

OUTREACH SCHOLARSHIP CONFERENCE 2003

October 12-14, 2003

Excellence
through
Engagement
OUTREACH SCHOLARSHIP 2003



PROGRAM

Monona Terrace Community and Convention Center
Madison, Wisconsin

Hosted by University of Wisconsin-Extension

An annual conference sponsored by:
University of Wisconsin-Extension
The Ohio State University
The Pennsylvania State University

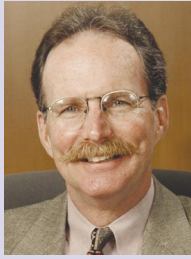
www.uwex.edu/outreach



OUTREACH SCHOLARSHIP 2003

Welcome

Kevin P. Reilly
Chancellor
University of
Wisconsin-Extension



Bobby D. Moser
Vice President
University Outreach
The Ohio State
University



Craig Weidemann
Vice President
Outreach
The Pennsylvania
State University

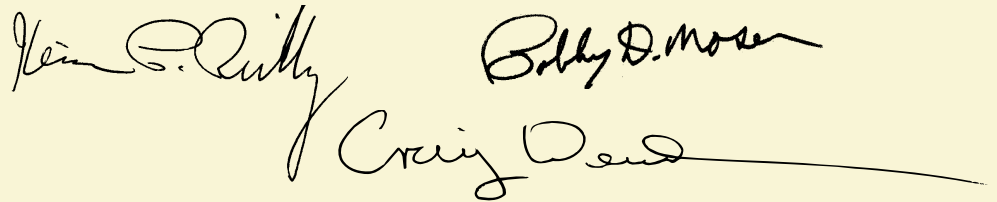


Welcome to Outreach Scholarship 2003. We are pleased to have you join colleagues from across the nation at this third annual conference.

Your interest in university-community engagement reflects a growing movement in higher education, in which educators and citizens join together to address common concerns and emerging needs. This conference is designed to celebrate the best outreach practices in a wide variety of academic disciplines from both public and private universities and colleges.

In more than 150 presentations over the next three days, you will have many valuable opportunities to learn from fellow educators, researchers, administrators and community stakeholders. Through this robust exchange of information, we hope that you are able to enrich your knowledge of outreach programming and engagement strategies. We expect that this experience will greatly benefit you, your home institution and the people you serve.

On behalf of everyone at University of Wisconsin-Extension, The Ohio State University and The Pennsylvania State University, we hope you have a wonderful visit to Madison, and a great conference.



A message from UW System President Katharine C. Lyall



On behalf of all my University of Wisconsin System colleagues, I hope that your visit to Wisconsin is a fruitful one. Across all of our 26 campuses, and throughout the statewide networks of UW-Extension, our faculty and staff share a strong commitment to outreach education. The "Wisconsin Idea," a belief that the universities' boundaries extend to the far corners of the state, forms the basis for an engaged approach to teaching, research and service. I look forward to participating in this conference and sharing in this celebration of "Excellence Through Engagement."



OUTREACH SCHOLARSHIP 2003

October 12-14, 2003, Madison, Wisconsin

Conference objectives

Improve client access to higher education programs, services and resources.

Identify new resources and partnerships to support outreach programming addressing societal issues and economic challenges.

Ensure the integrity of educational programming in an environment of political and economic uncertainty.

Advance and **incorporate** the best practices of scholarship, as described by the Kellogg Commission, into outstanding outreach programming.

Communicate the value of university engagement to decision makers and the public.

Renew your energy and commitment to providing lifelong learning.

Conference registration counter

Registration counter #4 is located on level 4 of the Monona Terrace Community and Convention Center. The registration counter serves as a message center and lost-and-found. Sign up at registration counter #4 if you wish to facilitate a Tuesday-morning breakfast round-table discussion.

Sunday, October 12 9 a.m. – 5 p.m.

Monday, October 13 7 a.m. – 5 p.m.

Tuesday, October 14 7 a.m. – 1 p.m.

Internet café

For your convenience an internet café with several computers will be located in Monona Terrace for use by conference participants.

Sunday, October 12 10 a.m. – 5 p.m.

Monday, October 13 8 a.m. – 4:15 p.m.

Tuesday, October 14 8 a.m. – noon

Evaluation

Your feedback concerning the Outreach Scholarship Conference 2003 is important to us. Please take a few minutes to complete the end-of-session evaluations you will receive throughout the conference. These will be helpful to the individual presenters. When you return home after the conference, you will receive an online survey asking for additional input. We appreciate your assistance.

CEUs

By participating in the Outreach Scholarship Conference, you will receive 1.4 continuing education units (CEUs).

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**Excellence
through
Engagement**
OUTREACH SCHOLARSHIP 2003

**October 12-14, 2003
Madison, Wisconsin**

OUTREACH SCHOLARSHIP 2003

Conference highlights

Jean C. Evans keynote address

Sunday, October 12, 3:30 – 5 p.m.
(Ballroom AB)

“University Engagement: Ivory Tower or Beacon of Hope?”

Ray Suarez
Senior Correspondent,
“The NewsHour with Jim Lehrer”

In his book, *The Old Neighborhood: What We Lost in the Great Suburban Migration: 1966-1999*, Ray Suarez states the case for saving our once vital urban neighborhoods from decline. In this keynote address, Suarez will discuss the ongoing struggle to revitalize American cities, the role that universities and colleges must play in this effort, and new opportunities for scholars to help preserve a cherished way of life.



A senior correspondent for public television’s “The NewsHour with Jim Lehrer,” Suarez is a 25-year veteran of the news business and former host of National Public Radio’s nationwide call-in news program “Talk of the Nation.”

Plenary panel

Monday, October 13, 8:45 – 9:45 a.m.
(Ballroom ABCD)

“Public Service and Outreach in American Higher Education Today”

Rodney Erickson, Executive Vice President and Provost,
The Pennsylvania State University

Karen Holbrook, President, The Ohio State University

Katharine Lyall, President, University of Wisconsin System

Moderator: Cora Marrett, Senior Vice President for Academic Affairs, University of Wisconsin System

In this moderated panel, leaders from major public universities will discuss the evolving role of public service, outreach education and applied research. Panelists will offer views on the increased demands for accountability from public and private funders, and the importance of demonstrating the real benefits of learning and discovery that occur beyond the campus boundaries.

Plenary speaker

Tuesday, October 14, 9:15 – 10:30 a.m.
(Ballroom CD)

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

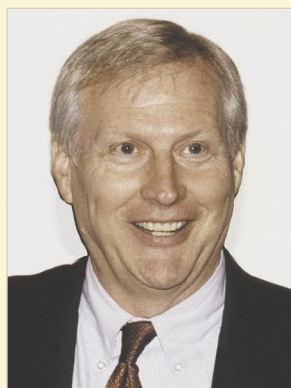
James C. Votruba
President, Northern Kentucky
University

James C. Votruba will discuss strategies for more integrated and sustained engagement, and ways that scholars can serve as learners as well as teachers in tackling the myriad of opportunities and issues facing communities and regions. Campus leaders will learn better ways to translate the rhetoric of engagement into reality – how to “walk the walk, and talk the talk.”

In addition to leading Northern Kentucky University, Votruba is a respected lecturer, author and strategic planning consultant in higher education. He chaired the American Association of State Colleges and Universities task force that produced “Stepping Forward as Stewards of Place,” a report about the new era of community partnership in higher education.



The panel will share strategies to help higher education leaders address the emerging needs of people and communities they serve, understand how this work adds value to traditional teaching and research, and communicate its relevance to funding organizations and key stakeholders. This is a unique opportunity to explore the link between engagement and excellence in higher education from a leadership perspective.



Rodney Erickson



Karen Holbrook



Katharine Lyall

Your host:

University of Wisconsin- Extension

For more than a century, the University of Wisconsin-Extension has brought real-world knowledge and resources to people in Wisconsin, and beyond. One of 15 institutions in the University of Wisconsin System, the University of Wisconsin-Extension reaches more than 1.5 million people each year in the places where they live and work. This is accomplished through programs in four main areas:

Business and Manufacturing Extension, through Small Business Development Centers on 13 four-year UW campuses, provides technical and managerial business education and one-to-one counseling that enhance the success of Wisconsin businesses.

Broadcasting and Media Innovations creates educational links and learning opportunities for people of all ages through statewide public radio and public television networks, along with computer and telecommunications delivery systems.

Cooperative Extension works with federal, state and county partners to conduct locally based education and applied research in 72 counties that address the needs of individual communities, including issues related to agriculture, families, youth and natural resources.

Outreach and E-Learning Extension, in partnership with all 26 UW campuses, facilitates lifelong learning opportunities for nontraditional students by providing systemwide leadership and coordination for credit and noncredit programs, as well as distance-learning initiatives.

Conference highlights Monday, October 13



In-the-community sessions

10 a.m. – noon

1:30 – 4 p.m.

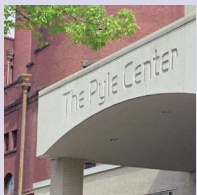
South Madison



Poster session

Noon – 1:30 p.m.

Grand Terrace

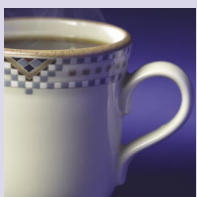


Reception: Exploring learning and technology

5:30 – 7:30 p.m.

The Pyle Center

Tuesday, October 14



Breakfast round tables

7 – 8 a.m.

Grand Terrace

OUTREACH SCHOLARSHIP 2003 Conference highlights continued

Monday, October 13

In-the-community sessions

Visit an urban neighborhood to explore collaborative outreach in action. The Campus Community Partnerships, a collaboration by University of Wisconsin-Extension, University of Wisconsin-Madison, Madison Area Technical College, Edgewood College and the South Madison community, strives to serve the educational needs of a culturally diverse and economically challenged segment of the community. Two sessions will focus on different aspects of the program. Preregistration is required.

