



# Outreach Scholarship Conference 2007

## Access through Engagement

October 7–9, 2007  
Monona Terrace®  
Madison, Wisconsin

An Annual Conference Sponsored by:

University of Wisconsin–Extension/  
University of Wisconsin Colleges  
The Ohio State University  
The Pennsylvania State University  
The University of Georgia

[www.outreachscholarship.org](http://www.outreachscholarship.org)

Hosted by University of Wisconsin–Extension/University of Wisconsin Colleges

# *Access through Engagement*



**Art Dunning**

Vice President for Public Service  
and Outreach  
The University of Georgia



**Bobby Moser**

Vice President  
University Outreach  
The Ohio State University



**Craig Weidemann**

Vice President for Outreach  
The Pennsylvania State University



**David Wilson**

Chancellor  
University of Wisconsin-Extension/  
University of Wisconsin Colleges

Welcome to Outreach Scholarship Conference 2007, focusing on access through engagement. We are pleased you are able to join with colleagues who are actively engaging with their communities to enhance access to university resources, build partnerships, and make a difference in the lives of those they serve.

We are all learners seeking new and innovative ways to acquire and share knowledge. University-community engagement approaches teaching, research and service as an interactive process between and among learners in both the university and the community.

We are pleased with the range of institutions participating this year, from public to private, from large land-grant to small urban, and from historically black and Hispanic serving to tribal colleges. At Outreach Scholarship 2007, the seventh annual event, you will be able to participate in more than 100 exciting presentations, dialogues, discussions, and demonstrations where colleagues will share their experiences in engagement. We hope you will gain insights into a range of strategies you can use at your institution to increase access through engagement.

On behalf of everyone at the University of Wisconsin-Extension/University of Wisconsin Colleges, The Ohio State University, The Pennsylvania State University, and The University of Georgia, we hope you have a great conference and a wonderful visit to Madison at the height of the fall colors.

## A Message from Chancellor David Wilson

I take great pride and pleasure in welcoming you to Outreach Scholarship Conference 2007. You will find this to be a tremendous learning experience discovering how colleagues have successfully engaged in community-university collaborations.

The increasing value of knowledge and information has the potential to help us meet an array of critical societal needs and overcome long-standing obstacles for individuals and groups to realize their utmost potential. Without access to these resources, there is neither value in the knowledge nor value for the user. Through engagement activities, universities and communities are increasingly working together to connect learners and knowledge in meaningful ways.

I know you will enjoy this wonderful opportunity to learn with and from each other. I look forward to sharing in Outreach Scholarship 2007, Access through Engagement, with you.



David Wilson, Chancellor

University of Wisconsin–Extension/University of Wisconsin Colleges



# Conference Objectives and Highlights

## Conference Objectives

The 2007 Outreach Scholarship Conference is designed to engage participants at all levels of experience. For those new to the field or to the idea of access through engagement, the conference will help shape an understanding of the concept by providing relevant examples. For those already experienced in the field, the conference will further the national dialogue about the following:

- Developing effective collaborations and partnerships between campus and community
- Discovering synergies that address critical needs
- Research on the scholarship of engagement
- The roles of universities as “engaged institutions” in the 21st century

## Highlights

- 3 Thought Provoking General Session Speakers
  - Allan Johnson, “Unraveling the Knot of Privilege, Power, and Difference”
  - Mark Samels, “Broadening the American Experience”
  - Ron Cervero, “Why Outreach Matters: Mission, Money, and Strategy”
- 4 Outreach Scholarship Showcases
  - Building Faculty and Staff Capacity for Access and Engagement (The University of Georgia)
  - The Scholarship of Outreach: Writing, Publishing, Disseminating (The Pennsylvania State University)
  - Promoting University Outreach and Research Partnerships (The Ohio State University)
  - Way of the Warrior (University of Wisconsin–Extension)
- 64 “Great Ideas” Concurrent Sessions
- 20 Poster Presentations
- 3 Community Tours
- World Café™ Conversations
- 5 Presentations by C. Peter Magrath, W.K. Kellogg Foundation Engagement Award Regional Winners

# Conference at a Glance

## Sunday, October 7, 2007

7:15 a.m.–6:00 p.m.	Registration Opens at 7:15
8:00 a.m.–5:30 p.m.	HENCE - Emerging Engagement Scholars Workshop
9:00–11:00 a.m.	Trolley and Walking Tours of Madison
11 a.m.–NOON	Poster Presentations
NOON–1:00 p.m.	Opening Lunch
1:00–2:30 p.m.	Keynote Address: Allan Johnson, "Unraveling the Knot of Privilege, Power, and Difference"
2:45–4:30 p.m.	In Depth Session with Allan Johnson
2:45–4:00 p.m.	The University of Georgia Showcase: "Building Faculty and Staff Capacity for Access and Engagement"
2:45–3:30 p.m.	Great Ideas Sessions
3:45–4:30 p.m.	Great Ideas Sessions
4:30–5:30 p.m.	Poster Presentations
4:45–5:30 p.m.	Great Ideas Sessions
5:30–7:15 p.m.	Rooftop Reception–Monona Terrace®

## Monday, October 8, 2007

7:00 a.m.–4:45 p.m.	Registration Open
7:00–8:15 a.m.	Breakfast
8:00 a.m.–NOON	HENCE - Emerging Engagement Scholars Workshop
8:30–9:30 a.m.	General Session: "An Unconventional Conversation on Outreach Scholarship"
9:45–11:45 a.m.	World Café™ Conversations
NOON–12:45 p.m.	Lunch
12:45–1:30 p.m.	Keynote Address: Mark Samels, "Broadening the American Experience"
1:45–3:45 p.m.	Poster Presentations
1:45–3:00 p.m.	The Pennsylvania State University Showcase: "The Scholarship of Outreach: Writing, Publishing, and Disseminating"
1:45–4:55 p.m.	Regional Award Presentations of the C. Peter Magrath, W.K. Kellogg Foundation Engagement Award
1:45–2:30 p.m.	Great Ideas Sessions
2:30–5:00 p.m.	Community Tours
2:45–3:30 p.m.	Great Ideas Sessions
3:15–4:30 p.m.	University of Wisconsin–Extension Showcase: "Way of the Warrior"
3:45–4:30 p.m.	Great Ideas Sessions
4:45–8:00 p.m.	Olin Park Reception

## Tuesday, October 9, 2007

7:00–10:30 a.m.	Registration Open
7:00–8:15 a.m.	Breakfast
8:00–8:45 a.m.	Great Ideas Sessions
9:00–9:45 a.m.	Great Ideas Sessions
9:30–10:45 a.m.	The Ohio State University Showcase: "Promoting University Outreach and Research Partnerships"
10:00–10:45 a.m.	Great Ideas Sessions
11:00 a.m.–NOON	Capstone Address: Ron Cervero, "Why Outreach Matters: Mission, Money, and Strategy"
NOON–12:15 p.m.	Kick-off for 2008 Outreach Scholarship Conference
12:15–12:45 p.m.	Box Lunch

## AGENDA

Kick off this year's Outreach Scholarship Conference with lunch, and meet those new to the event and those who have attended the conference in the past. A dynamic keynote address, state showcases and Great Ideas sessions start the conference off with content you shouldn't miss!

**7:15 a.m.–6:00 p.m.**

**Registration Open**

**8:00 a.m.–5:30 p.m.**

**Higher Education Network for Community Engagement (HENCE): Emerging Engagement Scholars Workshop (invited participants)**

**Presentation location: Hall H**

**9:00–11:00 a.m.**

**Trolley and Walking Tours**

### **Guided Trolley Tour of Madison**

Join us before the conference for a guided trolley tour of central Madison and the University of Wisconsin–Madison.

Board the Trolley at the Main Entrance of Monona Terrace®. Gather at 8:45 a.m., and you will return to Monona Terrace® about 11:15 a.m.

### **Guided Walking Tour of Madison**

#### **Historic Madison Homes – Mansion Hill East**

This historic district neighborhood features a fine collection of 1850s sandstone homes that belonged to Madison's early leaders in business, education, and society.

The Walking Tour will assemble at the Main Entrance of Monona Terrace® at 9:45 a.m. The group will return to Monona Terrace® about 11:15 a.m.

**11:00 a.m.–NOON**

**Poster Presentations (see page 29)**

**Presentation location: Capitol Promenade**

**NOON–1:00 p.m.**

**Lunch (Ballrooms ABCD)**

**1:00–2:30 p.m.**

**Keynote Address: Unraveling the Knot of Privilege, Power, and Difference**

**Presentation location: Ballrooms ABCD**

One of the greatest barriers to ending racism and other forms of privilege is that we are trapped in cultural ways of thinking that turn conversations about privilege and oppression into occasions for dominant groups to feel guilty and



**Allan Johnson**

defensive. As a result, the conversations we need to have either happen badly or, more often, don't happen at all. This presentation can help overcome that barrier by providing an alternative way of thinking about issues of privilege.

**About the Speaker:** Allan Johnson is a writer, teacher, and public speaker who has worked on issues of privilege, oppression, and social inequality since receiving his Ph.D. in sociology from the University of Michigan in 1972. After nearly 30 years of college teaching, he now devotes himself entirely to writing and public speaking. He has worked with more than 160 schools and organizations in 34 states. His books include *The Forest and the Trees: Sociology as Life, Practice, and Promise* (1997), *The Blackwell Dictionary of Sociology: A User's Guide to Sociological Language*, 2nd ed. (2000), *The Gender Knot: Unraveling Our Patriarchal Legacy* (Temple University Press, revised edition, 2005) and *Privilege, Power, and Difference* (McGraw-Hill, 2nd edition, 2005). His work has been translated into several languages and excerpted in numerous anthologies. For more about the speaker, visit [www.agjohnson.us](http://www.agjohnson.us).

**2:15–4:15 p.m.**

**Break (Grand Terrace)**

2:45–4:00 p.m.

**State Showcase: The University of Georgia**  
**Title: Building Faculty and Staff Capacity for Access and Engagement**

**Presentation location: Hall E**



**Moderators:** ■ Trish Kalivoda, Associate Vice President for Public Service and Outreach ■ Shannon Wilder, Director, Office of Service-Learning

**Presenters:**

■ Alison Alexander, Associate Dean, Grady College of Journalism and Mass Communication ■ Danny Bivins, Public Service Assistant, The Fanning Institute ■ Pratt Cassity, Director, Center for Community Design & Preservation, College of Environment and Design ■ Rich Clark, Public Service Associate, Carl Vinson Institute of Government ■ Bob Galen, Professor of Epidemiology and Associate Dean, College of Public Health ■ Sharon Gibson, Multicultural Specialist, Cooperative Extension, College of Family and Consumer Science ■ Jenny Manders, Disability Studies Coordinator, Institute on Human Development and Disability, College of Family and Consumer Sciences ■ Freda Scott Giles, Associate Professor, Theater and African American Studies, Franklin College of Arts and Sciences

What strategies are effective for interweaving civic engagement across the teaching, research, and outreach missions of a university? What impact can these strategies have on the institution, faculty members, and students?

What are the barriers to advancing engagement? What new strategies or opportunities could be explored? Hear examples of programs, activities, and practices designed to support and encourage faculty members at The University of Georgia to focus on the scholarship of engagement. Strategies include promotion and tenure guidelines, seed grants, faculty development programs, research grants, awards, interest groups, and ear-marked funds for faculty and student travel to communities distant from the home campus. The group will brainstorm new strategies and explore future opportunities to continue to advance colleges and universities in their civic engagement with communities.

2:45–4:30 p.m.

**In Depth: Unraveling the Knot of Privilege, Power, and Difference**

**Presentation location: Hall J**

Join keynote speaker Allan Johnson for this opportunity to explore issues related to privilege and oppression and their role in bringing about change.

2:45–3:30 p.m.

**Great Ideas Sessions**

**The University of New Hampshire Outreach Scholars Academy: Web-Based Professional Development for Faculty**

**Presentation location: Hall I**

The University of New Hampshire is sharing a web-based curriculum as a guide for other institutions interested in providing faculty professional development about engaged scholarship. The curriculum, based upon the UNH Outreach Scholars Academy, seeks to teach faculty through workshops, funding opportunities, multidisciplinary team activities, coaching and a project.

**Presenters:**

■ Eleanor Abrams, Director of Outreach Scholarship, Office of the Vice President for Research and Public Service, Associate Professor, Department of Education University of New Hampshire

- Julie E. Williams, Associate Vice President, Research and Outreach Scholarship  
University of New Hampshire
- Lorilee R. Sandmann, Co-director, Clearinghouse and National Review Board for the Scholarship of Engagement, Associate Professor, Department of Lifelong Education, Administration, & Policy  
The University of Georgia

**2:45–3:30 p.m.**

## **Facilitating a Conversation on Engagement Scholarship for an Entire University**

**Presentation location: Hall F**

This presentation will examine how faculty is bringing the national conversation on outreach scholarship to a university. The authors will share their approach that revealed how faculty perceive outreach and their strategy on raising awareness, developing common language, and creating campus venues to promote the value of Engagement Scholarship.

