

# **NAEPSDP Annual Conference Program**

**November 30 - December 3, 2020**



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## **WELCOME TO THE 2020 NAEPSDP VIRTUAL CONFERENCE**

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Dear Colleagues,

Welcome to the 2020 National Association of Extension Program and Staff Development Professionals (NAEPSDP) Virtual Conference. We are Celebrating 10 Years of Excellence and Embracing Change. Prepare to enjoy a diverse panel of speakers and sessions aimed at addressing topics such as challenges and opportunities in Extension, diversity and inclusion, engagement, program and staff development, and evaluation.

How to attend the virtual sessions –

- Step 1: Click on the hyperlinks in this handbook or by visiting the [online conference agenda](#).
- Step 2: If attending a concurrent session, you will be prompted to input your name and email address in order to receive the link and passcode to join.

Thank you for participating and engaging with your fellow Extension colleagues!

Cynthia Wilson Willis, Fort Valley State University

Latasha Ford, Fort Valley State University

Matt Bengé, University of Florida

## MESSAGE FROM THE NAEPSDP PRESIDENT

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Greetings and best wishes to our membership!

We are now almost through 2020 and what a year it has been. We have had to change our face to face meeting format in Florida to a virtual format, but our conference committee, led by Cynthia Wilson Willis, Latasha Ford, and Matt Bengé, have put together an amazing virtual conference and have laid the groundwork for the 2021 conference.

I really must thank the entire board for their commitment in making this conference a success. Everyone deserves a THANK YOU for their part in ensuring that the NAEPSDP membership have an annual conference that they can be proud of.

Additionally, our Professional Development Committee, led by Danae Wolfe and Celeste Carmichael, offered excellent professional development activities throughout 2020. Stay tuned to see what 2021 brings.

If you are a new member, please join us at the New Member and First Year Member reception. I am also encouraging all members to join us on Tuesday at the Happy Hour with Past Presidents.

Again, let me thank you for allowing me the opportunity to be recognized as the 2020 President. It is an opportunity that I definitely do not take for granted. I am honored to have held your trust as your 2020 President, and I could not have asked for a more supportive board than the 2020 Board. I extend a special congratulations to the new 2021 Board. I am sure that the 2021 Board will be just as supportive of Steve Siegelin, 2021 President.

## **2020 NAEPSDP BOARD OF DIRECTORS AND COMMITTEE CHAIRS**

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### **Officers**

|                   |   |
|-------------------|---|
| President –       | Terrence Wolfork, Fort Valley State University      |
| President-Elect – | Steve Siegelin, Montana State University            |
| Secretary –       | Julie Huetteman, Purdue University                  |
| Treasurer –       | Meredith Weinstein, North Carolina State University |
| Past President –  | Julie Robinson, University of Arkansas              |

### **Regional Representatives**

|                 |   |
|-----------------|---|
| North Central – | Danae Wolfe, The Ohio State University              |
| Northeast –     | Francine Sulinski, University of Maine              |
| Southern –      | Kenneth Jones, University of Kentucky               |
| Western –       | Rebecca Sero, Washington State University           |
| 1890’s –        | Cynthia Wilson Willis, Fort Valley State University |

### **Committee Chairs**

|                            |  |
|----------------------------|--|
| Awards and Recognition –   | Teresa McCoy, The Ohio State University<br>Amanda Rysz, The Ohio State University  |
| Finance –                  | Suzanna Windon, The Pennsylvania State University  |
| Marketing –                | Matt Bengé, University of Florida  |
| Membership –               | Catie Croft, Kentucky State University<br>Kenneth Jones, University of Kentucky  |
| Nominating –               | Julie Robinson, University of Arkansas   |
| Professional Development – | Danae Wolfe, The Ohio State University<br>Celeste Carmichael, Cornell University   |
| Conference Committee –     | Cynthia Wilson Willis, Fort Valley State University<br>Latasha Ford, Fort Valley State University<br>Matt Bengé, University of Florida |
| Policy and Resolution –    | Steve Siegelin, Montana State University   |
| PILD Representatives –     | Katy Gottwald, Texas A&M University<br>Terralon Chaney, Fort Valley State University   |
| JCEP/ELC Representatives – | Julie Robinson, University of Arkansas<br>Terrence Wolfork, Fort Valley State University   |
| JOE Representatives –      | Marina Denny, Mississippi State University   |
| Webmaster –                | Tom Payne, Texas A&M University  |

## MEET YOUR CONFERENCE KEYNOTE SPEAKERS & PANELISTS

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### Marlon Argueta



Marlon Argueta is a success, management and leadership expert who has over 16 years of work and business experience in the areas of Management, Leadership and Personal Development. Marlon also has “hands on experience” managing billion-dollar projects in Fortune 500 Companies. He has been coached and trained by Tony Robbins and Brian Tracy. Marlon’s message helps connect engagement, passion, and purpose to help people take action and reach their true potential. Marlon has a degree in Electrical Engineering, a MBA in Finance and a Project Management Professional (PMP) Certification. He is also a Brian Tracy Speaking Academy Certified Speaker.

### Tonya Parker



Tonya Parker is the Chief Diversity Officer and Assistant Dean for Equity and Inclusion of Wesleyan College in Macon, Georgia. She serves on the President’s Cabinet and supports and advises faculty, staff and administration on matters of DEI—Diversity, Equity and Inclusion. Parker creates and supports diversity programs and initiatives, and skillfully guides conversations of connection through story-sharing and community building as a Diversity & Inclusion Discussions (DID) director and facilitator. She has served as the Title IX Coordinator for Wesleyan College since 2017 and became a virtual-certified Title IX Investigator earlier this year.