Meet at the level 4 main entrance for transportation to South Madison.

10 a.m. – noon (*South Madison*)

Interact with faculty, staff and community members to learn about programs that focus on developing life skills and leadership capabilities to help residents address and solve community problems.

1:30 – 4 p.m. (*South Madison*)

Learn how a coalition of organizations and institutions in South Madison is building capacity to develop solutions for issues in the community, with an emphasis on planning, funding and organizational issues.

Poster session

Noon – 1:30 p.m. (*Grand Terrace*)

Outreach and extension professionals will be on hand to discuss the outcomes of their projects and research at 60 poster presentations. Set up is 7 – 8 a.m.

Reception: Exploring learning and technology

5:30 – 7:30 p.m. (*The Pyle Center*)

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

Meet at the level 4 main entrance for transportation to The Pyle Center.

Tuesday, October 14

Breakfast round tables

7 – 8 a.m. (*Grand Terrace*)

"Celebrating Our Differences: How Different Kinds of Institutions Approach Community Engagement"

Round-table discussions will bring together people with shared interests in specific approaches to outreach and engagement. UCEA's Community of Practice on the Scholarship of Engagement will meet, and a gathering of urban university representatives is also planned. Other groups that share common interests are encouraged to gather for enriching discussions. Topics will be determined in response to participant interests. Sign up at registration counter #4 to facilitate a discussion. Placards at each table will indicate the topics.

OUTREACH SCHOLARSHIP 2003

Learning tracks

The Outreach Scholarship Conference 2003, Excellence Through Engagement, provides an opportunity for participants to explore the issues and initiatives of engagement from both the university and community perspectives. The six conference tracks are derived from guiding characteristics of engaged institutions, as described in the 1999 Kellogg Commission report, *Returning to Our Roots: The Engaged Institution*.

Academic Neutrality

Outreach and community engagement allow universities to address important issues that have complex social, economic and political consequences. Playing the role of neutral facilitator and objective information resource can be difficult in the midst of contentious public debate. When public perception is important, with vital financial and political support at stake, institutions must preserve academic integrity.

Commitment to Diversity

An engaged university makes education accessible to the larger community, bringing lifelong learning opportunities to all. In the process of enhancing educational access, institutions must provide systems and resources that help clients negotiate complex organizational structures and feel genuinely welcomed. Challenging disparities and closing gaps require a multidimensional understanding of diversity, as well as a personal and organizational commitment to accessibility.

Coordination

As new community relationships and outreach programs are developed, clear communication must anchor the process. Communicators and advocates must understand and disseminate the engagement agenda to external audiences in a way that conveys value and relevance. All internal

audiences – faculty, staff and learners – must have the skills and resources to translate specialized knowledge into information the community can understand and apply. They must also be encouraged to gather and exchange feedback from multiple audiences in a timely manner.

Integration

University-community engagement offers new opportunities for integrating the scholarship of outreach and professional service with research and teaching. Success in this area requires the creation and maintenance of an institutional climate where public service is actively facilitated and consistently rewarded across a variety of disciplines and structures.

Partnerships and Resources

Engagement encourages and supports the formation of academic-community partnerships. Universities and colleges have much to offer, and much to learn, as they work to form collaborations that promote shared definitions of problems, solutions and successes, while leveraging scarce resources to achieve common goals.

Responsiveness

Universities strive to provide learners with skills, attitudes and values they need for success in work and life. While maintaining excellence in teaching and learning, educators and researchers must also remain attentive to the communities and larger body of constituents they serve. Genuine engagement requires an understanding of society's changing needs, a willingness to adapt, and resources that ensure a timely, effective response. Gathering input from community members can also broaden and enrich the university's body of knowledge on many issues.

Six conference learning tracks

- Academic Neutrality
- Commitment to Diversity
- Coordination
- Integration
- Partnerships and Resources
- Responsiveness

Concurrent and poster presentations and workshops are listed under their applicable learning tracks throughout this program.



OUTREACH SCHOLARSHIP 2003

Sunday, October 12, schedule

9 a.m. – 5 p.m. Registration (*Counter #4, level 4*)

10 – 11:30 a.m. Feature sessions

Sunday highlights

- 8 feature sessions
- Welcome
- Keynote speaker
Ray Suarez
- Reception

Academic Neutrality

“Robust Research and Rapid Response” (*Hall of Ideas I*)

Emerging threats often present an opportunity for engaged institutions of higher education to respond quickly and apply research to environmental, economic, political and social challenges. University experts will discuss their involvement in responding to issues that often included intense news media scrutiny, elevated public anxiety, and heated political debate.

Presenters: James W. Travis, Professor, Plant Pathology, The Pennsylvania State University; Michael Boehm, Associate Professor, Plant Pathology, The Ohio State University; Barbara Ingham, Assistant Professor, Food Science, University of Wisconsin-Madison/Food Safety Specialist, University of Wisconsin-Extension

Facilitator: Deborah Blum, Professor, Journalism and Mass Communications, University of Wisconsin-Madison

Coordination

“Public Flicks, Picks and Mix: Teaming Up with Public Television”

(*Hall of Ideas H*)

Explore how public television can expand your outreach efforts. Learn how public television is successfully engaging audiences and looking for and working with multiple partners.

Presenters: Maria Alvarez Stroud, Executive Director, and Cristina Hanson, Outreach Content Manager, National Center for Outreach, Corporation for Public Broadcasting/University of Wisconsin-Extension

Integration

“Engagement: It’s About Them” (*Hall of Ideas E*)

To truly implement the engagement concept, higher education must focus on external clients and realign internally to meet their needs. Discover how the “engagement academy” concept can help build capacity to further the engagement process.

Presenters: Sharon Anderson, Director, Extension Service, North Dakota State University; Nancy Bull, Associate Director, Cooperative Extension Service, University of Connecticut; David Foster, Associate Director, Cooperative Extension Service, Oklahoma State University; Richard Wootton, Director, Extension and Outreach, National Association of State Universities and Land-Grant Colleges

“The Unfulfilled Prophecy: Recalling and Renewing the Purpose, Spirit and Practice of Engagement in American Higher Education, Part I: History and Promise” (*Hall of Ideas F*)

What was the inspiration for university-community engagement and why does it remain essentially unfulfilled? Parts I and II (1 p.m.) of this session detail the history of engagement and profile the contemporary scholars and educators who are bringing it back to life.

Presenter: Scott J. Peters, Assistant Professor, Education, Cornell University

11:30 a.m. – 1 p.m. Lunch (*Grand Terrace*)

Ticketed

1 – 2:30 p.m. Feature sessions

Commitment to Diversity

“True Partnerships with Tribal Colleges and Tribal Nations” (*Hall of Ideas H*)

Learn how to develop and sustain “true partnerships” with Tribal Colleges and Tribal Nations to build a foundation for programming success in a multicultural educational environment.

Presenters: Schuyler Houser, President, Lac Courte Oreilles Ojibwa Community College; David Berard, Professor, Community Resource Development, and Brian Gauthier, Educator, Community Resource Development, University of Wisconsin-Extension

Coordination

“Community Leaders: Challenger or Champion in Building Engagement Excellence” (*Hall of Ideas E*)

Community-university leaders discuss their role in building engagement excellence and the role of university faculty and staff in developing this partnership.

Presenters: Bobby D. Moser, Vice President, University Outreach, The Ohio State University; Karen Hendricks, Member, Board of Trustees, The Ohio State University; Patrick Boyle, Chancellor Emeritus, University of Wisconsin-Extension/Regent Emeritus, University of Wisconsin System Board of Regents

Integration

“The Unfulfilled Prophecy: Recalling and Renewing the Purpose, Spirit and Practice of Engagement in American Higher Education, Part II” (*Hall of Ideas F*)

See 10 – 11:30 a.m. Integration feature sessions, p. 8.

Partnerships and Resources

“Models for Outreach and Engagement: What Works for Your Institution?” (*Hall of Ideas I*)

Join a dialogue about institutional philosophies and strategies for implementation of outreach and engagement agendas.

Presenters: Ted Settle, Director, Economic Initiatives and Marketing Research, Virginia Polytechnic Institute and State University; Wayne Smutz, Senior Director, Outreach Program Development/Associate Director, Continuing Education, The Pennsylvania State University; Don Gentry, Vice Provost, Office of Engagement, Purdue University; Barbara Schneeman, Associate Vice Provost, University of California, Davis; Mary Grant, Associate Dean, Outreach and E-Learning Extension, University of Wisconsin-Extension

2:30 – 3:30 p.m. Refreshment break

Presenters



James W. Travis
The Pennsylvania
State University



Michael Boehm
The Ohio State
University



Scott J. Peters
Cornell University



Karen Hendricks
The Ohio State
University Board
of Trustees



Patrick Boyle
University of Wisconsin-Extension/
University of Wisconsin Board
of Regents

Sunday, October 12

Keynote speaker

Ray Suarez
Senior
Correspondent
“The NewsHour
with Jim Lehrer”
3:30 – 5 p.m.
Ballroom AB



3:30 – 5 p.m. Welcome and keynote address (*Ballroom AB*)

Welcome from university leaders

Kevin Reilly, Chancellor, University of Wisconsin-Extension; Bobby Moser, Vice President, University Outreach, The Ohio State University; Craig Weidemann, Vice President, Outreach, The Pennsylvania State University

Convenor: Marv Van Kekerix, Provost/Vice Chancellor, University of Wisconsin-Extension

Jean C. Evans keynote address

“University Engagement: Ivory Tower or Beacon of Hope”

Learn about the role that universities and colleges can take in revitalizing America’s cities, and new opportunities for scholars to help preserve a cherished way of life. See conference highlights, p. 4.