### **Presenters:**

- Daniel Gerber, Assistant Professor, Community Health Education
- Sharon Fross, Vice Provost for Outreach  
University of Massachusetts Amherst
- William Miller, Director of Planning and Evaluation for  
University of Massachusetts Extension  
University of Massachusetts Amherst

**2:45–3:30 p.m.**

## **Organizing Community Control over Service Learning**

**Presentation location: Hall G**

Find out how to assess community reactions to service learning and organize non-profits to influence how service learning is delivered. This session will also engage session participants in an interactive process of exploring how community-driven standards for service learning will impact their own service learning practice.

### **Presenters:**

- Randy Stoecker, Associate Professor  
University of Wisconsin–Madison
- Elizabeth Tryon, Community Partner Specialist  
Edgewood College
- Amy Hilgendorf, Graduate Student  
University of Wisconsin–Madison

**2:45–3:30 p.m.**

## **Public Health Internships in Croatia**

**Presentation location: Room M**

A new level of public service and outreach in Croatia is being reached through public health internship opportunities at the University of Zagreb. U.S. students engage in a variety of tasks under the supervision of Croatian faculty related to their public health areas of interest.

### **Presenters:**

- Carol Cotton, Internship Coordinator  
The University of Georgia
- Rusty Brooks, Professor  
The University of Georgia

**2:45–3:30 p.m.**

## **West End Journal: Building Bridges, Advancing the Democratic Arts**

**Presentation location: Room L**

A hallmark of today's progressive colleges and universities is the forging of strong partnerships across organizational, cultural, educational, and professional lines. Perhaps no project at The University of Alabama better illustrates this quality than the multiple partnerships producing *The West End Journal*, a twice-monthly newspaper that covers an under-served, largely African American neighborhood in western Tuscaloosa, a city of 80,000 that borders Alabama's historic Black Belt. Exploratory research shows widespread acceptance of the publication, interest by citizens in contributing to it, interest by advertisers in its continuation, and on-the-job learning at the highest levels by the participating students.

**Presenters:**

- Ed Mullins, Professor  
University of Alabama
- Amanda Brozana  
University of Alabama

**2:45–3:30 p.m.**

**Our Voices, Our Lives: Engaging African American Middle School Students in New Media**

**Presentation location: Room K**

Information technologies and cyberinfrastructures are increasingly integrated within the lives of African American students, yet students' opportunities to engage in unstructured exploration of computers and information technologies are often limited by lack of access to resources, few opportunities to develop skills in an informal learning environment, and unavailability of social support for their IT learning. Since September 2006, two university educators from the College of Education have partnered with an after school program and public housing agency to involve children between the ages of 9-14 in digital storytelling. This presentation highlights participants' digital stories, insights gained about their emerging identity narratives, and implications these have for thinking about educative spaces and practices of learning.

**Presenters:**

- Heather Pleasants, Assistant Professor  
University of Alabama
- Sharon Nichols, Associate Professor  
University of Alabama

**3:45–4:30 p.m.**

**Great Ideas Sessions**

**Meta-Dialogue as a Means Toward Authentic Community Partnerships**

**Presentation location: Room M**

To meet one challenge in establishing a more systemic university, school district, community partnership, partners

must engage in dialogue that is respectful, honest, and productive. To continually monitor and maintain these qualities, representative members of a Georgia partnership participate in an ongoing meta-dialogue using an Action Science methodology.

**Presenters:**

- Karen Watkins, Associate Dean for Research, Technology, and External Affairs  
The University of Georgia
- Louis Castenell, Dean, College of Education  
The University of Georgia
- Paul Sims, Executive Director, Technology and Continuous Improvement Services  
Clarke County School District

**3:45–4:30 p.m.**

**Centering and Advancing the Engagement Mission**

**Presentation location: Hall G**

University of Kentucky's Commonwealth Collaboratives, its Top 20 Business Plan, and its Strategic Plan work together to advance Kentucky by: recognizing, rewarding, and encouraging high-level research-based engagement; elevating the University's research agenda; communicating with stakeholders statewide, and expressing the value of UK community engagement activity.

**Presenters:**

- Phil Greasley, Associate Vice President, University Engagement  
University of Kentucky
- Connie Robertson, Executive Assistant, University Engagement  
University of Kentucky

**3:45–4:30 p.m.**

## **The Bibb County Child Caring Project**

**Presentation location: Room L**

The Bibb County Child Caring Initiative (BCCCI) began in 1995 as a five-year demonstration/evaluation study to determine the effectiveness of a local community to enroll uninsured students into insurance programs, assess their health status, and engage them in needed medical care. It has continued beyond the initial study because of proven benefit to the students, community, and The University of Alabama. It has become the model that Blue Cross and Blue Shield of Alabama uses to conduct its Child Caring Foundation campaign to enroll uninsured children across the state in health care plans.

### **Presenters:**

- Marsha H. Adams, Associate Professor and Director, Undergraduate Programs, Capstone College of Nursing University of Alabama
- Alesa Judd, Chairperson, Bibb County Child Caring Foundation and Associate Superintendent, Bibb County School District

**3:45–4:30 p.m.**

## **Integrating Engagement into Promotion and Tenure at Auburn University**

**Presentation location: Room K**

As universities strive to become more engaged in their communities, increasingly faculty are encouraged to fuel that engagement through application of their research and teaching expertise in outreach activity. Yet, institutional faculty reward policies often provide the major disincentive to that engagement.

### **Presenters:**

- Royrickers Cook, Assistant Vice President for University Outreach Auburn University

- Kimberly King-Jupiter, Director of Outreach Planning and Faculty Engagement Auburn University

- Ralph Foster, Director & CEU Officer Auburn University

**3:45–4:30 p.m.**

## **Measuring and Communicating the Value of Outreach Programs**

**Presentation location: Hall I**

Outreach programs are different from traditional classroom-based academic programs when it comes to assessing the outcomes and success. Many educators are not equipped to evaluate outreach work, nor do their institutions know how to encourage and support outreach evaluation. Representatives of the University of Wisconsin–Extension, a national leader and model in impact evaluation, will discuss how it measures and communicates program value to legislators, local decision makers and constituents, as well as improved programs. Participants will receive a tool to help them assess their institutional readiness to evaluate outreach programs.

### **Presenter:**

- Mary Crave, Program Development and Evaluation Specialist University of Wisconsin–Extension

**3:45–4:30 p.m.**

## **Building Partnerships with Urban Communities**

**Presentation location: Hall F**

The challenges that face urban communities—health and well-being, neighborhood quality, economic and human capital development—are multifaceted and require interdisciplinary engagement of university and community leaders. This session discusses the North Carolina State University approach to engaging, supporting and learning from the urban communities that surround the university.

**Presenters:**

- Cheryl LeMay Lloyd, State Leader, Urban Programs  
North Carolina State University
- Cheryl Waites, Associate Professor, Associate  
Department Head, Director of Graduate Programs  
North Carolina State University
- James Zuiches, Vice Chancellor for Extension,  
Engagement and Economic Development  
North Carolina State University

**4:30–5:30 p.m.**

**Poster Presentations (See page 29)**

**Presentation location: Capitol Promenade**

**4:45–5:30 p.m.**

**Great Ideas Sessions**

**A Unique Multi-university and Community-based  
Partnership to Enhance University Engagement**

**Presentation location: Room K**

The northeast Indiana business community, Indiana University-Purdue University Fort Wayne, Indiana University, and Purdue University have joined to create the Office of University Engagement. This unique collaboration provides an efficient and responsive mechanism by which the intellectual capital of the university partners can be leveraged in support of the needs of regional business and industry.

**Presenters:**

- Carl Drummond, Associate Vice Chancellor for  
Research and External Support  
Indiana University-Purdue University Fort Wayne
- Sean Ryan, Director of University Engagement  
Indiana University-Purdue University Fort Wayne

**4:45–5:30 p.m.**

**Creating Communities for a Lifetime**

**Presentation location: Room L**

How can a community come together and become a "Community for a Lifetime?" This presentation will describe

how a process was put in place that Michigan communities could use and what was learned about what makes a community elderfriendly.

**Presenter:**

- Paul McConaughy, Program Leader MSU Extension,  
Family & Consumer Sciences  
Michigan State University

**4:45–5:30 p.m.**

**Creating an Entrepreneurial Culture with  
Community and University Partnership**

**Presentation location: Room M**

In Valdosta, Georgia, a unique twist on the traditional university-sponsored business plan contest was launched with an amazing response. This program will cover the history and partnership formation between the university and community groups, as well as Valdosta State University's role in providing technical assistance and continuing education to local citizens.

**Presenter:**

- Suzanne Barnett, Director, Small Business Development  
Center  
Valdosta State University

**4:45–5:30 p.m.**

**Engaging the Perspectives of Youth Offenders  
Through Art**

**Presentation location: Room O**

This presentation will discuss collaboration between research and the work of ArtSafe, a non-profit arts organization that provides arts programs at a local juvenile corrections facility. The partnership is developing strategies that can help students in this restricted and underserved environment succeed in educational settings outside the institution.

**Presenter:**

- Wendy Hinshaw, Ph.D. Candidate in English  
The Ohio State University

**4:45–5:30 p.m.**

## **Leadership Development Programs as a Tool for Engagement and Access**

**Presentation location: Room P**

Members of University of Wisconsin–Extension's statewide Community-Based Leadership Program Development Team will discuss best practices in using leadership programs to engage partners in community development and to provide leaders with the skills to access university resources for the purpose of addressing issues of local importance.

### **Presenters:**

- Sarah Burgert, Associate Professor/Community Resource Development Educator  
University of Wisconsin–Extension Green County
- Art Lersch, Assistant Professor/Community Resource Development Educator  
University of Wisconsin–Extension Lincoln County
- Dan Hill, Professor/Local Government Specialist  
University of Wisconsin–Extension Local Government Center
- Cara Carper, Instructor/Community Resource Development Educator  
University of Wisconsin–Extension

**4:45–5:30 p.m.**

## **Engagement: Its Purpose and Future**

**Presentation location: Hall J**

This presentation will highlight what is being done in engagement across the country, followed by an interactive discussion with the National Association of State Universities and Land-Grant Colleges (NASULGC) President on potential actions that the national public university association might consider to further engagement.

### **Presenter:**

- M. Peter McPherson, President, NASULGC, A Public University Association

**4:45–5:30 p.m.**

## **Outreach Sufficiency: Model Partnership Self-Assessment**

**Presentation location: Hall G**

The intent of outreach activities is to engage the public. Not all departments develop adequate programming that is meaningful to non-university audiences. By understanding the Sufficiency Model and learning how to use a self-assessment tool-kit, participants can identify areas working to inhibit outreach endeavors.

### **Presenters:**

- Nancy Nestor-Baker, Director, P-12 Project  
The Ohio State University
- Cindy Overly, Assistant Director, P-12 Project  
The Ohio State University
- Didi Fahey  
The Ohio State University

**4:45–5:30 p.m.**

## **Finding the Perfect Match: Linking Program Design to Population Needs**

**Presentation location: Hall I**

Mississippi State University and the University of Louisiana-Monroe offer successful programs to practicing teachers through non-traditional means. The programs are organized very differently considering the student populations and program goals. This session focuses on how schools can design programs to meet the needs of their specific student populations.

### **Presenters:**

- Michelle Johnston, Assistant Professor  
University of Louisiana at Monroe
- Mark Binkley, Director of Academic Outreach and Continuing Education  
Mississippi State University

**4:45–5:30 p.m.**

**The Des Lee Collaborative Vision**

**Presentation location: Room Q**

In 1996, the Des Lee Collaborative Vision: Connecting St. Louis through Educational and Community Partnerships, in conjunction with the University of Missouri-St. Louis, was launched. The DLCV now has 36 endowed professorships at four universities and more than 100 community partners. Currently there is nothing else like the DLCV in the country.

**Presenter:**

- Steffanie Rockette, Associate Director, Des Lee Collaborative Vision  
University of Missouri-St. Louis

**4:45–5:30 p.m.**

**Building Relationships for the Common Good**

**Presentation location: Hall F**

This presentation describes a relationship between The Ohio State University's Colleges of the Arts and Sciences and non-profit partners. The presenter traces the relationship's growth from exploratory dialogues with non-profit leaders to creation of an advisory committee and development of collaborative programming that leads students from classroom work through service-learning courses to internships.

**Presenter:**

- Mindy Wright, Manager, Community Partnerships,  
Colleges of the Arts and Sciences  
The Ohio State University

**5:30–7:15 p.m.**

**Rooftop Reception**

Join us on the rooftop of the Monona Terrace Community and Convention Center for a welcome reception featuring generous appetizers, a cash bar and smooth jazz. Take in one of the best views Madison has to offer before heading out to enjoy our local dinner fare. You will be treated to the majestic view of the State of Wisconsin Capitol to your west and the inspiring view of Lake Monona to your east; it's an ideal setting for the start of the Outreach Scholarship Conference.



Doug Brown, Michelle DuVall & Get Down, Mr. Cat! will entertain you with the timeless classics of the 30's and 40's. This creative group has earned a reputation for playing some of today's most swinging and refined jazz in the region.

The farthest east Monona Terrace elevator (near the Hilton sky walk) will deliver you to the rooftop directly. The central elevators will deliver you to the fifth floor where you can follow the easy walk up the ramp to the rooftop. We recommend you bring a sweater or light jacket with you to the reception.

