Point Training Adobe Connect - hold meetings Polycom - hold meetings Publications - information