Keynote speaker: Ray Suarez, Senior Correspondent, “The NewsHour with Jim Lehrer,” PBS

Convenor: Kathy Bissen, Executive Producer, News and Public Affairs, Wisconsin Public Television

Jean C. Evans served as chancellor of the University of Wisconsin-Extension from 1974 until 1982. The Jean Evans Endowment provides ongoing support for lectures that address new developments, challenges and dimensions of university outreach and extension programs.

5 – 7:30 p.m. Reception (*Grand Terrace*)

Monday highlights

- University leaders’ panel
- 55 concurrent presentations
- 60 poster presentations
- 9 workshops
- 2 in-the-community sessions
- Reception: Exploring learning and technology

Monday, October 13, schedule

7 a.m. – 5 p.m. Registration (*Counter #4, level 4*)

7 – 8 a.m. Poster session setup (*Grand Terrace*)

7:30 – 8:30 a.m. Breakfast (*Ballroom ABCD*)

8:45 – 9:45 a.m. Plenary session: university leaders’ panel (*Ballroom ABCD*)

“Public Service and Outreach in American Higher Education Today”

Leaders from major public universities will discuss the evolving role of public service, outreach education and applied research. See conference highlights, pp. 4-5.

Panelists: Rodney Erickson, Executive Vice President/Provost, The Pennsylvania State University; Karen Holbrook, President, The Ohio State University; Katharine Lyall, President, University of Wisconsin System

Moderator: Cora Marrett, Senior Vice President for Academic Affairs, University of Wisconsin System

Convenor: Arlen Leholm, Dean/Director, Cooperative Extension, University of Wisconsin-Extension

10 a.m. – noon In-the-community session

Interact with faculty, staff and South Madison community members to learn about programs that focus on developing life skills and leadership capabilities to help residents address and solve community problems. See conference highlights, p. 6. Preregistration is required.

Meet at the level 4 main entrance for transportation to the South Madison neighborhood.

Coordinator: Pat Ludeman, Family Living Educator, Family Living Program, University of Wisconsin-Extension

10 – 10:30 a.m. Concurrent presentations

Commitment to Diversity

“Project Voices, Individuals and Pictures: Combining PAR Methods with Reflections on Hard Data to Build a Community-Focused Approach to Stronger Educational Achievement for Southeast Asian Students” (*Meeting Room Q*)

The rapid growth of Southeast Asian refugee communities and the unique and multiple needs of this population bring new challenges to educators and communities. Learn how the Voices, Individuals and Pictures project is reaching its goal of enhancing the data-driven decision-making skills of Southeast Asian students, parents and the community.

Presenters: Kalyani Rai, Assistant Professor, Continuing Education, and Laty Keodouangsy, Student Advisor, University of Wisconsin-Milwaukee

Coordination

“Integrated Outreach Program Development: Mapping the Future of Engagement at Penn State” (*Hall of Ideas I*)

The Pennsylvania State University uses a unique model for centralized support of outreach scholarship that focuses on the integration of program development using multiple campus delivery options. The model involves a number of key functions, i.e., identifying new programs, facilitating linkages with partners, and integrating program activities to maximize resources and impact.

Presenters: Jeri Childers, Director, Outreach Program Resources, and Wayne Smutz, Senior Director, Outreach Program Development/Associate Director, Continuing Education, The Pennsylvania State University

Integration

“Integrating Research and Outreach by Testing a Theory-Based Fruit/Vegetable Intervention Model” (*Hall of Ideas G*)

Two hundred forty-six young adults in 11 states were interviewed about their fruit/vegetable behaviors and perceptions. Survey results reflect five behavioral and two experiential processes of change that differed by stage of change. Discover how to reach this audience more effectively with future dietary interventions.

Presenter: Susan Nitzke, Professor, Nutritional Science, University of Wisconsin-Madison/Extension

“Transforming the Tenure and Promotion Process at Auburn University: Making Outreach Count” (*Meeting Room LM*)

Auburn, an Alabama land-grant research university, has spent the past eight years changing its culture and faculty reward system to embrace outreach, in its broadest sense, as a critical mission. This presentation will review the steps taken and lessons learned.

Presenters: David Wilson, Associate Provost/Vice President, University Outreach, and Robert Montjoy, Professor, Political Science/Assistant Vice President, Outreach, Auburn University

Monday, October 13

University leaders' panel



Rodney Erickson
Executive Vice
President/Provost
The Pennsylvania
State University



Karen Holbrook
President
The Ohio State
University



Katharine Lyall
President
University of
Wisconsin System



Moderator:
Cora Marrett
Senior Vice
President for
Academic Affairs
University of
Wisconsin System
8:45 – 9:45 a.m.
Ballroom ABCD

Monday, October 13

10 - 10:30 a.m. continued

Presenters

Don Nichols
University of
Wisconsin-Madison



Keith Smith
The Ohio State
University



Partnerships and Resources

“Building Engaged Institutions: Real-Time, Real-Life Stories of a Seven-Year, Nationwide Journey Toward Institutional Change” (*Hall of Ideas E*)

An exciting model for change in higher education and major social systems, W.K. Kellogg Foundation’s Food Systems Professions Education initiative offers a road map of local and national approaches to creating cultural and institutional changes that respond to pressing issues of our time. This presentation will provide an initiative overview and case study, as well as best practices and lessons learned.

Presenters: Ted Alter, Vice President, Outreach, The Pennsylvania State University; Kenneth Shapiro, Associate Dean, International Programs, University of Wisconsin-Madison; Margaret Adamek, Director, Special Projects, University of Minnesota

“The Cluster Economy: Using All the Cooks in the Kitchen” (*Hall of Ideas F*)

Wisconsin is not the next Silicon Valley, but it does have economic clusters that benefit from cooperation by business, government, labor, nongovernmental organizations and the university. Getting those groups to work from the same “recipe,” though, has taken years. Here’s why the recipe works, how it works, and why it can work elsewhere.

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

“Academic-Community Partnerships Addressing the Needs of Women Who Have Experienced Violence” (*Meeting Room N*)

This presentation will share information regarding academic-community partnerships related to violence against women. The reciprocal relationship between the community and The University of Akron College of Nursing faculty enhances policy formation, curriculum development, and practice in the care of women who have experienced lifetime violence.

Presenters: Paula Rinard Renker, Assistant Professor, and Maryhelen Kreidler, Professor, Nursing, The University of Akron

“University-Community Engagement to Support Youth, Family and Community Development” (*Hall of Ideas J*)

This presentation will highlight a critical facet of university-community engagement: the dynamics of partnership and resource-sharing opportunities. Examples are provided from the work of the Center for the Study of Social Issues at the University of North Carolina at Greensboro.

Presenters: Terri Shelton, Director; James Frabutt, Division Director; and Margaret Arbuckle, Division Director, Center for the Study of Social Issues, University of North Carolina at Greensboro

“Turning Back or Forging Ahead: Maintaining an Outreach Focus with Economic Constraints” (*Hall of Ideas H*)

How can an organization remain future-focused during tough economic times? The Ohio State University Extension leaders created a restructuring plan involving systemwide input. This presentation will share strategies that other institutions may want to consider to stay focused on a broad outreach mission as they deal with reduced funding.

Presenters: Keith Smith, Associate Vice President, Agricultural Administration/Director, Ohio State University Extension; Nikki L. Conklin, Assistant Director, Continuing Education; and Barbara Ludwig, Professor/Department Chair, The Ohio State University

“Coordination, Cooperation and Collaboration: A Conceptual Framework for Successful Partnerships” (*Meeting Room P*)

Participants will examine a three-level conceptual framework for partnerships that explains success and failure in terms of expectation alignment. The role of

trust building, dynamic evaluation and charismatic leadership in building relationships will be addressed, and a community of practice focused on partnership issues will be proposed.

Presenter: Toni Ungaretti, Assistant Dean, Professional Studies in Business and Education, Johns Hopkins University

Responsiveness

“Involving Community Leaders on a Community Engagement Task Force” (Meeting Room O)

The East Carolina University Community Engagement Task Force has equal memberships from the community and the university, and focuses on engagement in rural settings. Lessons learned, benefits and the learning curve will be discussed.

Presenters: Ron Nowaczyk, Associate Vice Chancellor, East Carolina University; Joel Butler, Vice President, Planning, Outreach and Support Services, Pitt County (North Carolina) Memorial Hospital

10:30 – 10:45 a.m. Refreshment break

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

Commitment to Diversity

“Leading Border Crossing in Community-Service Learning: The Experiences of Student Peer-Facilitators” (Hall of Ideas F)

This presentation will focus on the firsthand experiences of students facilitating community-service learning with other undergraduate students as they encounter race, class and gender differences at service sites and in reflection seminars. Learn how veteran peer facilitators deal with their own border-crossing issues and help process other students’ learning.

Presenters: Mark Chesler, Professor, Sociology, and Joseph Galura, Director, Project Community, University of Michigan

Coordination

“Building University Community to Build Community Engagement” (Hall of Ideas E)

Engagement excellence builds on a sense of community within the institution. By applying 10 characteristics of strong and resilient communities from community development to their internal community, universities are better positioned to work toward a shared vision, focus their efforts, mobilize resources, and assess the impact of their engagement.

Presenters: Karen Bruns, Leader, OSU CARES/Outreach and Engagement, The Ohio State University; Michael Martin, Associate Director of Development, 4-H, The Pennsylvania State University; Greg Wise, Secretary of the Faculty and Academic Staff, University of Wisconsin-Extension

Integration

“Collaborative Policy Research with Members of Wisconsin’s Poverty Community” (Hall of Ideas J)

A statewide policy research project, conducted by the University of Wisconsin System Women’s Studies Consortium, suggests ways of coordinating outreach efforts, building on interdisciplinary programs to promote faculty engagement, and collaborating with those who are often seen as passive research subjects.