**7:00 a.m.–4:45 p.m.**

**Registration Open**

**7:00–8:15 a.m.**

**Breakfast (Grand Terrace)**

**8:00 a.m.–NOON**

**HENCE: Emerging Engagement Scholars  
Workshop (invited participants)**

**Presentation location: Hall H**

**8:15–9:30 a.m.**

**Great Ideas Session**

**Creating an American Archive: A Vision for Public  
Broadcasting in a Digital Age**

**Presentation location: Hall J**

Broadcast audio and video content has historically been seen as transitory and ephemeral, but public broadcasters are interested in preserving and sharing their media artifacts of American life with the public, who invested in their initial creation. Public broadcasters are therefore working to develop an American Archive to preserve, exhibit and share content from public broadcasting's rich library. In this session, the presenter will discuss and ask for feedback about the plans that are underway to define and create this Archive.

**Presenter:**

- Loren Mayor  
Vice President for Media Strategies  
Corporation for Public Broadcasting

**8:30–9:30 a.m.**

**An Unconventional Conversation on Outreach  
Scholarship**

**Presentation location: Ballrooms ABCD**

Join us for this interactive session. Our panel of recognized leaders will respond to each other and your answers to our survey questions while sharing examples of increasing access through engagement.



Marv Van Kekerix



S. Verna Fowler



James Zuiches



David Wilson

**Moderator:**

- Marv Van Kekerix, Vice Chancellor  
University of Wisconsin–Extension/University of  
Wisconsin Colleges

**Panelists**

- S. Verna Fowler, President  
College of the Menominee Nation
- James Zuiches, Vice Chancellor for Extension,  
Engagement and Economic Development  
North Carolina State University
- David Wilson, Chancellor  
University of Wisconsin–Extension/University of Wisconsin  
Colleges

**9:30–9:45 a.m.**

**Break (Exhibit Hall)**

**9:45–11:45 a.m.**

**World Café™ Conversations**

**Presentation location: Exhibit Hall**



Annie Jones

Facilitators: ■ Annie Jones, Community  
Resource Development Agent, Univer-  
sity of Wisconsin–Extension, Kenosha  
County ■ Gerry Campbell, Center  
for Community and Economic  
Development, University of  
Wisconsin–Extension, Madison

World Café™ Conversations are an intentional way to create a living network of discussions about questions that matter. A Café™ Conversation is a creative process for leading collaborative dialogue, sharing knowledge, and creating possibilities for action in groups of all sizes. We will conduct a World Café™ Conversation for the entire conference addressing the questions that really matter to move forward as individuals, institutions, and as the field of Outreach Scholarship. This will be an opportunity for the interaction with others that was requested from previous years' participants.

**10:00–11:15 a.m.**

## Great Ideas Session

### Making Innovation Real

**Presentation location: Hall J**

Penn State Outreach has enjoyed many successes over the years. However, like other organizations in this global era, the challenge is balancing this legacy while creating a sense of urgency in preparing for the future. This session will explore how to make innovation real through some examples of successful and not-so-successful innovations. Presenters will share their vision and lessons learned, as well as challenge participants to join the dialogue and share examples.

#### Presenters:

- Ted Krichels, General Manager, Public Broadcasting and Associate Vice President for Public Engagement  
The Pennsylvania State University
- Craig Weidemann, Vice President for Outreach  
The Pennsylvania State University

**NOON–12:45 p.m.**

## Lunch (Ballrooms ABCD)

**12:45–1:30 p.m.**

## Keynote Address: Broadening the American Experience

**Presentation location: Ballrooms ABCD**



**Mark Samels**

Mark Samels, Executive Producer of *American Experience*, the longest-running and most watched history series on television, will describe how the PBS series taps academic expertise at universities to add authenticity to its historical documentaries and how it reaches out to various communities beyond broadcast through outreach initiatives and emerging digital media platforms. Several case studies will be featured, including a major upcoming mini-series on Native American history, *We Shall Remain*.

**About the speaker:** Under his leadership at WGBH, the Boston PBS station, *American Experience* documentaries have been honored with nearly every industry award, including the Peabody Award, prime-time Emmys, the duPont-Columbia Journalism Award, Writers Guild awards, Oscar nominations, Audience and Grand Jury awards at the Sundance Film Festival, and the Erik Barnouw Award from the Organization of American Historians.

**1:30–5:00 p.m.**

## Bookstore

**Located next to the conference registration desk**

Read more about it. Several recent books by conference keynote speakers are available from the conference bookstore. Hosted by University Bookstore in Madison, the conference bookstore is located next to the conference registration desk. Stop in for books by or about:

- Allan Johnson
- Ron Cervero
- Mark Samels
- World Café™
- and several popular Wisconsin authors.

You can even ask for autographs.

**1:45–4:55 p.m.**



Hear the five regional award winners present their work. This award recognizes the work of former National Association of State Universities and Land-Grant Colleges (NASULGC)

President Magrath, who promoted engagement as an integral part of the role and responsibilities of public universities and their faculty. NASULGC will present one of these individuals a \$20,000 award at its annual conference in November.

**1:55–2:25 p.m.**

## **South Region**

Virginia Tech Institute for Advanced Learning and Research (IALR)

### **Economic Transformation through Out-of-Region Engagement**

**Presentation location: Hall H**

#### **Presenters:**

- Charles W. Steger, Ph.D., President, Virginia Tech
- Virginia Hall, President, Institute for Advanced Learning and Research
- Ben J. Davenport, President, Virginia Chamber of Commerce, and Vice Chair, Future of the Piedmont Foundation
- Timothy Franklin, Ph.D. Director, Virginia Tech, Southside and Executive Director, Institute for Advanced Learning and Research
- Nancy Franklin, Senior Director, Planning & Academic Program Development, Institute for Advanced Learning and Research

Virginia's economy is changing because of increased global competition. Virginia Tech acknowledged its larger role in statewide economic and community development by embracing a broad-scale

engagement partnership with Southside (south central) Virginia to help this economically distressed region 120 miles away reinvent itself. Session participants will learn the processes and outcomes that have made this project a national model for university engagement.

**2:30–3:00 p.m.**

## **Northeast Region**

University of Connecticut

### **The Connecticut Center for Eliminating Health Disparities among Latinos (CEHDL)**

**Presentation location: Hall H**

#### **Presenters:**

- Rafael Perez-Escamilla, Ph.D., Professor of Nutrition and Public Health, Principal Investigator and Director, Connecticut NIH EXPORT CEHDL
- Nancy Bull, Associate Dean, Outreach and Public Service and Associate Director, Cooperative Extension System

Discover how an evidence-based community-academic health care partnership has developed and is currently implementing best practices research, training, and outreach health and nutrition initiatives in the Latino community in Connecticut. CEHDL's mission is to contribute to the elimination of health disparities among Latino/as through the formation of human resources, community-based research, and culturally appropriate outreach/extension.

**3:05–3:35 p.m.**

## **1890/1994 Region**

University of Maryland Eastern Shore

### **FARMS® (Farmer Access to Regional Markets)**

**Presentation location: Hall H**

**Presenters:**

- Dr. Ronald Forsythe Jr., Vice President, Planning, Assessment, Technology and Commercialization
- Daniel S. Kuennen, Director, Rural Development Center, Maryland Cooperative Extension & Special Assistant to the President for University Outreach & Community Engagement

Find out how this agricultural supply chain model developed by the Rural Development Center at the University of Maryland Eastern Shore, promotes agricultural development by providing fixed contracts and technical/logistical support to growers who normally wouldn't be utilizing greenhouse technology. Those new to farming and without substantial resources have been able to become contract growers, as have experienced farmers who were seeking to diversify and reduce risk.

**3:50–4:20 p.m.****North Central Region**

The Ohio State University

**Engaged Partners: Improving the Lives of Children and Youth****Presentation location: Hall H****Presenters:**

- David W. Andrews, Ph.D., Dean, College of Education and Human Ecology
- Barbara Ludwig, Ph.D., Associate Dean, Outreach & Engagement, College of Education and Human Ecology

Hear how Ohio State has forged three meaningful and creative collaborations to prepare children and youth for success:

- The new Metro High School
- The Battelle Center for Mathematics and Science Education Policy

- The Early Childhood Development Center and Elementary School at Weinland Park

**4:25–4:55 p.m.****West Region**

Portland State University Community Watershed Stewardship Program (CWSP)

**Expanding the Circle: Engaging Communities, Educating Citizens and Ensuring Watershed Health****Presentation location: Hall H****Presenters:**

- Kevin Kecskes, Director, Community–University Partnerships, Portland State University
- W. Barry Messer, Assistant Professor, Urban Studies and Planning, Portland State University
- Stephen Shackman, Community Watershed Stewardship Program, City of Portland Environmental Services

The Community Watershed Stewardship Program (CWSP), a joint venture between the City of Portland Bureau of Environmental Services and Portland State University, has implemented more than 130 community projects in more than a dozen years involving 860 community groups and hundreds of PSU students and faculty members. Find out how the partnership has directly increased student learning, inspired faculty scholarship, and increased community capacity to improve watershed health in the Portland area. Through \$490,000 in grants and by providing support and technical assistance to partnering organizations, the CWSP has leveraged more than \$2 million in community support through donations of services, materials, and volunteer time.

1:45–3:00 p.m.

## State Showcase: The Pennsylvania State University The Scholarship of Outreach: Writing, Publishing, Disseminating

Presentation location: Hall E



Theodore R. Alter



Cheryl A. Dellasega



Jawaid Haider



Lakshman S. (Lucky) Yapa

**Moderator:** ■ Theodore R. Alter, Professor, Agricultural Environmental and Regional Economics

**Presenters:** ■ Cheryl A. Dellasega ■ Jawaid Haider  
■ Lakshman S. (Lucky) Yapa

Through engagement, the public work of higher education directly bridges campus and community. Ideally, engagement is scholarly work that links universities with external partners, both public and private, in reciprocal, mutually beneficial relationships. It is work that is grounded in local and expert knowledge, and is focused on real-world problems.

This showcase focuses on how it is possible for faculty to bridge campus and community effectively, while establishing their scholarship, making their way through promotion and tenure, and achieving peer recognition of their scholarly accomplishments. Learn from senior faculty who have conducted, published, and disseminated their research, serving both academic and community audiences. They will provide perspectives on how best

to do this work, the institutional supports that were helpful to them, the institutional barriers they faced, and what institutional changes are necessary to better enable engagement and public work in higher education.

This showcase will be of interest to everyone involved in the process of engaging campus and community: campus-based faculty, educator-practitioners working in communities, citizens, and academic administrators. The senior faculty on the panel are all recipients of Pennsylvania State's annual university-wide recognition for excellence in outreach scholarship, and bring years of experience as engaged scholars in academia.

1:45–3:45 p.m.

## Poster Presentations (see page 29)

Presentation location: Capitol Promenade

1:45–2:30 p.m.

## Great Ideas Sessions

### Alabama Prison Arts and Education Project: Bringing the University Inside

Presentation location: Hall G

This presentation will introduce the Alabama Prison Arts and Education Project at Auburn University as a viable and necessary outreach extension of a major institution but, will focus on creating dialogue between presenters and audience about building effective education programs that demonstrate success in this very isolated and underserved community.

#### Presenters:

- Kyes Stevens, Director of the Alabama Prison Arts and Education Project  
Auburn University
- Kimberly King-Jupiter, Director of Outreach Planning and Faculty Engagement  
Auburn University
- Barb Bondy, Assistant Professor in the Department of Art  
Auburn University

**1:45-2:30 p.m.**

## **From Classroom to Television: *Invisible Struggles*: a Civil Rights Documentary**

**Presentation location: Hall J**

*Invisible Struggles*, a broadcast documentary on northern segregation, was the outcome of six years of community engagement between faculty and members of the African American community. This presentation will trace the development of the project from a university class to PBS documentary, with significant outreach to schools and public libraries.

### **Presenters:**

- Molly Merryman, Assistant Professor of Justice Studies  
Kent State University, Trumbull Campus
- Patricia Book, Vice President for Regional Development  
Kent State University

**1:45-2:30 p.m.**

## **Building A Sustainable Community Through Northwest Wisconsin Regional Food Network**

**Presentation location: Room K**

Farmers and other food system development advocates, University of Wisconsin-Barron County staff, and other regional organizations have joined together with University of Wisconsin-Extension Barron County staff to foster sustainable community development activities. Find out how this team provides entrepreneurship and agricultural innovation activities and watches for emerging opportunities to collaborate on the sustainable community development front.

### **Presenters:**

- Andrew Dane, Community Development Agent  
University of Wisconsin-Extension Barron County
- Tracey Mofle, Math and Science Precollege Program  
Co-Coordinator and Adjunct Instructor  
University of Wisconsin-Barron County

**1:45-2:30 p.m.**

## **Achieving the Carnegie Foundation's New Community Engagement Classification: Lessons Learned**

**Presentation location: Hall F**

This presentation will sketch out the process that North Carolina State University undertook to complete the documentation for the new Community Engagement classification of the Carnegie Foundation for the Advancement of Teaching, the internal issues raised that needed resolution, lessons learned, and the next steps that flowed from this effort.

### **Presenter:**

- Susan Moore, Extension Assistant Professor and Director,  
Forestry & Environmental Outreach Program  
North Carolina State University

**1:45-2:30 p.m.**

## **Promoting Economic Competitiveness**

**Presentation location: Room L**

Interest in the sciences and strong reading skills are essential to ensure continued American economic competitiveness. Penn State Abington's Information Sciences and Technology program has developed a set of summer reading program activities for the Montgomery County-Norristown Public Library to interest and engage elementary school age children in science.

### **Presenter:**

- Ed Green, Lecturer, Information Sciences and  
Technology  
Penn State Abington

**1:45-2:30 p.m.**

## **Community Service Learning as Outreach Scholarship**

**Presentation location: Hall I**

The presenters will discuss their outreach scholarship projects that partnered undergraduate students with a Mohawk high school in Quebec and an environmental center in Massachusetts. A dialogue with the audience will focus on issues that complicate potential partnerships with communities attempting to document and interpret their own histories.

### **Presenters:**

- Alice Nash, Associate Professor of History  
University of Massachusetts
- David Glassberg, Professor of History  
University of Massachusetts

**2:30-2:45 p.m.**

**Break: (Grand Terrace)**

**2:30-5:00 p.m.**

## **Community Tours**

**(Depart: Main Entrance of Monona Terrace™)**

### **BioTrek: A Journey into the Living Sciences**

Discover the central part of the UW-Madison campus and get a feel for science as exploring the unknown. Visit the sites of several historical milestones, tour the DNA Synthesis Lab, the DNA Sequencing Lab, and the Gene Expression Center, and get a glimpse of the lab that first discovered how to grow embryonic stem cells. In the Outreach Teaching Lab you'll explore a series of hands-on activities built around parables and paradoxes designed to cultivate science-savvy learners of all ages, including extracting DNA from wheat germ, analyzing a sample of DNA from salmon, and building a human DNA model. Finish with a discussion on how people have a stake in their land-grant university and how a land-grant university has a stake in the well-being of its community.

### **South Madison Neighborhood**

South Madison is home to a culturally and economically diverse population with a rich history. Visit this neighborhood

to learn about the educational outreach efforts going on in the community. And, learn how a coalition of organizations and institutions here is building capacity to develop solutions for the issues in the community, with an emphasis on planning, funding, and organizational aspects. One of



the featured programs is the University of Wisconsin-Extension Dane County Financial Education Center that is providing a range of educational programs and services to increase the financial literacy skills of the residents.

### **The Pyle Center: Providing Access to Distance Learning**

The Pyle Center, University of Wisconsin-Extension's flagship distance education and conference center, offers learners direct access to university resources wherever they live or work and extends the Wisconsin Idea to global audiences. The conference center features a variety of meeting rooms, the latest distance education and audiovisual systems, fine cuisine and special amenities. The center's meeting rooms include 15 conference classrooms, 10 specially designed distance education rooms, an auditorium, and computer labs—all complemented by comfortable break-out spaces for informal networking. See firsthand the services we provide for University of Wisconsin institutions, State of Wisconsin agencies, K-12 districts, and other educational organizations. Learn how we support the building's extensive communications systems and how we link hundreds of locations throughout Wisconsin for virtual programs and meetings through audioconferencing, webconferencing, videoconferencing, digital media, and more!

**2:45–3:30 p.m.**

## Great Ideas Sessions

### **Making a Difference with What You Have**

#### **Presentation location: Room K**

Faculty development programs in general are not designed to prepare faculty for participation in public engagement and outreach activities. They over-emphasize instructional improvement and research skills and under-emphasize skills and attitudes important to effective public engagement. This session represents a learning opportunity for enhancing the public service effectiveness of faculty.

#### **Presenter:**

- Ray Campbell, Director of Lifelong Learning and Professional Development  
Kutztown University

**2:45-3:30 p.m.**

### **Partnering with Worker Centers to Improve Worklife for New Immigrants**

#### **Presentation location: Hall G**

The University of Wisconsin–Extension School for Workers partnered with the Interfaith Coalition for Worker Justice to provide basic worker rights training to Latino immigrants in South Central Wisconsin. The project utilized a community-organizing model, leveraging existing organizations to recruit participants. Learn more about the training for employers and other community service providers that was conducted.

#### **Presenter:**

- Michael Childers, Assistant Professor  
University of Wisconsin–Extension School for Workers

**2:45-3:30 p.m.**

### **University Place**

#### **Presentation location: Hall J**

The long-term discussion on University Place has moved from being a concept to a plan. This interactive discussion will focus on the elements of university service in a digital, multicast, cable, and online environment.

#### **Presenters:**

- Malcom Brett, Director Broadcasting and Media Innovations  
University of Wisconsin–Extension
- Ted Krichels, General Manager, Public Broadcasting and Associate Vice President for Public Engagement  
The Pennsylvania State University
- Tom Rieland, General Manager, WOSU Public Media  
The Ohio State University

**2:45-3:30**

### **Benchmarking University Engagement: An Update from NASULGC**

#### **Presentation location: Hall F**

In August 2006, the National Association of State Universities and Land-Grant Colleges (NASULGC) appointed the CE-CEPS Benchmarking Engagement Taskforce to identify a set of benchmarks and associated metrics to be included in a published guideline that will promote common goals and help establish a national framework. This session will summarize the work of the Taskforce.

#### **Presenters:**

- Sharon Fross, Vice Provost Outreach  
University of Massachusetts Amherst
- Krista Rodin, Associate Vice President and Campus Executive  
Northern Arizona University–Yuma
- William Miller, Director of Planning & Evaluation  
University of Massachusetts Extension

**2:45-3:30 p.m.**

### **The Outdoor Classroom Project: A TransDisciplinary Approach to Service-Learning Courses**

#### **Presentation location: Room L**

Students enrolled in courses ranging from Art, Entomology, Horticulture, and Environmental Design at the University of Georgia partnered with local high school students to design an outdoor classroom in Spring 2007. This presentation outlines a model used to design this transdisciplinary service-learning project spanning multiple academic courses.

## Presenters:

- Shannon Wilder, Coordinator/Office of Service-Learning  
The University of Georgia
- Pratt Cassity, Director, Center for Community Planning,  
Design, and Preservation  
The University of Georgia
- Marianne Robinette, Program Coordinator/Entomology  
The University of Georgia

**2:45-3:30 p.m.**

## **Beyond the Arches: Becoming a Partner for a Prosperous Athens**

**Presentation location: Hall I**

In an unprecedented collaboration, the University of Georgia, Athens Area Chamber of Commerce, Athens-Clarke County Unified Government, Athens-Clarke County School District, and Family Connection Partnership are co-convening Partners for a Prosperous Athens, a citizen-led initiative developing a comprehensive strategy to address the underlying causes of Athens' 28% poverty rate.

## Presenters:

- Joseph Whorton, PPA Staff Coordinator, Fanning Institute  
The University of Georgia
- Jim Geiser, PPA Staff, Fanning Institute  
The University of Georgia
- Delene Porter, PPA Staff, Fanning Institute  
The University of Georgia

**3:15-4:30 p.m.**

## **State Showcase: University of Wisconsin-Extension**

**Title: Way of the Warrior**

**Presentation location: Hall E**



Patty Loew

**Presenter:** Patty Loew, Associate Professor, Life Sciences Communication, University of Wisconsin-Madison  
*Way of the Warrior* uses personal stories of heroes and soldiers to examine the warrior ethic and to try to answer the question why, during the wars of

the 20th century, Native men and women volunteered to serve in the U.S. military in numbers that far exceeded their proportion in the general population. These gripping stories from WWI, WWII, Korea, and Vietnam weave a tapestry of positive and negative themes—the warrior ethic, prejudice and stereotypes, forced assimilation, poverty, cultural pride, redemptive acts, and healing. The documentary, soon to go national, uses historical footage, personal diaries and interviews to reveal what it means to be “ogichidaa,” one who protects and follows the way of the warrior.



**3:45-4:30 p.m.**

## **Great Ideas Sessions**

## **Access through Engagement: The Critical Role of Boundary Spanners**

**Presentation location: Hall F**

Boundary spanners provide access through engagement and play key roles in managing inter-organizational relationships. Drawing from a study of 18 engagement partnerships, this session focuses on the behaviors, competencies, and skills of boundary spanners and explores ways of identifying, developing, and supporting those who function in this role.

## Presenters:

- Lorilee Sandmann, Associate Professor  
The University of Georgia
- David Weerts, Assistant Professor  
Florida Atlantic University

**3:45-4:30 p.m.**

## **Editorial Integrity in a University Environment in the Digital Age**

**Presentation location: Hall J**

Join in this interactive discussion about how public television stations can serve their audiences and their universities as their services expand. Topics will include: 1) Editorial integrity and academic freedom: the same or different? 2) Can we serve audiences and university administration at the same time? 3) Funders, partners and editorial content in a multi-cast world.

### **Presenters:**

- DeAnne Hamilton, General Manager, WKAR-AM/FM/TV  
Michigan State University
- Ellis Bromberg, General Manager  
Milwaukee Public Television  
Milwaukee Area Technical College
- Kathy Bissen, Interim Director of Production and  
Executive Producer of News and Public Affairs  
Wisconsin Public Television  
University of Wisconsin–Extension

**3:45-4:30 p.m.**

## **The "Green" Affordable Housing in Indian Country Initiative**

**Presentation location: Hall I**

This session will overview an ongoing initiative that demonstrates best practices in community scale landscape and architectural design, while addressing housing needs, and generating economic opportunities in our neighboring Native American Nations. This session will include hands-on activities demonstrating participatory design processes and principles of "green" housing and community design.

### **Presenters:**

- Susan Thering, Assistant Professor and State Specialist  
University of Wisconsin–Madison
- Shawn Kelly, Faculty Associate  
University of Wisconsin–Madison
- Louis Host-Jablonski, Senior Outreach Specialist  
University of Wisconsin–Madison

**3:45-4:30 p.m.**

## **Social Marketing and Innovative Sponsorship to Strengthen Families**

**Presentation location: Room L**

Social marketing influences behaviors of target audiences and society. Celebrate Families engages families to improve work/life balance. Learn how this program grew from 1000 to 5000 in participation, engages families, exhibits 50+ organizations, is planned by a 20 organization team, and how sponsors and media vie to support this program.

### **Presenters:**

- Marna McIntee, Associate Professor/ Family Living  
Educator  
University of Wisconsin–Extension/Washington County
- Kandi O'Neil, Professor/4-H Youth Development  
Educator  
University of Wisconsin–Extension/Washington County
- Agnes Wagner, 4-H Youth Development Staff Assistant  
University of Wisconsin–Extension/Washington County

**3:45-4:30 p.m.**

## **Sharing Power or Just Getting Along?**

**Presentation location: Hall G**

An essential element of engagement is the sharing of power and authority. This is especially difficult to achieve when partnering with neighborhood residents. In this workshop, representatives from Xavier University in Cincinnati and the Evanston Community Council will discuss their challenges to sustain a partnership based upon shared power.

## Presenters:

- Byron White, Associate Vice President for Community Engagement  
Xavier University
- Sharon Muyaya, President  
Evanston Community Council

**3:45-4:30 p.m.**

## **I-CHASS and RiverWeb: Technology and Outreach**

### **Presentation location: Room K**

RiverWeb promotes environmental education and historical and cultural awareness about rivers and their watersheds among students, educators, and their communities, and facilitates greater citizen participation in environmental monitoring, planning, and policy. We hope participants visit RiverWeb ([www.riverweb.uiuc.edu](http://www.riverweb.uiuc.edu)) and consider several issues posted there relating to technology and outreach.

## Presenters:

- James Onderdonk, Associate Director for Education and Outreach, Illinois Center for Computing in Humanities, Arts, and Social Science (I-CHASS)  
University of Illinois at Urbana-Champaign
- Simon Appleford, Project Manager  
University of Illinois at Urbana-Champaign

**4:45-7:15 p.m.**

## **Olin Park Reception**

Our fall harvest evening will kick off with a short walk from Monona Terrace to the Machinery Row Boat Landing where we will board two lovely yachts for a scenic ride across Lake Monona; shuttle bus service is also available. Olin Park is set on a wooded hillside overlooking Lake Monona and the Madison skyline.

Upon arrival at the Olin boat landing, we'll stroll uphill (or catch a ride on a Pedicab) to the historic Olin Park Pavilion, where a Wisconsin style cookout will be served. Guitarist and singer Bob Batyko, mandolinist, fiddler and singer Sims Delaney-Potthoff and bassist Lorie Docken will entertain us in the Pavilion with their acoustic bluegrass-folk-swing songs and old time fiddle tunes.

**7:00-10:30 a.m.**

## **Registration Open**

**7:00-8:15 a.m.**

## **Breakfast (Grand Terrace)**

**7:00-10:30 a.m.**

## **Digital Stories of Magrath Award Winners**

### **Capital Promenade**

**8:00-8:45 a.m.**

## **Great Ideas Sessions**

## **Introducing SAMMIE: Successful Assessment Methods and Measurement in Evaluation**

### **Presentation location: Hall J**

SAMMIE.osu.edu (Successful Assessment Methods and Measurement In Evaluation) is an online learning resource to help you strengthen program evaluations. It has 21 interactive modules that engage learners through wikis, streaming video, discussion boards and online resources. Participants will learn how to use SAMMIE to benefit their outreach scholarship work.