Presenters: Katherine Rhoades, Interim Associate Dean, Education, University of Wisconsin-Eau Claire; Anne Statham, Professor, Sociology; Mary Kay Schleiter, Associate Professor, Sociology; and Teresa Reinders, Graduate Student/Lecturer, Sociology, University of Wisconsin-Parkside

Monday, October 13

Presenters



Karen Bruns
The Ohio State
University



Michael Martin
The Pennsylvania
State University



Greg Wise
University of
Wisconsin-Extension

Monday, October 13

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

Presenters

Robert Geolas
North Carolina State
University



Mark Kinders
University of
Wisconsin-
River Falls



Partnerships and Resources

“Building Community Partnerships: Standards of Practice for Sustained Collaborations” (*Hall of Ideas H*)

Discover six standards of practice that have direct impacts on the quality and sustainability of partnerships. Participants will be invited to become a learning community focused on generation of benchmarks.

Presenters: Hiram Fitzgerald, Assistant Provost, University Outreach; L. Annette Abrams, Director, University Outreach Partnerships; Robert Brown, Outreach Specialist; and Celeste Studevant Reed, Outreach Specialist, Michigan State University

“The Engaged Campus Community” (*Meeting Room N*)

North Carolina State University has developed a successful university research park that goes beyond real estate to create a fully “engaged” campus community. Learn how programs initiated by the Centennial Campus Partnership Office have created a dynamic research and technology community where university, industry and government employees live, work and play.

Presenter: Robert Geolas, Coordinator, Centennial Campus, North Carolina State University

“St. Croix Valley Regional Tourism Alliance: A Bi-State Collaboration”

(*Meeting Room P*)

The expansion of Minneapolis-St. Paul into Wisconsin’s St. Croix Valley has led small river towns to shift the emphasis of their Main Streets from agriculture to tourism. The University of Wisconsin-River Falls partnered with these communities and two state tourism agencies to form a nationally recognized nonprofit marketing collaborative.

Presenters: Mark Kinders, Director, Public Affairs, University of Wisconsin-River Falls/Immediate Past President, St. Croix Valley Regional Tourism Alliance; Kitty Rhoades, State Representative, Wisconsin State Assembly

“Virginia Tech’s Partnership with Virginia’s Center for Innovative Technology: An Outreach Program for Increasing Research and Development Funds for Technology Companies Throughout the Commonwealth” (*Meeting Room LM*)

Virginia Polytechnic Institute and State University is engaged in a partnership with Virginia’s Center for Innovative Technology to provide education and financial resources to technology companies that are seeking federal research funds. This outreach program complements the university’s research agenda and contributes to faculty scholarship, and has provided unforeseen synergistic benefits to its multiple partners.

Presenter: Edward Nelson, Assistant Director, Program Development, Outreach Program Development, Virginia Polytechnic Institute and State University

“Lifelong Leadership: Penn State Lehigh Valley’s Youth Outreach Program”

(*Hall of Ideas I*)

Today’s youth face significant challenges in developing their future social and work-force perspectives. This presentation addresses effective strategies and partnerships that support the development of leadership skills in at-risk and high-potential middle school, high school and college youth.

Presenters: Ann Williams, Campus Executive Officer; Ken McGeary, Director, Continuing Education and Outreach; and Priscilla Johnson, Assistant Director, Undergraduate Studies, The Pennsylvania State University Lehigh Valley

Responsiveness

“Penn State York Collaborative Partnerships: Listening, Involving and Responding to Our Community” (*Meeting Room O*)

Listening to the community enabled The Pennsylvania State University York to

develop academic programs that successfully meet local community needs. An education master's degree and a human development and family studies associate's degree serve practitioners in the York area.

Presenters: Harriet Darling, Instructor, Human Development and Family Studies; Jane Keat, Senior Instructor, Education; and Beth Gill-MacDonald, Coordinator, Collaborative Research Partnership, The Pennsylvania State University York

“Responding to Needs of Local Hunger Coalitions” (*Hall of Ideas G*)

Learn how county-based University of Wisconsin-Extension staff and local hunger coalitions make use of an online, interactive database to help assess local needs and plan outreach activities to address hunger and food insecurity.

Presenters: Kadi Row, Food Security Specialist; Judi Bartfeld, Resource Management Specialist; Donna Peterson, Nutrition Education Coordinator; and Nancy Coffey, Nutrition Education Coordinator, Family Living Program, University of Wisconsin-Extension

“Leaders in Advocacy” (*Meeting Room Q*)

The Leaders in Advocacy educational program utilizes communication and leadership skill development to foster community advocates for adult education. Program partners, the South Dakota State University Cooperative Extension Service and College of Education, document the use of sound adult education principles in the engagement of communities.

Presenters: Karla Trautman, Interim Program Leader, Family and Youth/4-H, and Denise Peterson, Assistant Professor, Education, South Dakota State University

11:30 a.m. – noon Concurrent presentations

Academic Neutrality

“Scholarship and the Field Educator” (*Meeting Room N*)

Scholarship in the field has long been recognized among outreach organizations. This presentation will address field scholarship of integration and application along with discovery and knowledge sharing, and seeks to further this debate and identify reasons for developing scholarship in the field.

Presenter: Daney Jackson, Associate Director, Cooperative Extension, The Pennsylvania State University

Commitment to Diversity

“Issues of Poverty and University Engagement” (*Meeting Room LM*)

With increasing numbers of people living in poverty, it is incumbent upon our institutions to strengthen and increase engagement initiatives with this population. This presentation will describe a statewide program aimed at helping university and community agency staffs increase their effectiveness in working with individuals in generational poverty.

Presenters: Gloria Green, Staff Training Specialist; Barbara Roder, Nutrition Education Coordinator/Family Living Educator; Pat Ludeman, Family Living Educator; and Donna Hora-Schwobe, Nutrition Education Coordinator/Family Living Educator, Family Living Program, University of Wisconsin-Extension

Coordination

“Using Public Relations to Share the Message of Outreach Engagement”

(*Meeting Room O*)

This presentation will offer a case study of the increase in outreach and engagement activities in the College of Mathematical and Physical Sciences at The Ohio State University over the past five years. A special focus on promotional efforts will include examples of printed pieces and media clips.

Presenter: Melissa Weber, Director, Communications and Outreach, College of Mathematical and Physical Sciences, The Ohio State University

Monday, October 13

Presenter



Gloria Green
University of
Wisconsin-Extension

Monday, October 13

11:30 - noon continued

Presenter

John Noftsinger
James Madison
University



Integration

“Wisconsin Ideas Seminar: Fostering Faculty Appreciation for Outreach”

(Hall of Ideas H)

University of Wisconsin-Madison’s Wisconsin Idea Seminar fosters faculty appreciation for outreach by showcasing the university’s commitment to addressing state issues. Learn how the program was reinvigorated by reemphasizing the university’s commitment to the Wisconsin Idea. Seminar support, principles and guidelines will be outlined.

Presenter: Miriam Simmons, Assistant Dean, Outreach and Graduate Student Professional Development, University of Wisconsin-Madison

Partnerships and Resources

“WSU-LINK: A Case Study in Campus-Community Partnering at Wichita State University” *(Hall of Ideas J)*

This presentation will show how an urban institution, Wichita State University, has gone about launching a successful engagement and outreach initiative linking the university to the community it serves. It outlines some of the successes and challenges the initiative has encountered since its creation in May 2001.

Presenter: Philip Gaunt, Executive Director, WSU-LINK, Wichita State University

“Prospecting for Tourism Customers Using GIS” *(Meeting Room P)*

To assist tourism businesses and communities, the University of Wisconsin-Extension provides market education designed to help operators better understand customers. The program partners with businesses and organizations in analyzing their customers’ GIS (geographic information systems), demographic and lifestyle information. The desired results are increased visitation and better use of marketing resources.

Presenter: Matthew Kures, GIS State Specialist, Community Resource Development, University of Wisconsin-Extension

“Building Health Promotion Capacity in Saskatchewan: The University as Catalyst” *(Meeting Room Q)*

The Building Health Promotion Capacity in Saskatchewan project was a five-year continuing education and applied research project operated through the University of Saskatchewan. The project assisted regional health-care organizations throughout the province in becoming more effective at working with communities to address the determinants of people’s health.

Presenter: Scott McLean, Associate Dean, Extension, University of Saskatchewan

“Breaking Down ‘Silos’ and Building Strategic Alliances in Higher Education” *(Hall of Ideas F)*

Strategic relationships among institutions of higher education, government and industry are gaining attention as a means of meeting the pressing needs in information and homeland security. James Madison University has taken an active role in building strategic alliances across academic disciplines in the areas of information and infrastructure assurance.

Presenters: John Noftsinger, Associate Vice President, Academic Affairs, and Kenneth Newbold, Outreach Coordinator, Research and Program Innovation, James Madison University

“Successful University and Community Collaborations: Agencies’ Perspective on Barriers and Strategies to Overcome Them” *(Hall of Ideas E)*

Collaboration is key to successful university-community engagement. In this presentation learn what local human service agencies identified as potential barriers to successful collaboration as well as agencies’ perception of the important ingredients to a mutually satisfying university-community relationship.