## Presenter:

- Karen Bruns, Leader, Outreach and Engagement and OSU CARES  
The Ohio State University

**8:00-8:45 a.m.**

## **Promulgation of Promotion and Tenure Criteria that Strengthen Engagement**

### **Presentation location: Hall G**

This session will describe criteria used by West Virginia University Extension to distinguish excellent from good service work within the faculty promotion and tenure review. Award of Excellence results in increased merit pay to faculty. The session will include practice in defining impact measures for service.

## Presenter:

- Paul Becker, Senior Associate Director  
West Virginia University Extension Service

**8:00-8:45 a.m.**

**Documenting Engaged Scholarship at Research Institutions**

**Presentation location: Room K**

"How do they count it in your department?" This ubiquitous question in gatherings of engaged scholars begs a corollary: "How do they write about it so it counts?" Attendees will review curriculum vitae, research statements, and peer-reviewed publications as examples, and workshop ideas for documenting their own scholarly activity.

**Presenters:**

- Tami Moore, Graduate Student  
Washington State University
- Kelly Ward, Associate Professor  
Washington State University

**8:00-8:45 a.m.**

**Twenty Years of Engagement: The Marathon County History Teaching Alliance**

**Presentation location: Room L**

This session will explore the 20-year success of the Marathon County History Teaching Alliance, a partnership between the University of Wisconsin-Marathon County and local public schools. Panelists will share their insights on how to create and sustain a model of professional development that informs and energizes its participants.

**Presenters:**

- Brett Barker, Assistant Professor  
University of Wisconsin-Marathon County
- James Lorence, Professor Emeritus  
University of Wisconsin-Marathon County
- Allie Andraski, Teacher, Grade 8  
Horace Mann Middle School

**8:00-8:45 a.m.**

**Sharing Venue, Sharing Research: Campus-based Science Museums**

**Presentation location: Hall F**

Three campus-based science centers at three land-grant universities serve dual roles of 1) welcoming learners of all ages to campus to experience science within a research community, and 2) connecting campus resources to science museums and centers around their respective states, thus serving learners in communities far from campus.

**Presenters:**

- Thomas Zinnen, Director, Wisconsin Idea Science Center Project  
University of Wisconsin-Madison
- Robert Horton, Extension Specialist, Educational Design and Delivery  
The Ohio State University
- Shawn Rowe, Assistant Professor  
Oregon State University

**8:00-8:45 a.m.**

**Translating Cultural Learning Experiences into Outreach Programs for Mexican Immigrants**

**Presentation location: Room M**

Discover how University of Wisconsin-Extension faculty and staff who participated in educational study tours to Mexico are translating what they learned into culturally appropriate outreach programs that increase Mexican immigrant access to the resources of the University of Wisconsin.

**Presenters:**

- Sarah Burgert, Associate Professor/Community Resource Development Educator  
University of Wisconsin-Extension Green County
- Faye Malek, Associate Professor/Family Living Educator  
University of Wisconsin-Extension Manitowoc County

**8:00-8:45 a.m.**

## **The Quality Educator Interactive**

**Presentation location: Hall I**

PI 34 is a new approach to educator re-licensure in Wisconsin, which focuses on individual needs assessment, educator professional growth, and student achievement. The Quality Educator Interactive™ is an online collaborative PK-16 effort in Wisconsin that provides high-quality professional development opportunities and assistance with PI 34.

### **Presenters:**

- Ron Jetty, Teaching and Learning Consultant  
Wisconsin Education Association Council
- Francine Tompkins, Director, PK-16 Initiatives  
University of Wisconsin System
- Char Gearing, Director of Teaching & Learning  
Wisconsin Education Association Council

**8:00-8:45 a.m.**

## **A Framework for Understanding the Quality and Value of Engagement**

**Presentation location: Hall H**

Faculty must consistently document the quality of the work they do. But who determines the quality of engagement, and how is quality measured? This session will present a model for understanding sources or mechanisms for evaluating the quality and value of engagement.

### **Presenter:**

- William Miller, Director of Planning and Evaluation  
University of Massachusetts Extension

**8:45-9:00 a.m.**

## **Break (Grand Terrace)**

**9:00-9:45 a.m.**

## **Great Ideas Sessions**

### **Sustaining Wild Rice through Multicultural Partnerships**

**Presentation location: Room L**

This session highlights activities related to fostering the important multicultural partnerships needed to sustain wild rice in the Great Lakes Region. A recent conference will be used to highlight a number of techniques for promoting an understanding and appreciation of cultural perspectives and reaching traditionally underrepresented audiences.

### **Presenters:**

- Patrick Robinson, Environmental Restoration Specialist  
University of Wisconsin-Extension
- Rebecca Power, Great Lakes Regional Water Liaison  
University of Wisconsin-Extension
- Scott Herron  
Ferris State University

**9:00-9:45 a.m.**

### **Engaging People with Disabilities in Our Learning Community**

**Presentation location: Hall G**

There are 54 million people with disabilities in our country, making this one of the largest minority groups. Disability is diversity. Discussion will include an overview of the disability rights movement, appropriate language and terminology, and ways to use the expertise of people with disabilities to strengthen our work.

### **Presenters:**

- Jenny Manders, Interdisciplinary Education Coordinator,  
Institute on Human Development and Disability  
The University of Georgia
- Al Duval, Disability Speakers Bureau Institute on Human  
Development and Disability  
The University of Georgia
- Gail Bottoms, Disability Speakers Bureau Institute on  
Human Development and Disability  
The University of Georgia

**9:00-9:45 a.m.**

**Economic Value of Extension: Benefits and Challenges**

**Presentation location: Hall H**

Increasing demands on governments in allocating scarce public funds has led to a growing need for Cooperative Extension to demonstrate the economic value of programs. Extension economic impact studies in Texas serve as the primary vehicle for communicating economic value to stakeholders while offering methodology and application to other states.

**Presenter:**

- Dean McCorkle, Extension Economist, Texas Cooperative Extension  
The Texas A&M University System

**9:00-9:45 a.m.**

**Clearing the Air: Internal and External Conflicts in Partnerships**

**Presentation location: Hall F**

University-community partnerships provide numerous opportunities for stakeholders to engage in strategic activities to enhance targeted areas. However, there are many points in the process that can cause harm to the functioning of the project and the team. This presentation will present such issues and engage participants to provide creative solutions.

**Presenters:**

- Marc Smith, Associate Professor and Extension Housing Specialist  
University of Wisconsin–Madison
- Sondra Fogel, Associate Professor  
University of South Florida

**9:00-9:45 a.m.**

**Benchmarking Economic Development Impacts**

**Presentation location: Hall I**

Funding agencies are increasingly requiring that proposals include metrics of economic impacts. This session will review the outcomes and task implementation of a group from North Carolina State University that was tasked with recommending a more comprehensive method of capturing total impacts from economic development activities across the university.

**Presenter:**

- Teresa Helmlinger Ratcliff, Assistant Vice Chancellor-Extension, Engagement and Economic Development  
North Carolina State University

**9:00-9:45 a.m.**

**Voz de la Familia: Voice of the Family**

**Presentation location: J**

Voz de la Familia provides educational and leadership opportunities for farm worker families in rural Georgia. This session will engage participants in discussion of key elements related to project success: building partnerships to expand outreach, engaging historical and immigrant populations in building inclusive sustainable communities, and flexible programming delivery methods.

**Presenters:**

- Sharon Gibson, Multicultural Extension Specialist  
College of Family and Consumer Sciences  
The University of Georgia
- Debbie Purvis, Family and Consumer Sciences County Extension Agent, Cooperative Extension  
The University of Georgia
- Sue Chapman, Family and Consumer Sciences Extension Coordinator, College of Family and Consumer Sciences  
The University of Georgia
- Laurie Cantrell, Program Development Specialist  
The University of Georgia

**9:00-9:45 a.m.**

## **Bringing the Public Voice to the University and Beyond**

**Presentation location: Room K**

This presentation will discuss how universities can, and often do, use the latest scientific methods of data collection through survey research to bring the public's voice to the university and to amplify that voice in public debate, using two examples from the University of Georgia Institute of Government's Survey Research Unit.

### **Presenter:**

- Richard Clark, Public Service Assistant, Carl Vinson Institute of Government  
The University of Georgia

**9:30-10:45 a.m.**

**State Showcase: The Ohio State University**  
**Title: Promoting University Outreach and Research Partnerships**

**Presentation location: Room H**

### **Presenters:**

- Chris Andersen, Director Project GRO  
The Ohio State University
- Karen Bruns, Leader OSU Cares and Outreach and Engagement  
The Ohio State University
- Julie Williams, Associate Vice President for Research and Outreach Scholarship  
University of New Hampshire
- James Zuiches, Vice Chancellor for Extension, Engagement and Economic Development  
North Carolina State University

Though outreach and research are core missions of higher education in most institutions, they have not always been strategically coordinated. Today critical issues in the community and higher education have promoted a closer integration of these two missions. Increasingly universities

are capitalizing on the synergy that collaborating across research and outreach can create. This session will focus on building partnerships between these two missions and the innovative programs that can result. Ohio State's Project GRO assists with development of outreach plans for research proposals and facilitates collaborations with outreach providers. The University of New Hampshire (UNH) has a multifaceted approach that integrates engaged scholarship into the academic and research enterprise. North Carolina State University is integrating research and outreach scholarship to advance economic development.

**10:00-10:45 a.m.**

## **Great Ideas Sessions**

### **Students as "Project Managers" for Recruitment and Retention Initiatives**

**Presentation location: Room K**

Recruitment of students is essential to our institutions, but many of us design our admissions plans without on-going student input. This session will describe a collaboration between University of Wisconsin-Washington County's Student Services program and the campus' Mass Communications class, which has resulted in students being included and valued in strategic planning.

### **Presenters:**

- Martha Nelson, Assistant Campus Dean for Student Services  
University of Wisconsin-Washington County
- Iva Thelan, Associate Lecturer  
University of Wisconsin-Washington County

**10:00-10:45 a.m.**

### **The Business of Engagement: Seeking Sustainability for Good Work**

**Presentation location: Hall F**

Doing "Good Work" requires significant human and financial resources. In tight budgets, how can universities still serve the common good without taxing their students?

This session, informed by experiences from a large Kellogg Foundation-funded project on engagement, explores several models for increasing resources to do projects that matter.

**Presenters:**

- Wayne Smutz, Associate Vice President for Outreach and Executive Director Continuing & Distance Education  
The Pennsylvania State University
- Lynn Melander Moore, Co-Director, FOCUS for Engagement Project  
The Pennsylvania State University

**10:00-10:45 a.m.**

**What I Am; Where We Live: Community-Based Action Learning**

**Presentation location: Room L**

This community-based self knowledge and action program helps children, youth, adults, and elders worldwide develop community strengths and skills for improving their quality of life. They learn to observe, document, and present what they learn through service programs and the internet.

**Presenter:**

- Rick Brooks, Outreach Program Manager, Department of Professional Development & Applied Studies  
University of Wisconsin–Madison

**10:00-10:45 a.m.**

**Fostering Creative Communities**

**Presentation location: Hall J**

Business and local government interest around the country has been catalyzed by a spate of recent publications that demonstrate the role of arts and culture in the development of successful and sustainable communities. This session will explore the groundbreaking work of the UMass Arts Extension Service in training community leaders.

**Presenter:**

- Maren Brown, Director, Arts Extension Service  
University of Massachusetts

**10:00-10:45 a.m.**

**Regional Dialogue Among Colleges to Build a Biodiversity Literate Workforce**

**Presentation location: Hall H**

Find out about a regional dialogue among Southern Lake Michigan Campuses to explore collaborative strategies to build a biodiversity-literate workforce prepared to solve regional ecological problems. Presenters will discuss project processes and outcomes and engage participants in exploring potential solutions and "next steps" that may make the regional dialogue more successful.

**Presenters:**

- Brian Miller, Associate Director,  
Illinois-Indiana Sea Grant College Program
- Leslie Dorworth, Aquatic Ecology Specialist  
Purdue University Calumet
- Diane Trgovcich-Zacok, Advisor  
Purdue University Calumet

**10:00-10:45 a.m.**

**Cultivating Science Savvy Through Community-based "Science Exploration Days"**

**Presentation location: Hall G**

Science Exploration Days and Family Science Nights are community-based science events that give learners of all ages an opportunity to experience science as exploring the unknown through hands-on "Exploration Stations." Such events build enduring connections between campuses and communities and help cultivate the next generation of science outreachers.

**Presenters:**

- Thomas Zinnen, Biotechnology Outreach Specialist  
University of Wisconsin–Madison/Extension
- Sally Bowers, Assistant Professor of 4-H Youth Development  
University of Wisconsin–Extension Dane County
- Maria Habib, 4-H Educator  
University of Wisconsin–Extension Waukesha County

**10:00-10:45 a.m.**

## **Creating Community Leadership Capacity for the Workforce of the Future**

**Presentation location: Hall I**

The Promise of Roanoke campaign highlights a partnership between the city of Roanoke and Virginia Tech to support public schools, school attainment, and graduation rates. The city's future is linked to improving the educational attainment of all its citizens and the workforce of the future.