Presenters: Dixie Winters, Instructor, Education, and Beth Gill-McDonald, Coordinator, Collaborative Partnership, The Pennsylvania State University

Responsiveness

“Reorganizing University Outreach: Northern Illinois University’s Progress Toward Engagement” (*Hall of Ideas I*)

Northern Illinois University reorganized 12 distinct units that serve mostly off-campus needs into the new University Outreach. An iterative strategic planning process that emphasized vision, mission and core values and focused on functions and processes has produced a streamlined, dynamic organization that embraces engagement internally and externally.

Presenters: Anne Kaplan, Vice President, Administration and University Outreach; John Lewis, Associate Vice President, University Outreach; Harry Litchfield, Research Associate; and Marilyn McConachie, Executive Assistant Vice President, Administration and University Outreach, Northern Illinois University

“A Campus-Community Response Team Model: Leveraging Resources to Address Lingering Community Issues” (*Hall of Ideas G*)

A local pastor, service-learning administrator and English teacher describe a “response team” model that evolved to address a neighborhood youth-program funding crisis. Hear how this responsive approach became a catalyst for fostering new partnerships, creating the response team model, and restoring resources to serve neighborhood youth.

Presenters: Mindy Wright, Coordinator, Writing Workshop, and Susan Brooks, Program Director, Service Learning Initiative, The Ohio State University; Pastor Glenn Schwerdtfeger, Maynard Avenue United Methodist Church, Columbus, Ohio

Noon – 1:30 p.m. Lunch/Poster session (*Grand Terrace*)

See pp. 31-33 for a list of poster presentations.

1:30 – 4 p.m. In-the-community session

Learn how a coalition of organizations and institutions in South Madison is building capacity to develop solutions for the issues in the community, with an emphasis on planning, funding and organizational issues. See conference highlights, p. 6. Preregistration is required.

Meet at the level 4 main entrance for transportation to the South Madison neighborhood.

Coordinator: Pat Ludeman, Family Living Educator, Family Living Program, University of Wisconsin-Extension

1:30 – 2:30 p.m. Workshops

Commitment to Diversity

“Changing the Heart: Diversity Circles in Dismantling Racism”

(*Meeting Room LM*)

The Diversity Circles on Dismantling Racism program engages participants in small-group dialogue about racism. Learn how this program has effectively addressed issues of diversity at high schools in Kenosha and Racine counties in Wisconsin.

Presenters: Roseann Mason, Director, Diversity Circles, University of Wisconsin-Parkside; Ed Kupka, Vice Principal, and Allyson Covelli, Student, Tremper High School, Kenosha, Wisconsin; Michelle McCarthy, Advisor, and Nicki Hanson, Student, Union Grove High School, Union Grove, Wisconsin; Donna Townsend, Advisor; Bethany Barnett, Student; and Iris Pickett, Student, Bradford High School, Kenosha, Wisconsin

Monday, October 13

Coordinator



Pat Ludeman
University of
Wisconsin-Extension

Monday, October 13

1:30 - 2:30 p.m. continued

Presenter

Alan Knox
University of
Wisconsin-Madison



Coordination

“Communicating Outreach Scholarship to the News Media” (*Meeting Room N*)

Outreach professionals must not only become more engaged with constituents, they must become better at communicating value to key publics and serving as content experts when called on by news reporters. This interactive workshop demystifies the news interview process and provides participants with reference materials for future reporter interactions.

Presenter: Tracey Huston, Director, Outreach Communications, University Outreach, The Pennsylvania State University

“Outreach Collaboration: Action Research and Evaluation” (*Hall of Ideas I*)

Civic responsibility, genuine partnerships and reciprocal engagement are contemporary notions of outreach scholarship and have been at the core of adult education research, teaching and practice for decades. At this session, learn about the latest research and evaluation conclusions regarding rationale, strategies and results from external partnerships on public issues.

Presenter: Alan Knox, Professor, Continuing and Adult Education, University of Wisconsin-Madison

Integration

“The University of New Hampshire Initiative: Engagement Through Research and Scholarship” (*Meeting Room O*)

Integrating the three “silos” of teaching, research and public service is a difficult process, but the result is an engaged institution responsive to the needs of its constituents. Discover how the University of New Hampshire is changing its climate to foster engagement through research and scholarship.

Presenters: Julie Williams, Vice President, Research and Public Service; Eleanor Abrams, Associate Professor/Faculty Fellow, Education; and Karen Graham, Professor/Director, Joan and James Leitzel Center for Mathematics, University of New Hampshire

Partnerships and Resources

“UNL COPC: Collaborative University-Community Beginnings” (*Hall of Ideas H*)

The University of Nebraska-Lincoln Community Outreach Partnership Center (COPC) initiative consists of four projects: the Latino Achievement Mentoring Program, Neighbors Working Together, Heart of Lincoln Neighborhoods and Neighborhood GIS. The aim is to create active partnerships between the university and the community, and establish interconnections among and between the four projects.

Presenters: Miguel Carranza, Associate Professor, Sociology; Daniel Wheeler, Professor, Agricultural Leadership and Communications; Steve Larrick, Coordinator, Community Development; and Rodrigo Cantarero, Associate Professor, Community and Regional Planning, University of Nebraska-Lincoln

“Learning Centers: Unique Partnerships On and Off Campus for Extended Outreach” (*Hall of Ideas J*)

This session will focus on three different models for extending the university to underserved areas of the community through the use of learning centers. Each model integrates strong community partnerships, expanded partnerships between units on campus, and the use of technology to expand engagement.

Presenters: Sam Cordes, Assistant Director/Program Leader, Cooperative Extension Service, Purdue University; Tom Emling, Upper Peninsula and North Representative, Extended Education, Michigan State University; Karen Bruns, Leader, OSU CARES/Outreach and Engagement, The Ohio State University

“Creating Economic Value from Great Ideas: The University-Business Connection” (Hall of Ideas F)

Intellectual property – the ideas, methods and technologies developed in university laboratories – has become increasingly important not only in terms of raising university revenue, but also for local and state economic development. Discover and share ways that research, teaching and engagement link with the private sector and how that relationship is vital in both directions.

Presenters: Beth Donley, General Counsel, Wisconsin Alumni Research Foundation (WARF); Debra Malewicki, Director, Wisconsin Innovation Service Center, University of Wisconsin-Whitewater; Allen J. Dines, Assistant Director, Corporate Relations, University of Wisconsin-Madison; Erica Kauten, State Director, Small Business Development Center, University of Wisconsin-Extension

Responsiveness

“The People Came First: Learning from the Past” (Hall of Ideas E)

This case study of Cooperative Extension in Wisconsin will examine university-community partnerships as they developed over the years. In many instances, it was the people, not the university, who initiated the partnership.

Presenter: Jerry Apps, Emeritus Professor, Continuing and Vocational Education, University of Wisconsin-Madison

“Public Service Media” (Hall of Ideas G)

University of Wisconsin Extension, The Pennsylvania State University and The Ohio State University actively and successfully integrate their educational mission with their compatible public broadcasting mission. As public broadcasting converts to a digital format, significant new opportunities are arising that will allow a much greater focus on the formal and informal educational goals of the university.

Presenters: Byron Knight, Director, Broadcasting and Media Innovations, University of Wisconsin-Extension; Ted Krichels, Associate Vice President, Outreach, The Pennsylvania State University; Tom Rieland, General Manager, WOSU, The Ohio State University

2:30 – 3:00 p.m. Refreshment break

3:00 – 3:30 p.m. Concurrent presentations

Commitment to Diversity

“Building Bridges to Effective Programming in Native American Communities” (Hall of Ideas F)

Working with different cultures is a vital part of educators’ roles in communities today. Explore how to work with Native Americans to create meaningful educational programs. Take this opportunity to explore your values, learn effective teaching strategies, and experience some native educational styles.

Presenters: Donna Hora-Schwobe, Nutrition Education Coordinator/Family Living Educator, and Alice Kessen, Nutrition Educator, Family Living Program, University of Wisconsin-Extension

Coordination

“Collaborations: Do They Really Work?” (Meeting Room O)

Collaborative partnerships are the “new way of doing business” and require university staff to function differently. This session will explore collaboration research, including an evaluation instrument, and describe two successful collaborations, one statewide and one community based. Participants will discover new ways of working in collaborative environments.

Monday, October 13

Presenters



Jerry Apps
University of
Wisconsin-Madison



Byron Knight
University of
Wisconsin-Extension



Ted Krichels
The Pennsylvania
State University



Tom Rieland
The Ohio State
University

Monday, October 13

3:00 - 3:30 p.m. continued

Presenters

Mary Brintnall-Peterson
University of
Wisconsin-Extension



Kris McGrew
University of
Wisconsin-Extension



Presenters: Mary Brintnall-Peterson, Program Specialist, and Kathryn P. Miller, Family Living Educator, Family Living Program, University of Wisconsin-Extension

Integration

“Exploring the Implicate Order: Learning from the Theatre of Engagement” (Hall of Ideas H)

Drawing on David Bohm’s classic work, presenters will share outcomes of a multiyear inquiry into the implicate order of engagement, that is, how engagement is experienced. Participants will experience a newly developed method, which incorporates both experiential and expressive approaches, to explore the implicate order.

Presenters: Frank Fear, Professor, Resource Development, Michigan State University; Ann Fields, Project Director, Iowa State University; Karen Bruns, Leader, OSU CARES/Outreach and Engagement, The Ohio State University; Stephen Buhler, Professor, English, University of Nebraska-Lincoln; Byron Burnham, Professor/Department Head, Instructional Technology, Utah State University

“Integrating Teaching, Service and Scholarship Through Community Engagement” (Hall of Ideas J)

This workshop will present a conceptual integration of the activities of teaching, service and scholarship from within the situation of community engagement. It will include practical strategies for implementing this concept using a service-learning framework and participants’ own experience as examples.

Presenters: Cheryl Meyer, Associate Professor, Psychology, Wright State University; Laura DeHelian, Assistant Professor, Nursing, Cleveland State University

Partnerships and Resources

“A Coalition Model for Leveraging Resources and Sustaining Partnerships in Tough Economic Times” (Hall of Ideas E)

During times of economic uncertainty, how can universities develop and sustain resources for engagement efforts? This session focuses on how a university-wide research and outreach coalition is using creative approaches and implementing successful strategies (like forging alliances with government and nonprofits and pooling funding streams) for supporting engagement.

Presenters: Janet Bokemeier, Co-director, FACT Coalition/Associate Director, Michigan Agricultural Experiment Station; Cheryl Booth, Co-director, FACT Coalition/Associate Director, Michigan State University Extension; Patricia Farrell, Associate Director, FACT Coalition; and Shruti Vaidya, Communications Officer, FACT Coalition, Michigan State University

“Setting Standards in Uncharted Territory: The Alliance Benchmark Initiative” (Hall of Ideas I)

This case study highlights a recent benchmarking initiative identifying best practices in meeting the needs of distance learners. Find out what the University of Wisconsin-Extension; The Pennsylvania State University; University of California, Berkeley; University of California, Irvine; and the University of Washington learned in the areas of learner services, communications, and production and delivery.

Presenters: Kris McGrew, Director, Learner Services, and Kathleen Motl, Business Development Manager, UW Learning Innovations, University of Wisconsin-Extension; Rick Shearer, Assistant Director, Instructional Design and Development, The Pennsylvania State University

“Jefferson County Delinquency Prevention Council: A University-Community Partnership Success” (Meeting Room P)

The presenters will discuss their work with the Jefferson County (Wisconsin) Delinquency Prevention Council to develop strategies to prevent and reduce

juvenile delinquency. Their leadership roles included providing youth and family research-based content information and coalition, development and facilitation processes.

Presenters: Sue Pleskac, Professor, Youth Development, and Mary Gruenewald, Professor, Family Development, University of Wisconsin-Extension

“The Penn State Touring Theatre Company as a Model for Capitalizing on Existing Resources” (*Meeting Room N*)

The Pennsylvania State Touring Theatre Company offers live performances to public schools and continuing education seminars to public school teachers. By using campuses of the Commonwealth College as bases for weeklong residencies, the company utilizes existing resources and infrastructure to expand the outreach capabilities of the main campus.

Presenters: Randy Ploog, Outreach Planner; Donald Leslie, Associate Dean, Undergraduate Studies and Outreach; and Melanie Doeblor, Program Resources Manager, The Pennsylvania State University

“Support, Success and Sustainability: Critical Factors in the Development of Higher Education Public Service and Outreach” (*Meeting Room LM*)

This presentation will examine those factors that impact support, success and sustainability of public service and outreach initiatives, through planning, implementation and evaluation.

Presenters: Debra Wylie, Coordinator, Public Service and Outreach; Dick Folse, Internet and Marketing Specialist; and Tim Kerr, Coordinator, Public Service and Outreach, Illinois State University

Responsiveness

“A 360 Evaluation of the Graduates of the University of Wisconsin-Madison Master of Engineering Professional Practice Degree” (*Hall of Ideas G*)

This presentation will describe the goals and objectives, process, and results of an extensive “360” evaluation conducted each year with the graduates of the University of Wisconsin-Madison Master of Engineering in Professional Practice degree. A discussion of the role of postgraduate evaluations in program quality management will be included.

Presenters: Thomas Smith, Program Director, and Wayne Pferdehirt, Director, Master of Engineering Professional Practice Program, University of Wisconsin-Madison

“Reach, Teach and Build the Skills Needed to Engage Program Stakeholders” (*Meeting Room Q*)

Are there university departments, outreach and scholarship endeavors that do not depend on active advisory committees? Advisory groups are critical to the success of academic and research programs because of changing stakeholder roles and expectations. Learn best practices and how effective links with constituents are formed and normed.

Presenters: Sharon Strouse, Extension Agent/Chair, Agricultural Education, and Judy Villard, Extension Agent, 4-H Youth Development/Chair, The Ohio State University

3:45 – 4:15 p.m. Concurrent presentations

Commitment to Diversity

“Mobilizing the University and the Community: The Milwaukee Idea” (*Hall of Ideas H*)

The Milwaukee Idea is an initiative designed to forge vital and long-lasting urban community-university partnerships that enhance the quality of life for all. Through The Milwaukee Idea, the University of Wisconsin-Milwaukee is devel-

Monday, October 13

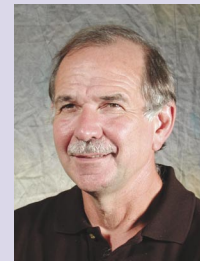
Presenters



Sue Pleskac
University of
Wisconsin-Extension



Mary Gruenewald
University of
Wisconsin-Extension



Thomas Smith
University of
Wisconsin-Madison



Wayne Pferdehirt
University of
Wisconsin-Madison

Monday, October 13

3:45 - 4:15 p.m. continued

Presenter

Lawrence Ragan
The Pennsylvania
State University



oping new approaches to learning, expanding applied research, fostering creative approaches to economic development, and forming partnerships to improve health.

Presenter: Stephen L. Percy, Chancellor's Deputy for The Milwaukee Idea, University of Wisconsin-Milwaukee

Coordination

"Planning Today for a Successful Tomorrow: A Strategic Planning Process" *(Hall of Ideas G)*

Learn how the strategic planning process can help develop the joint plan for future program implementation. Participants will increase their knowledge and ability to conduct strategic planning to benefit the institution's outreach, and will learn terminology, practice implementation, and view examples of real-life strategic planning results from other organizations.

Presenters: Judy Villard, Extension Agent, 4-H Youth Development/Chair, The Ohio State University

Integration

"4-H Youth Development Scholarship" *(Hall of Ideas J)*

A collaborative effort to define and articulate the dimensions of 4-H scholarship has begun to guide the promotion and tenure process in universities to reflect the special requirements and nature of 4-H youth development work. This presentation will outline an appropriate definition of engagement scholarship for 4-H youth development faculty.

Presenter: Kirk Astroth, Professor, 4-H Center for Youth Development, Montana State University

"Helping Faculty Manage Online Workload" *(Hall of Ideas I)*

The belief that teaching in an online environment requires more work and energy than face-to-face continues to discourage faculty from readily accepting the new learning technologies. This presentation will review an emerging set of strategies that enable faculty to be more efficient and effective in the online learning environment.

Presenter: Lawrence Ragan, Director, Instructional Design and Development, The Pennsylvania State University

Partnerships and Resources

"A Community Partnership: Teaching Social Entrepreneurship" *(Hall of Ideas E)*

The Penn State University Great Valley has partnered with social service agencies, local businesses and the area school district to promote social entrepreneurship and community leadership through education and awareness. This presentation will focus on how the community partnerships were developed, and what the class will give back to the community.

Presenters: Veronica Godshalk, David and Marjorie Rosenberg Professor of Innovation and Change, and Stacy Wessel, Graduate Research Assistant, Management, The Pennsylvania State University Great Valley

"Parenting and Divorce: Sharing Problems, Solutions and Successes Through Community Partnership" *(Meeting Room LM)*

Learn about one community partnership developed to address concerns and provide solutions surrounding parenting and divorce. Issues such as defining the problem, individual contributions to the solution, private-public partnerships, and defining program impact will be explored.

Presenters: Peggy Olive, Family Living Educator, Family Living Program, University of Wisconsin-Extension; Linda Gentes, Coordinator, Continuing Education, University of Wisconsin-Richland; Diane Treis Rusk, Administrator, Richland County (Wisconsin) Child Support Agency

“The Evolution and Outcomes of an Eight-Year Partnership with Psychosocial Clubhouses” *(Meeting Room Q)*

The evolution and the lessons learned about outreach scholarship through an eight-year partnership among university staff, the state department of community health, and clubhouses serving people with psychiatric disabilities will be described. The diversity of resources garnered and identification of need from various stakeholder groups will be discussed.

Presenters: Esther E. Onaga, Acting Director, Institute for Children, Youth and Families, and Francesca Pernice-Duca, Doctoral Student, Family and Child Ecology, Michigan State University

“The Role of Higher Education in Linking Arts, Culture and Economic Development” *(Meeting Room N)*

In the knowledge economy, colleges and universities are unique catalysts for convening diverse organizations to address issues of economic development and regional vitality. The University of Massachusetts Amherst has embraced a Creative Economy Initiative by spawning an Arts Alliance to link cultural resources and promote cultural tourism in the region.

Presenters: Judith Steinkamp, Director, Campus Planning and Space Management, and Maren Brown, Director, Educational Access/Outreach, University of Massachusetts Amherst

“Cross-College Collaboration: Reaching Out to School Communities”

(Meeting Room P)

The Ohio State University Office of Outreach and Engagement, College of Education, and College of Food, Agricultural and Environmental Science Extension Centers have formed a collaborative partnership to respond to professional development needs in rural Ohio. Learning Centers provide the community network, and coursework is offered via distance learning and face-to-face formats.

Presenters: Sandra Stroot, Director, Office of Outreach and Engagement, and Karen Bruns, Leader, OSC CARES/Outreach and Engagement, The Ohio State University

Responsiveness

“Making Sense of the Census: Building Customized Community Indicators Via the Web” *(Meeting Room O)*

Would you like easy access to census data about your community in a format that helps you identify and analyze issues instead of simply providing access to lots of information? Would you like it free and in a format that is presentation-ready? This workshop provides the answers.