### **Presenters:**

- Jeri Childers, Director, Outreach Program Development  
Virginia Tech
- Susan Short, Director, Roanoke Center  
Virginia Tech

**11:00 a.m.–NOON**

## **Capstone Address: Why Outreach Matters: Mission, Money, and Strategy**

**Presentation location: Ballroom ABCD**



**Ron Cervero**

As you look at the long historical sweep of the past 150 years, outreach has been central to the expansion of access to higher education. Outreach programs have made a difference in people's lives and have helped to shape society's economic, cultural, and political systems. At the same

time, this educational agenda must be negotiated within the political-economic context of our institutional settings. Given the current political economy of higher education, which requires institutions to be more entrepreneurial, outreach is more important than ever to a larger organizational strategy of survival and growth. As leaders of outreach, we need to articulate our mission about access and showcase our entrepreneurial skills to position ourselves as key actors in this strategy.

**About the Speaker:** Ron Cervero is a professor in the Department of Adult Education at The University of Georgia, Athens. He is a consulting editor for numerous educational journals, including *Adult Basic Education*, *Studies in Continuing Education*, and the *Journal of Transformative Education*. He has a master's degree in social sciences and a Ph.D. in adult education from the University of Chicago.

**NOON–12:15 p.m.**

## **2008 Outreach Scholarship Conference Kickoff**

Win a free registration to next year's conference, October 7–9, 2008, in State College, Pennsylvania! Just attend Ron Cervero's session to be eligible to win. During the session, we'll draw one name for a free registration to the 2008 conference. You must be present to win.

**12:15–12:45 p.m.**

## **Box Lunch (Ballroom ABCD)**



# Poster Presentations

## Location: Capitol Promenade

### Engagement Through Action: Collaborative Partnerships at Miami University-Ohio (1)

Beginning in 2006, Miami University's Office of Continuing Education (CED) developed partnerships with various organizations to provide more equitable access to knowledge and resources. Believing that we are all interdependent, CED and its partners actively seek ways to effect change for underserved populations at local and international levels.

#### Presenter:

- Nancy Hoffmann, Program Manager  
Miami University

### Project Riverway: a Multidiscipline Service-Learning Course (2)

Project Riverway is a multidisciplinary service learning approach that has developed various partnerships, ranging from two state universities to local governments, that strengthen economic and community well-being, in a region where poverty rates soar as high as 31 percent, by developing heritage, cultural, educational, and ecological tourism in the area.

#### Presenters:

- Danny Bivins, Public Service Assistant The Fanning Institute  
The University of Georgia
- Leigh Askew, Public Service Assistant The Fanning Institute  
The University of Georgia

### Online Student Perceptions of Group Projects: Implications for Distance Education (3)

Appropriate mechanisms inherent in online group work to support the five stages of social task development and student perceptions of roles and responsibilities during group interactions in online courses were identified. Student perceptions of group dynamics in four online courses were examined.

#### Presenters:

- Bruce Cameron, Associate Professor, Department Family and Consumer Sciences  
University of Wyoming
- Kari Morgan, Assistant Professor, Department Family and Consumer Sciences  
University of Wyoming
- Kyle Kostelecky, Assistant Professor, Department Family and Consumer Sciences  
University of Wyoming

### Ohio State University School Partnership Summary (4)

The Ohio State University (OSU) faculty, staff, and students regularly partner with public schools in the state of Ohio to improve the overall performance of schools. Realizing that there was no central documentation of all the existing partnerships involving OSU, the University P-12 Project Office created the OSU School Partnership Summary.

#### Presenters:

- Cynthia Overly, P-12 Project Assistant Director  
The Ohio State University
- Sandra Kerka, Ohio State University P-12 Project Communications Manager  
The Ohio State University
- Kathy Cameron, Ohio State University P-12 Project Graduate Assistant  
The Ohio State University

### Beyond the Hunger Banquet (5)

The OXFAM Hunger Banquet is a successful tool to raise awareness and funds to help fight hunger. This poster presents strategies used to adapt the Hunger Banquet into a classroom assignment to enhance classroom dynamics and student learning, and to increase campus awareness, advocacy, and action against hunger and poverty.

#### Presenter:

- Maria Navarro, Assistant Professor  
The University of Georgia

# Poster Presentations

## Location: Capitol Promenade

### Black Belt Action (6)

Black Belt Action is an action-oriented service learning experience for all University Honors Program (UHP) members at the University of Alabama. For approximately two weeks during UA's Interim term, which typically runs from the middle of May to the beginning of June, UHP students live in and learn about Alabama's Black Belt, engaging in educational and cultural opportunities followed by improvement projects in elementary schools in western Black Belt counties.

#### Presenter:

- Lesa Shaul, Director of Honors Academy  
University of Alabama

### Creative Dance Pilot (7)

The Dance Education Pilot originated jointly through the Creative Education branch of the Creative Campus Initiative and Regina Noland, the Tuscaloosa City Schools' Arts and Education Coordinator. Since time is particularly valuable in the K-12 setting, the Dance Education Pilot works with physical education instructors at two local elementary schools to integrate dance education into students' busy schedules. The Dance Education Pilot allows undergraduate dance majors practical experience within teaching environments, while providing creative movement instructions to approximately 140 elementary school students.

#### Presenters:

- Scott Bridges, Professor  
University of Alabama
- Whitney Cothran, Student Teacher  
University of Alabama

### Growing the Capacity of Hispanic Women through Market Gardening (8)

Due to cultural and language barriers, it is challenging for many Hispanic women immigrants to supplement their family income and become involved in the community at large. University of Wisconsin–Extension educators successfully initiated a program to teach vegetable and herb production and marketing to Hispanic women.

#### Presenters:

- Barbara Larson, Associate Professor, Horticulture Educator  
University of Wisconsin–Extension Kenosha County
- Rose Skora, Senior Lecturer, Community Agriculture Educator  
University of Wisconsin–Extension Kenosha and Racine Counties

### 4-H Science Afterschool: Experiential Learning in Science (9)

The 4-H Science Afterschool initiative in Wisconsin provides training to afterschool educators, connections with volunteers from local universities, and access to materials to enable young people to experience science as exploring the unknown at afterschool programs. Try your hand at live demonstrations and hands-on activities used by afterschoolers.

#### Presenters:

- Sally Bowers, Assistant Professor of 4-H Youth Development  
University of Wisconsin–Extension Dane County
- Amber Brei, 4-H Youth Development Advisor  
University of Wisconsin–Extension Marathon County
- Thomas Zinnen, Biotechnology Policy and Outreach Specialist  
University of Wisconsin–Madison Biotechnology Center

### One River, One Lake, Two Cities, and an Idea (10)

Presenters will describe and discuss partnerships between the University of Wisconsin–Parkside and the cities of Kenosha and Racine to create two urban environmental education centers. These centers will provide innovative and experiential opportunities to learn about the ecologic, biologic, and hydrologic interconnections associated with the Great Lakes basin.

#### Presenters:

- Thomas Schnaubelt, Dean for Community Engagement and Civic Learning  
University of Wisconsin–Parkside

# Poster Presentations

## Location: Capitol Promenade

- John Skalbeck, Assistant Professor, Geoscience and Director, Environmental Studies Program  
University of Wisconsin–Parkside

### Improve Science Education by Educating the Educators (11)

Many K-12 teachers lack the formal coursework needed to be qualified to teach science. The Teachers In Geoscience program at Mississippi State University provides an online Master of Science degree in Geoscience for teachers. This program has been highly successful with over 300 students enrolled each year.

#### Presenters:

- Mark Binkley, Director, Academic Outreach & Continuing Education  
Mississippi State University
- Michelle Johnston, Continuing Education Coordinator  
Jefferson State Community College  
University of Louisiana at Monroe

### New Forestry Outreach Approaches for Limited-Resource, Underserved, and Beginning Landowners (12)

Traditionally underserved woodland owners are frustrated by lack of forestry knowledge. Highly technical extension materials, limited literacy skills, and few assistance foresters attuned to small acreages further constrain economically and ecologically beneficial woodland management. We present here a re-visioning of forestry outreach, encompassing new partnerships, new techniques, and new materials.

#### Presenters:

- Sarah Warren, Associate Professor  
North Carolina State University
- Erin Sills, Associate Professor  
North Carolina State University
- Susan Moore, Director, Forestry and Environmental Outreach Program  
North Carolina State University

### Insect Natural History in Costa Rica: International Service-Learning (13)

Insect Natural History in Costa Rica promotes insects as teaching tools. Lectures and field work in terrestrial and aquatic ecosystems are coupled with entomological public outreach experiences teaching San Luis and Athens elementary students about local insects while emphasizing global awareness of environmental and cultural issues.

#### Presenter:

- Marianne Robinette, Program Coordinator Department of Entomology  
The University of Georgia

### Developing a Comprehensive Outreach Structure within a University (14)

Mississippi State University reorganized its outreach activities to produce a self-supporting unit responsible for all continuing education and distance learning activities. The session will explain why this reorganization was needed, how it occurred, who was involved, outcomes, and challenges and will examine financial models, faculty workload, centralization, and student services.

#### Presenters:

- Mark Binkley, Director, Academic Outreach & Continuing Education  
Mississippi State University
- Michelle Johnston, Continuing Education Coordinator  
Jefferson State Community College  
University of Louisiana at Monroe

### Reaching Out to Youth with Advanced Learning Needs (15)

The Wisconsin Center for Academically Talented Youth (WCATY) offers year-round enrichment activities and programs for students with advanced abilities. The organization is working toward using University of Wisconsin–Extension facilities to expand its services and resources. This is the only organization providing programs for the academically talented students on a statewide basis.

# Poster Presentations

## Location: Capitol Promenade

### Presenters:

- Paula Hillmann, Director of Programs and Resources  
Wisconsin Center for Academically Talented Youth
- Scott Lein, Program Director  
Wisconsin Center for Academically Talented Youth
- Rebecca Vonesh, Program Director  
Wisconsin Center for Academically Talented Youth

### The Wonders of Physics: Sharing Physics with Wisconsin (16)

The Wonders of Physics aims to increase interest in physics in the general public. The core of this outreach program is a fast-paced, interactive presentation that exposes the audience to dynamic physics demonstrations. The program includes public presentations, a traveling show that visits schools, workshops for families, and teacher workshops.

#### Presenter:

- Rachael Lancor, Associate Outreach Specialist  
University of Wisconsin–Madison

### Differences in Youth Perception of Ohio 4-H Based on Gender (17)

Gender plays an important role in youth development and socialization through various extracurricular activities. Results from over 1400 youth revealed: female youth report a higher evaluation of 4-H and are more likely to receive stronger support from their peers and parents to participate in 4-H activities than their male counterparts.

#### Presenters:

- Greg Homan, Extension Educator  
The Ohio State University Extension
- Jason Hedrick, Extension Educator  
The Ohio State University Extension
- Jeff Dick, Extension Educator  
The Ohio State University Extension

### The College Transition: Managing Stress and Maintaining Health (18)

Learn about the value of partnerships in the research and

development of the "College Transition" project. Find out about local research conducted for the project; increase awareness of the stressors experienced by college students and their parents/caregivers, and experience the curriculum through learning activities.

#### Presenters:

- Lori Zierl, Family Living Educator  
University of Wisconsin–Extension Pierce County
- Kristen Bruder, Family Living Educator  
University of Wisconsin–Extension Dunn County
- Joan Sprain, Family Living Educator  
University of Wisconsin–Extension St. Croix County

### Community Classroom (19)

Community Classrooms bring research and expertise of College of Arts and Science Faculty to the community. Through a partnership between the College, the Office of Outreach Programs and the public library, community members can learn from and interact with faculty on topics of current research and interest.

#### Presenter:

- Linda Jacobson, Outreach Program Manager  
University of Wisconsin–River Falls

### In This Together: Model Outreach Partnerships (20)

The Caroline Marshall Draughon Center for the Arts & Humanities at Auburn University showcases its award-winning efforts to create and sustain outreach partnerships with diverse partners. The emphasis is on forging innovative collaborations and maintaining long-term relationships to provide meaningful arts and humanities opportunities for all Alabamians.

#### Presenters:

- Jay Lamar, Director, Caroline Marshall Draughon Center for the Arts & Humanities  
Auburn University
- Mark Wilson, Program Coordinator, Caroline Marshall Draughon Center for the Arts & Humanities  
Auburn University

# Outreach Scholarship Conference Welcome

## Welcome to Madison

Situated on an isthmus between Lakes Mendota and Monona, Madison is a charming and picturesque city with lots to offer: five lakes, 200 parks, miles of bicycle and foot paths, one of the loveliest university campuses in the country, great dining and entertainment, and a stimulating cultural and recreational environment. Here are a few highlights.