Presenters: Bill Pinkovitz, Community Development Specialist, and Andy Lewis, Community Development Specialist, Community Resource Development, University of Wisconsin-Extension

“Practices and Perceptions of Institutional Engagement” *(Hall of Ideas F)*

Drawing on data derived from a multicasestudy of public urban universities and large public research institutions, this session will challenge participants to consider how leadership and organizational factors influence the ways in which stakeholders outside the university perceive institutional commitment to engagement.

Presenters: David Weerts, Research Associate/Project Director, Wisconsin Center for the Advancement of Postsecondary Education, University of Wisconsin-Madison; Lorilee Sandmann, Associate Professor, Adult Education, University of Georgia/Co-director, National Clearinghouse on the Scholarship of Engagement

4:30 – 5:30 p.m. Bus/walk to The Pyle Center

Meet at the level 4 main entrance for transportation to The Pyle Center.

Monday, October 13

Presenter



Lorilee Sandmann
University of
Georgia/National
Clearinghouse on
the Scholarship of
Engagement

Monday, October 13

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

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



Tuesday highlights

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

Tuesday, October 14, schedule

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

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

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

8 – 9 a.m. Workshops

Academic Neutrality

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

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

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

Commitment to Diversity

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

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

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

Coordination

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

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

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

“Impact of Engagement: Demonstrating Value Through Outreach”
(*Hall of Ideas E*)

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

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

Integration

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

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

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

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

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

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

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

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

Partnerships and Resources

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

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

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

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

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

Tuesday, October 14

Presenters



Calvin Brutus
University of
Wisconsin-Madison/
Extension



Ellen Taylor-Powell
University of
Wisconsin-Extension



Moderator:
Patricia Book
The Pennsylvania
State University



Melody M. Thompson
The Pennsylvania
State University
World Campus

Tuesday, October 14

8 - 9 a.m. continued

Plenary speaker

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



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

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

Responsiveness

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

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

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

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

Invitation to Outreach Scholarship 2004

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

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

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

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

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

10:30 – 10:45 a.m. Refreshment break

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

Commitment to Diversity

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

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

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

Coordination

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

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

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

Integration

“Using Graduate Students in Community Research: A Seminar Model”

(Meeting Room O)

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

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

“Community-Based Learning in a Variety of Disciplines at the University of Wisconsin-Parkside: Descriptions and Faculty Incentives”

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

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

Partnerships and Resources

“Extending University Outreach Through Creative Continuing Education Partnerships”

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

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

“Utilizing a Community-Based Approach to Agricultural Risk Management Education”

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

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

“Yachay Wasi’: Learning from Bolivia”

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

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

Tuesday, October 14

Presenter



Dennis Dresang
University of
Wisconsin-Madison

Tuesday, October 14

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

Presenters

Lynn Weiland
University of
Wisconsin-
La Crosse



M. Donald Campbell
University of
Wisconsin-
La Crosse



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

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

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

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

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

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

Responsiveness

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

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

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

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

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

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

11:30 a.m. – noon Concurrent presentations

Commitment to Diversity

“Why Race Matters” (*Meeting Room N*)

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

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

Coordination

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

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

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

Integration

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

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

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

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

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

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

Partnerships and Resources

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

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

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

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

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

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

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

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

Tuesday, October 14

Presenter

Esther Letven
University of
Wisconsin-Parkside



Tuesday, October 14

11:30 - noon continued

Presenters

Mary Crave
University of
Wisconsin-Extension



Ellen Fitzsimmons
University of
Wisconsin-Extension



Marv Van Kekerix
University of
Wisconsin-Extension



Wayne Sorenson
University of
Wisconsin-
Stevens Point



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

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

Responsiveness

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

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

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

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

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

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

“Bridging the Digital Divide: Computer Literacy in Appalachia Ohio” (*Hall of Ideas J*)

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

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

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

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

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

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

1:00 p.m. Conference concludes

OUTREACH SCHOLARSHIP 2003

Monday, October 13, poster session

Noon – 1:30 p.m.

(Grand Terrace)

Academic Neutrality

“Special Designation of Lake Superior: Forming Consensus on a Contentious Natural Resource Issue”

Mike Kroenke, University of Wisconsin-Extension

“Maintaining Academic Neutrality While Facilitating a Northern Wisconsin Debate: Development Versus Preservation”

Jane Silberstein, University of Wisconsin-Extension

“Lincoln Wind-Energy Turbine Impact Survey”

Ron Yesney, University of Wisconsin-Extension

Commitment to Diversity

“Native American Cultural Issues Symposium: Lessons Learned and Future Directions”

Marna Banks and John Kunz, University of Wisconsin-Superior/Extension

“University of Wisconsin-Extension Hmong Educational Needs Assessment: Meeting the Educational Needs of Hmong in Wisconsin”

Sue Buck, Karen Dickrell and Dan Veroff, University of Wisconsin-Extension; Pang Cher Vue, University of Wisconsin-Eau Claire

“Development of a Training System to Serve HIV-Prevention Providers”

Narra Smith Cox and Tara L. Loushine, University of Wisconsin-Madison

“Who Belongs Here?”

Edith Felts-Podoll and Theresa Danielson Wimann, University of Wisconsin-Extension

“Best Practices for Cultural Education: Adaptations for Latino Clientele”

Kathy Hetzel, University of Wisconsin-Extension

“Public Service: Reel-to-Reel”

Allison McWilliams, University of Georgia

Coordination

“Coordinating Outreach Program Resources: Supporting Excellence in Research Dissemination and Engagement Activities”

Jeri Childers, Melanie Doebler, Jay Angert and Miguel Hernandez, The Pennsylvania State University

“Combining Two Outreach Services into One: Creative Streamlining”

Pat Fessenden, University of Wisconsin-Madison

“Experiences, Preparation and Instructional Needs of Teachers of Adult Music Learners”

Alan Ng, University of Wisconsin-Madison

“Supporting and Facilitating Leadership Development in Faculty and Staff”

Mary Ann Wisniewski, Carroll College

Integration

“The University of Wisconsin-Extension Cooperative Extension Strategic Planning Training Initiative: Local Government and Community Applications”

Mary Gruenewald, Steve Grabow and Mark Hilliker, University of Wisconsin-Extension

“The 4 Es: Economics, Esthetics, Ethics and Environment”

Joy Kirkpatrick, University of Wisconsin-Extension; Marnie Dresser, University of Wisconsin-Richland

“Positive Community Development, Teen Court Style”

Nancy Anne Livingston, University of Wisconsin-Extension

“Professional Internship for Outreach and Cooperative Extension”

Michael Martin and Beth McLaughlin, The Pennsylvania State University

“Integrating Scholarship into Outreach Programming: A Successful Model”

Rita Natale Saathoff, Rutgers Cooperative Extension

“Can Integration of Web-Lab Research, Outreach and Teaching Be Done by One Person?”

Sherry Tanumihardjo, University of Wisconsin-Madison

Partnerships and Resources

“Conference Impacts: The Scholarship of Evaluation”

Heather Boyd and Richard Klemme, University of Wisconsin-Extension

“Energizing Wisconsin”

Steve Brachman, University of Wisconsin-Extension; Pat Walsh, University of Wisconsin-Madison

“Facilitating Health and Social Change Outside the Box”

Richard Brooks, University of Wisconsin-Extension

“Creating Evidence-Based Models of University-Community Partnerships”

Robert Brown, Celeste Sturdevant Reed, David Knaggs, Hiram Fitzgerald and L. Annette Abrams, Michigan State University

“Kids into Health Careers in Spokane County”

Margaret Bruya and Freddi Van Gemert, Washington State University

“A University-Interfaith Coalition Health-Care Center Partnership: Opportunities and Challenges in Meeting the Needs of a Homeless Population”

Laura DeHelian and Sharon Wing, Cleveland State University

“Academic and Corporate Library Relationships”

Roger Durbin and Jo Ann Calzonetti, The University of Akron

“Measuring the Effectiveness of a University-Community Collaboration in Creating a Community-Wide System of Early Childhood Education and Care”

Patricia Farrell, Michigan State University

continued

OUTREACH SCHOLARSHIP 2003

Monday, October 13, poster session continued

"Collaborating Within and Between Universities and Neighborhoods: The Southwest Detroit Community Outreach Partnership Center"

Lorraine Gutierrez and Kara Denyer, University of Michigan-Ann Arbor; Diane Archer, University of Michigan-Dearborn

"Collaborative Approach to Rural Economic Development"

Kathleen Haas, University of Wisconsin-Extension

"Partnerships: The Key to Complex Issues"

Mindy Habecker, University of Wisconsin-Extension

"Outreach Triad: Business and Industry, Higher Education, and Government: A Strategic Approach to Work-Force Development for the Biotech Industry in Pennsylvania"

Miguel Hernandez, The Pennsylvania State University

"Using Internet2 to Reengineer, Implement and Evaluate"

John Hirschbuhl and Thomas Gaylord, The University of Akron

"Eastern Pennsylvania Crime Prevention Resource Center"

Claire Hoffman, The Pennsylvania State University Abington; Lisa Morris, Administration of Justice

"IPL.org: Funding a Virtual, Hybrid Information Service on the Web"

Maurita Holland and Jennifer Lau, University of Michigan-Ann Arbor

"Partnering for a Family Strengthening Program"

Mary Huser and Dianne Weber, University of Wisconsin-Extension

"Grandparents University: Partnering with Your Alumni Association to Reach Grandparents and Grandchildren"

Bonnie Hutchins, University of Wisconsin-Extension; Sarah Schutt, Wisconsin Alumni Association

"The Challenge of Choosing and Being a Good Partner"

Jacqueline LaMuth and Kathy Lechman, The Ohio State University

"Linking Higher Education to Community Risk Reduction"

Andre LeDuc and Robert Parker, University of Oregon

"Integrating Evidence-Based Curriculum in Youth Development Outreach Programs"

Claudia Mincemoyer, Daniel Perkins, Tena St. Pierre and Michelle Rodgers, The Pennsylvania State University

"The Ohio State University College of Dentistry Tobacco Clinic: An Outreach Program to Central Ohioans for Better Health"

Abdel Mohammad, The Ohio State University

"Teaching Self-Care Skills to Third Graders in Taylor County"

Peggy Nordgren, University of Wisconsin-Extension

"Multicommunity Economic Development Strategies from Rural Illinois: Linkages in Learning Between Academia and Practice"

Michelle Norris, Illinois Institute for Rural Affairs; Martha Hesla, Western Illinois University

"Partnering with Businesses and Business Organizations in Community Leadership Development"

Jim Resick and Linda Olson, University of Wisconsin-Extension

"Quality, Mutuality, Concentration and Sustainability: Predictors of Success for University-Driven Partnerships"

Donna Ruiz, Annie Hawkins, Carol Rauch, Lionel H. Brown and Lawrence J. Johnson, University of Cincinnati

"Low-Income Housing: Lessons from a Partnership"

Stephen Sterrett, The Ohio State University

"The Components Needed to Make a Partnership Work!"

Mary Thiry, University of Wisconsin-Extension

Responsiveness

"Water Outreach: Best Education Practices"

Elaine Andrews, University of Wisconsin-Extension; Kate Reilly, University of Wisconsin-Madison

"The Ohio State University and Preble County: Responding to Local Community Economic Development Needs"

Greg Davis, The Ohio State University Extension

"You Learn How to Act: The Impact of Service with Elders on Student Learning"

Ellen DeLuca, Linda Andrews and Patty Hale, Lynchburg College

"The Effect of Food Choices in First-Generation Hispanic Immigrants"

Karen Early, University of Wisconsin-Extension

"Analyzing My Business Idea: An Online Course for Entrepreneurs"

Terri Fredenberg-Holzman, University of Wisconsin-Extension

"Web Conferencing: An Effective, Cost-Efficient Professional Development Alternative"

Andy Lewis and Bill Pinkovitz, University of Wisconsin-Extension

"A Model for Integrating Character Education for Youth"

Ian Meeker, University of Wisconsin-Extension; Scott Pilate, Edison Schools-Duluth

"Critical Choices: Developing Skills for a Lifetime"

Michael Peddle and Aline Click, Northern Illinois University

“Assessing Scholarship at the University of Wisconsin-Extension: Adapting ‘Scholarship Reconsidered’ and ‘Scholarship Assessed’ to Evaluate Outreach Faculty for Tenure and Promotion”

Fariba Pendleton and Greg Wise,
University of Wisconsin-Extension

“University of Wisconsin Independent Learning: Serving a New Century of Learners”

Amy Pikalek, University of Wisconsin-Extension

“4-H Responds to the Spirit of Adventure: The Wisconsin River Trip”

Dan Renzoni, Rosanne Schleif, Steve Kinzel and Joan Wimpe, University of Wisconsin-Extension

“Downtown Redevelopment Planning After the Ladysmith Tornado”

Bill Ryan, Matt Kures and Al Anderson, University of Wisconsin-Extension

“Southwest Wisconsin Youth Survey”

Ruth N. Schriefer, Tom Schmitz, Debra Ivey and Christina Kenney, University of Wisconsin-Extension

“Finding Common Ground in Engaged Projects: A Study of University-Community Partnerships”

Jodi Spicer and Barbara Ames, Michigan State University

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Conference Co-chairs

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Greg Wise, Secretary of the Faculty and Academic Staff, University of Wisconsin-Extension

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Jeri L. Childers, Director, Outreach Program Resources, The Pennsylvania State University

Christopher P. Dufour, Senior Conference Planner, The Pennsylvania State University

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Mindy Wright, Coordinator, Writing Workshop, The Ohio State University

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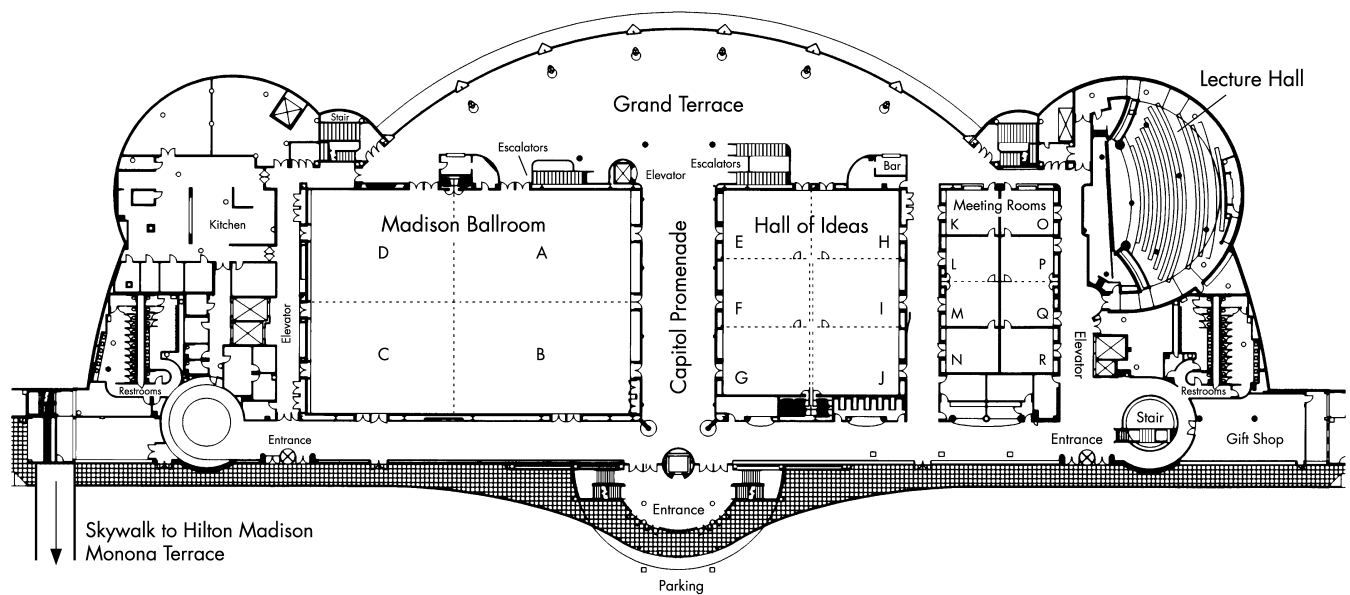
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OUTREACH SCHOLARSHIP 2003

Monona Terrace



LEVEL 4 - MEETING ROOMS / GRAND TERRACE



Monona Terrace Community and Convention Center

One John Nolen Drive

Madison, WI 53703

Phone: (608) 261-4000

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OUTREACH SCHOLARSHIP 2003

Conference at-a-glance

Sunday, October 12		
9:00 a.m. – 5:00 p.m.	Registration	Counter #4, level 4
10:00 – 11:30 a.m.	Feature sessions	See p. 8.
11:30 a.m. – 1:00 p.m.	Lunch (Ticketed)	Grand Terrace
1:00 – 2:30 p.m.	Feature sessions	See p. 9.
2:30 – 3:30 p.m.	Refreshment break	
3:30 – 5:00 p.m.	Conference opening/Keynote address: Ray Suarez	Ballroom AB
5:00 – 7:30 p.m.	Reception	Grand Terrace

Monday, October 13		
7:00 a.m. – 5:00 p.m.	Registration	Counter #4, level 4
7:00 – 8:00 a.m.	Poster session setup	Grand Terrace
7:30 – 8:30 a.m.	Breakfast	Ballroom ABCD
8:45 – 9:45 a.m.	Plenary session: university leaders' panel	Ballroom ABCD
10:00 a.m. – noon	In-the-community session	South Madison. See p. 11.
10:00 – 10:30 a.m.	Concurrent presentations	See pp. 11-13.
10:30 – 10:45 a.m.	Refreshment break	
10:45 – 11:15 a.m.	Concurrent presentations	See pp. 13-15.
11:30 a.m. – noon	Concurrent presentations	See pp. 15-17.
Noon – 1:30 p.m.	Lunch/Poster session	Grand Terrace
1:30 – 4:00 p.m.	In-the-community session	South Madison. See p. 17.
1:30 – 2:30 p.m.	Workshops	See pp. 17-19.
2:30 – 3:00 p.m.	Refreshment break	
3:00 – 3:30 p.m.	Concurrent presentations	See pp. 19-21.
3:45 – 4:15 p.m.	Concurrent presentations	See pp. 21-23.
4:30 – 5:30 p.m.	Bus/walk to The Pyle Center	Main entrance, level 4
5:30 – 7:30 p.m.	Reception: Exploring learning and technology	The Pyle Center

Tuesday, October 14		
7:00 a.m. – 1:00 p.m.	Registration	Counter #4, level 4
7:00 – 8:00 a.m.	Breakfast round tables	Grand Terrace
8:00 – 9:00 a.m.	Workshops	See pp. 24-26.
9:15 – 10:30 a.m.	Invitation to Outreach Scholarship 2004: The Pennsylvania State University Plenary address: James Votruba	Ballroom CD
10:30 – 10:45 a.m.	Refreshment break	
10:45 – 11:15 a.m.	Concurrent presentations	See pp. 26-28.
11:30 a.m. – noon	Concurrent presentations	See pp. 28-30.
Noon – 1:00 p.m.	Box lunch/Networking	Ballroom CD
1:00 p.m.	Conference concludes	

Outreach Scholarship 2004 Conference

IMPACT THROUGH ENGAGEMENT

Engaging Communities and Changing Lives

October 3-5, 2004

The Penn Stater Conference Center Hotel
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