- Take a walk, bicycle ride, or run along the shore of Lake Mendota on the Howard Temin Lakeshore Path. For more information on the University of Wisconsin Lakeshore Nature Preserve, please visit: [www.lakeshorepreserve.wisc.edu/visit/places.htm](http://www.lakeshorepreserve.wisc.edu/visit/places.htm)
- The Memorial Union at the corner of Park and Langdon Streets is a legendary campus hangout. The Union Terrace is a great place to enjoy a cold local beer or the University of Wisconsin's famous Babcock Dairy Ice Cream.
- Take a free bus ride through campus (approximately 30 minutes). Bus Route 80 stops on the Park Street side of the Memorial Union every 10 minutes.
- State Street links the University of Wisconsin campus with the Capitol Square. A walk up State Street offers a wide variety of ethnic restaurants, coffeehouses, and shops.
- Tours of the Wisconsin State Capitol are free and open to the public.
- The fabulous Saturday morning Dane County Farmers' Market is held May through October around the Capitol Square. Hours are 6 a.m.–2 p.m.



- Rent a bicycle and explore Madison's bike paths. The Southwest Bike Trail can be accessed just west of Monona Terrace®. For more information on Madison's bike paths, visit: [www.ci.madison.wi.us/transp/Bicycle/BikeMap/BikeMap.html](http://www.ci.madison.wi.us/transp/Bicycle/BikeMap/BikeMap.html).
- The Henry Vilas Zoo is free and open daily from 10:00 a.m.–4:00 p.m.  
For additional information, please call 266-4733 or visit [www.vilaszoo.org/](http://www.vilaszoo.org/)
- The Geology Museum, located on the University of Wisconsin campus, offers self-guided and guided tours. For more information, please call 262-2399 or visit the museum web site at [www.geology.wisc.edu/~museum/](http://www.geology.wisc.edu/~museum/).
- The Madison Children's Museum is located at the top of State Street and is open Monday–Friday 9:00 a.m.–4:00 p.m., Saturday 9:00 a.m.–5:00 p.m., and Sunday noon–5:00 p.m. Admission is \$5 per person for adults and kids. For more information, please call (608) 256-6445 or visit the museum website at: [www.madisonchildrensmuseum.org/](http://www.madisonchildrensmuseum.org/).

# Outreach Scholarship Conference Information

## General Information

### Monona Terrace Disability Access

The Monona Terrace Community and Convention Center is fully wheelchair accessible.

### Monona Terrace Emergency Procedures

If emergency services are needed within the Monona Terrace Community and Convention Center, please dial 0 on any Monona Terrace phone and an operator will assist you.

### Conference Attire

Business casual is recommended for the conference. We do recommend a sweater while inside the conference facility. Madison, Wisconsin can have unpredictable weather in early October. Both Sunday and Monday evening socials are planned to be held outside. We recommend comfortable shoes and light jacket.

### GrandView Café at Monona Terrace

Located on the Grand Terrace (4th floor) overlooking beautiful Lake Monona.

Items available for purchase include: espresso coffee, specialty sandwiches, assorted beverages, snack items, and ice cream.

Open Monday – Friday 8:00 a.m.-5:00 p.m. and Saturday 9:00 a.m.-2:00 p.m.

### Parking

Monona Terrace features a 600-space, cashier-operated parking structure, which is accessible via East Wilson St. and the eastbound lanes of John Nolen Drive.

Disabled parking stalls are available at no cost for Monona Terrace event parking on the upper level of the parking ramp. Disabled parking stalls are available for a charge on the lower parking level in front of the Level Three entrance. Curb cuts are located in close proximity to accessible parking and make travel to the building convenient.

For more details about parking in downtown Madison, go to [www.ci.madison.wi.us/parking/parking.html](http://www.ci.madison.wi.us/parking/parking.html).

### Name Badge Policy

Conference nametags are required for entrance to all conference events, including evening social events.

### Registration/Information Desk

The Conference Registration and Information Booth is located on the main floor (Level 4) of the Monona Terrace Convention Center. The hours of operation are as follows:

Sunday, October 7	7:15 a.m.-6:00 p.m.
Monday, October 8	7:00 a.m.-4:45 p.m.
Tuesday, October 9	7:00 a.m.-10:30 a.m.



### Conference Shuttle Bus Service

Shuttle buses will run daily between official conference hotels and Monona Terrace. Please see the shuttle schedule in your registration packet for detailed information. General hours of operation:

Sunday, October 7	7:30-NOON and 5:15-7:45 p.m.
Monday, October 8	6:45-9:00 a.m. and 4:30-8:30 p.m.
Tuesday, October 9	6:45-9:00 a.m. and 11:00 a.m.-1:00 p.m.

### Lost and Found

Any items lost or found during the conference can be turned in or retrieved from the Registration Desk during open hours.

# Outreach Scholarship Conference Information

## Breakfast

Breakfast will be located in the Grand Terrace on level 4 (main level).

## Morning Beverage Service

Morning beverage service will be located in the Exhibit Hall on level 2 on Monday and in the Grand Terrace on level 4 (main level) on Tuesday.

## Afternoon Break Service

Afternoon break service will be located in the Grand Terrace on level 4 (main level).

## Internet Kiosk Cyber Stop Lounge

Internet Kiosk stations and lounge seating is located in Room N on level 4 (main level).

Hours are as follows:

Sunday, October 7      11:00 a.m.-6:15 p.m.

Monday, October 8      7:00 a.m.-4:30 p.m.

Tuesday, October 9      7:00 a.m.-12:00 p.m.

## Monona Terrace Wireless Access

Wireless access is available throughout Monona Terrace including the rooftop garden. If you have a laptop, Pocket PC or other device with 802.11b or 802.11g wireless capability, you can log onto the Monona Terrace wireless network. Free 28k connections or paid 768k connections are available. Open your Internet browser and you will be redirected automatically to the login page where you can view the available wireless networks and make your selection.

## Speaker Information

The speaker ready room is located in Room R on the main level.

Hours are as follows:

Sunday, October 7      10:00 a.m.-6:00 p.m.

Monday, October 8      7:00 a.m.-4:00 p.m.

Tuesday, October 9      7:00 a.m.-10:00 a.m.

All slide presentations must be in PowerPoint or a compatible format. Speakers will be asked to turn in copies of their presentations in the speaker ready room. Your presentation will then be linked to your session room. You must check-in at the ready room at least two hours before your session begins, but we highly recommend doing so the day before if possible.



## Smoking Policy

Smoking is not allowed inside the Monona Terrace Convention Center or on the Monona Terrace Rooftop. Designated outdoor smoking areas are located near the Olin Terrace entrance and outside the Lakeside Commons exit. Smoking is prohibited in all public buildings in Wisconsin and inside all restaurants, bars, park shelters, sports venues, and common areas of hotels. If you wish to smoke in your hotel room, you must request a smoking room when you make your hotel reservation.

# Outreach Scholarship Conference Information

## Madison Emergency Services

Fire, police, rescue/ambulance call 9-1-1

## Local Hospitals

- Meriter Hospital  
202 South Park Street  
267-6000 (general)  
267-6206 (24 hour emergency)
- St. Mary's Hospital Medical Center  
707 South Mills Street  
251-6100 (general)  
258-6800 (24 hour emergency)
- UW Hospital and Clinics  
600 Highland Avenue  
263-6400 (general)  
262-2398 (24 hour emergency)

## Closest Urgent Care Center

Group Health 257-9700  
675 West Washington Avenue

## Pharmacies

The closest pharmacy to Monona Terrace is Walgreen's on the Capitol Square at 15 East Main Street. The Prescription line is 257-3814 or 257-8718 for store hours and non-prescription information.

Community Pharmacy is located at 341 State Street (entrance is on Gorham Street just around the corner from State Street). Community Pharmacy sells conventional and alternative health products. The prescription line is 251-4454 or 251-3242 for store hours and non-prescription information.

## Airport Shuttle Service

Many local hotels including The Hilton, The DoubleTree and The Inn on the Park provide complimentary shuttle van service to/from the airport. Please let the front desk know at least two hours prior to the time you would like to depart the hotel for the airport. The Lowell Center does not provide airport shuttle service. Please call for a taxi at least 90 minutes prior to the time you would like to be picked up. Taxi fare to the airport is approximately \$15.00.

## Local Taxi Services

- Union Cab of Madison 242-2000
- Badger Cab 256-5566
- Madison Taxi 255-8294

## Bicycle Rentals:

Machinery Row Bicycles, just a short walk from Monona Terrace (1/2 block east) is offering Outreach Scholarship conferencees a special rate on bicycle rentals: \$14.00 for a 24-hour rental includes a nice hybrid bicycle, helmet and lock. High-end road bikes and mountain bikes are also available to rent (at a higher rate), as are rollerblades. Monona Terrace and Machinery Row Bicycles are located on one of Madison's most beautiful and popular bike paths. The ride around Lake Monona on the bike path is 11 miles of fairly flat terrain and takes an about 1.5 hours riding at a moderate pace. For more information on Madison's bike paths, inquire at any local bike shop, pick up a local bike route map at any bike store, or visit:  
[www.ci.madison.wi.us/transp/Bicycle/BikeMap/BikeMap.html](http://www.ci.madison.wi.us/transp/Bicycle/BikeMap/BikeMap.html)

## Exercise and Recreation Facilities on the University of Wisconsin Campus

The University of Wisconsin-Madison welcomes visitors to its recreational facilities. You must be 18 years of age, show your conference name tag, and pay a guest fee of \$5.00 to use the facilities. Consult your Madison map for directions or ask for more information at the Information/Registration Desk.

<http://www.recsports.wisc.edu/access/guests.htm> for detailed information on the facilities.



# Outreach Scholarship Conference Committees

## Steering Committee

### Art Dunning

Vice President for Public Service and Outreach  
The University of Georgia

### Marv Van Kekerix

Provost & Vice Chancellor  
University of Wisconsin-Extension/  
University of Wisconsin Colleges

### Bobby Moser

Vice President for University Outreach  
The Ohio State University

### Craig Weidemann

Vice President for Outreach  
The Pennsylvania State University

## Implementation Committee

### Patricia “Trish” Kalivoda

Associate Vice President for Public Service and Outreach  
The University of Georgia

### Bob Leiter

Director, Georgia Center for Continuing Education  
The University of Georgia

### Mary S. Grant

Associate Dean  
University of Wisconsin–Extension

### Ann L. Keim

Special Assistant to the Vice Chancellor  
University of Wisconsin-Extension/  
University of Wisconsin Colleges

### Karen S. Bruns

Leader, University Outreach and Engagement/OSU CARES/  
Extension  
The Ohio State University

### Theodore R. Alter (Ted)

Professor of Agricultural Economics  
The Pennsylvania State University

### Janet R. Patterson

Senior Conference Planner; Conferences & Institutes, Outreach  
The Pennsylvania State University

## Local Committee

Dan Anhalt

Marcia Baird

Mary S. Grant

Tina Hauser

Michele Jacques

Greg Johl

Ann L. Keim

Bill Mann

Amy Pikalek

Patti Thompson

Chris Wachtendonk

## Subcommittee

Kathy Bissen

Mary Crave

Deb Curry

Tom Hooyer

Mark Marlaire

Lisa Nielsen Agnew

Miriam Simmons

Nathan Trick

Tim Urbonya

Mathias Wehrli

Thank you, Betty Janczy.

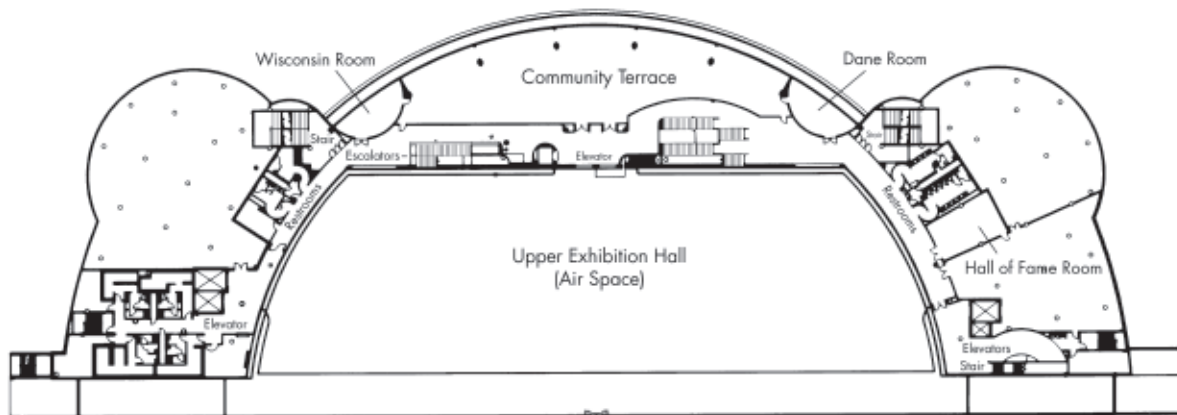
# NOTES

# Floor Plans

## LEVEL 1 - LAKESIDE

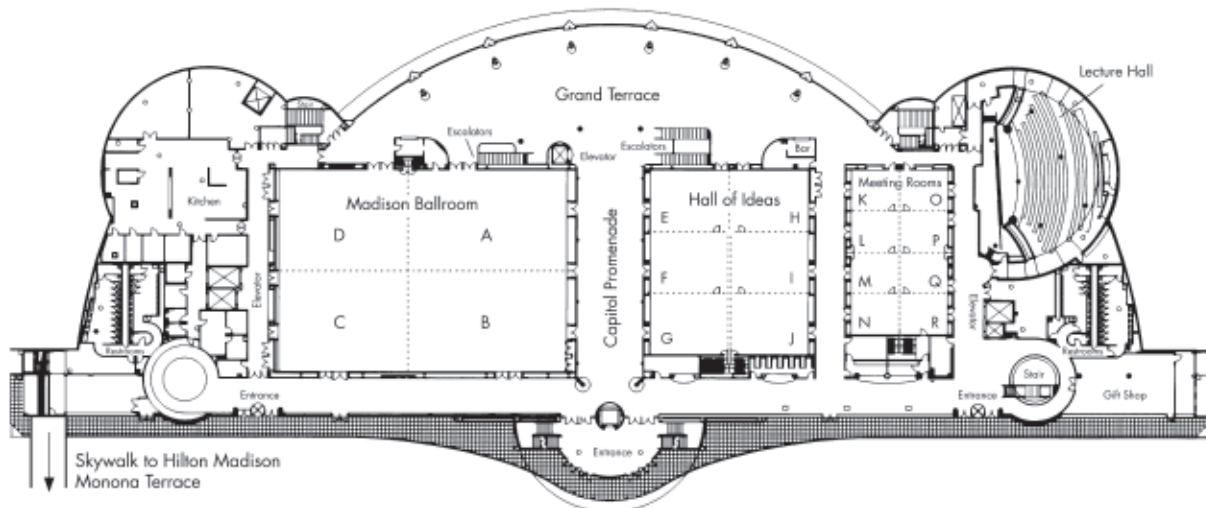


## LEVEL 2 - MEZZANINE

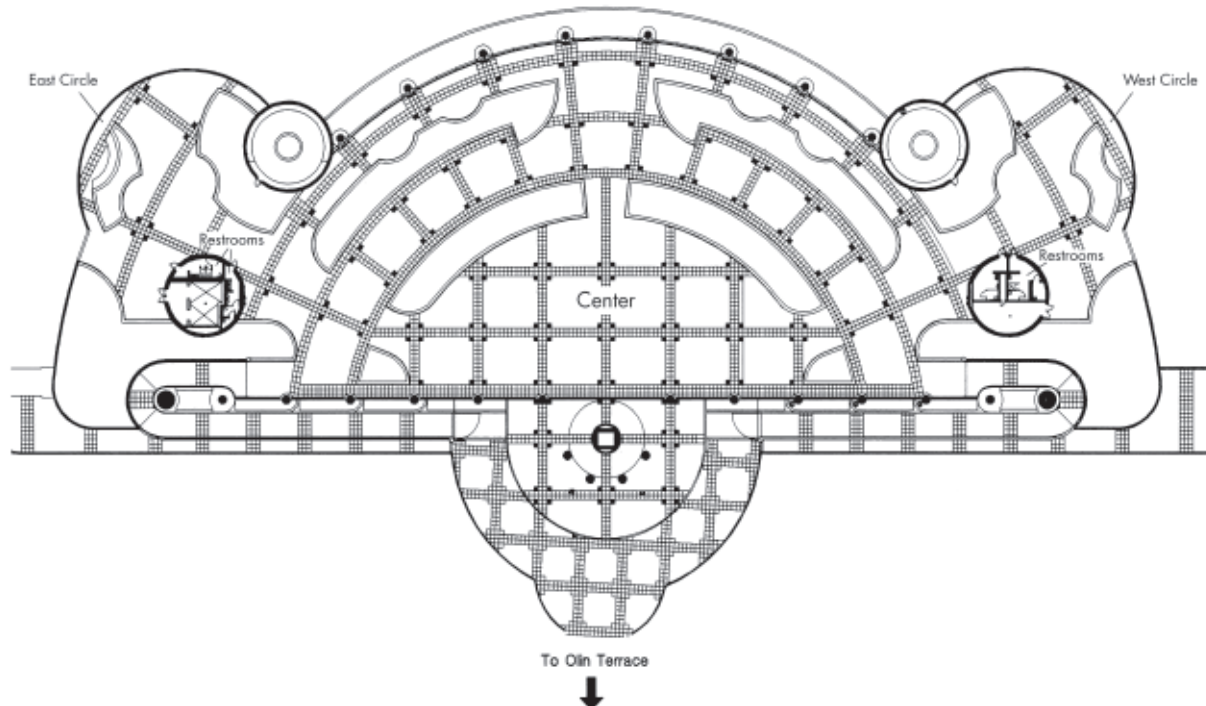


# Floor Plans

## LEVEL 4 - MEETING ROOMS / GRAND TERRACE



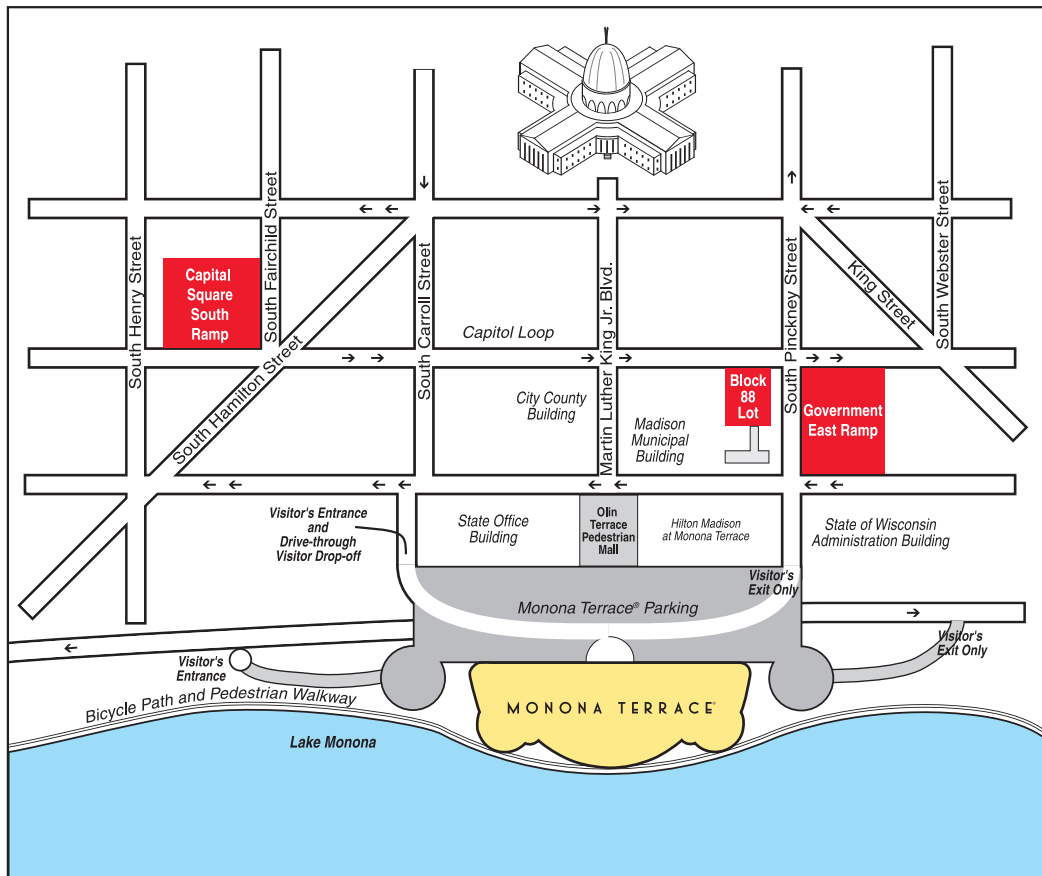
## LEVEL 5 - ROOFTOP GARDENS



## Greater Madison Map

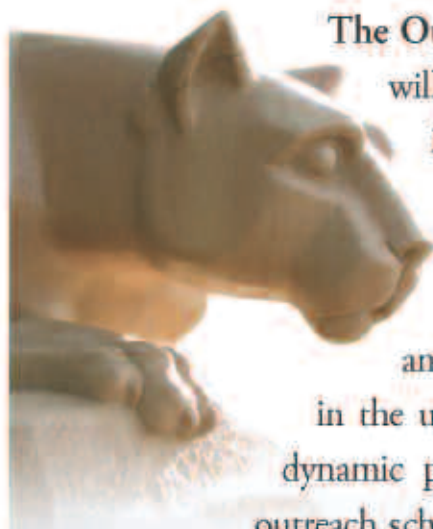


## Walking Map



# Innovation and Leadership for Engagement

October 7-9, 2008 • The Pennsylvania State University • State College, Pennsylvania



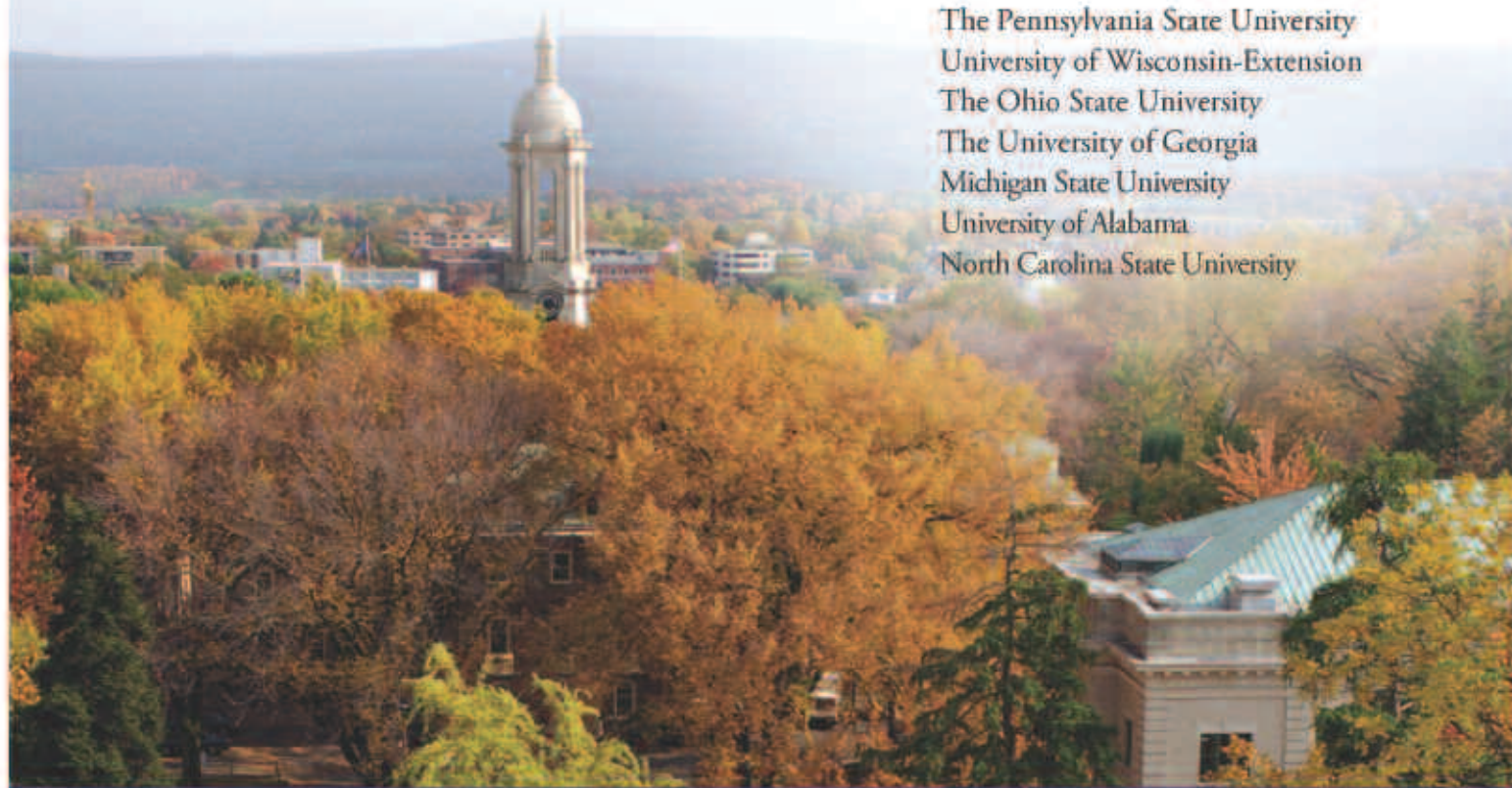
The Outreach Scholarship Conference will return to its origin, Penn State, in 2008. Ten years ago, a small group of Penn State professors and administrators created a forum to deliberate, recognize, and document outreach scholarship in the university. Join us next year for a dynamic program to further advance our outreach scholarly work.

## IMPORTANT DEADLINES:

- 1 Call for proposals available online:  
November 1, 2007
- 2 Abstract submissions due:  
February 25, 2008
- 3 C. Peter Magrath/W.K. Kellogg  
Foundation Engagement Award  
nominations due:  
March 1, 2008

## An annual conference sponsored by:

The Pennsylvania State University  
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Information about the 2008 conference is available online at: [www.outreachscholarship.org](http://www.outreachscholarship.org)