### Calvin Mitchell



Calvin D. Mitchell is the Awards Management Division Director at the National Institute of Food and Agriculture, Office of Grants and Financial Management. He joined NIFA in September of 2020 from the Department of Health and Human Services in Washington, DC. Mr. Mitchell has over twenty years of Federal grants management experience at Federal agencies including the Department of Commerce and the National Aeronautics and Space Administration. Mr. Mitchell is a Certified Grant Manager. He received a Master of Divinity from Howard University in Washington, DC and a Bachelor of Business Administration from the Fox School of Business at Temple University in Philadelphia, PA.

## Vonda Richardson



Vonda Richardson has served as Extension Administrator since 2012, and is the first female to hold the position for the FAMU Cooperative Extension Program. She brings 25 years of experience working with small-scale farmers and communities in Florida and surrounding states. Vonda developed and conducted Extension programs in alternative market development, value-added production, alternative farm enterprises and farm financial management. She also currently serves as Chair for the Association of Extension Administrators and is a member of the Extension Committee on Organization and Policy. As a career, she has embraced Extension whose strength lies in the local communities, taking research and helping people apply it to their everyday lives.

## Albert Nyakatura



Dr. Albert Nyakatura is a former U.S. Diplomat and international development assistance official. Dr. Nyakatura joined NIFA in February 2020 as the Capacity Grants Branch Chief and brings to NIFA Federal and foreign assistance experience having spent over two decades overseeing implementation of capacity building programs relative to grants, cooperative agreements at a regional and sub-continent level with both the International Monetary Fund (IMF) and at the U.S. Department of State. Dr. Nyakatura holds a Doctorate in Finance from the University of Oxford, a Master of Science (Accounting) from University of Cambridge, and a Bachelor of Science (Accounting) from McPherson College, Kansas.

## Drenda Williams



Drenda Williams is the NIFA Director of the Equal Opportunity Staff and serves as the NIFA Civil Rights Director. She joins NIFA from USDA's Natural Resources Conservation Service (NRCS) where during her tenure she was Acting State Conservationist and Assistant State Conservationist for Management and Strategy in Texas. Williams has extensive experience in civil rights, diversity and inclusion, Farm Bill programs, grants and agreements, compliance and quality assurance, administrative and operational business processes, and scholarship and recruitment initiatives at the 1890's, 1862's, HSI's, and tribal colleges.

## MONDAY, NOVEMBER 30, 2020

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3PM – 4PM [NAEPSP Board Meeting](#) (NAEPSDP Board members only)

4PM – 5PM [New Members and 1<sup>st</sup> Time Conference Attendees Reception](#)

## TUESDAY, DECEMBER 1, 2020

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11AM – 12:30PM [General Session](#)

- Opening – Terrence Wolfork, 2020 NAEPSDP President, Fort Valley State University
- Welcome – Vonda Richardson, Chair of the Association of Extension Administrators, Florida A&M University
- Keynote – Marlon Argueta, Motivational Speaker

1PM – 1:35PM Concurrent Session 1 – Oral Presentations and Ignite Sessions

[Learn & Lead for Success](#) (Nancy Hegland, Trisha Sheehan, & Amber Shanahan)

[Civil Rights Compliance Review Process](#) (Jessica Creighton)

[Facilitating teamwork during COVID-19: Lessons Learned from analyzing Extensions' COVID response](#) (Christian Schmieder & Joel Drevlow)

[Ignite Sessions](#): (1) Responding in 2021: Can this year's challenges make us better leaders? (Brian Raison); (2) Challenges and Opportunities of Using Facebook Live to Deliver Extension Educational Programs (Yilin Zhuang)

1:35PM – 2PM Break

2PM – 3PM Concurrent Session 2 – Workshops

[University of Arizona Cooperative Extension Common Measures: Creating an Evaluation System across Cooperative Extension Program Areas](#) (Michele Walsh, Deirdre Avery, Madeleine DeBlois, Rachel Leih, & Kara Haberstock Tanoue)

[Programs with a Purpose: Aligning Community Needs with Engagement and Evaluation](#) (Danae Wolfe, Teresa McCoy, & Debby Lewis)

[Helping Educators Pivot to Online Teaching and Learning](#) (Celeste Carmichael & Renee Pusey)

[Cultivating Stakeholder Entrepreneurship through Collective Action](#) (Keith Taylor & Vikram Koundinya)

3PM – 3:25PM Break

3:25PM – 4PM Concurrent Session 3 – Oral Presentations and Posters

[Cultural Competence in Extension Education: Developing a Competency Framework Based on Expert Consensus](#) (John Diaz, Jay Jayaratne, Lendel Narine, Cecilia Suarez, Celina Willie, & Cody Gusto)

[Extension Work in a World with Artificial Intelligence, Remote Work, and New Funding Models](#) (Thomas Jerold, Julie Aldrige, & Emma Newell)

[Staying Connected: Lessons Learned Utilizing Technology to Link Nonformal Education Lesson Study Facilitators](#) (Janet Fox & Esther Boe)

[Poster Sessions](#): (1) Identifying Extension Leaders' Leadership Competencies: A Qualitative Assessment Technique (Suzanna Windon, Mariah Stollar); (2) To Post or Not to Post: Examining the Influence of Post Frequency on Facebook Page Traffic (Amy Harder & Savanna Turner)

4:15PM – 5:15PM [Happy Hour & 10-Year Celebration with Past Presidents](#) – Debra Davis, 1<sup>st</sup> NAEPDSP President

## **WEDNESDAY, DECEMBER 2, 2020**

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11AM – 11:45AM [Keynote](#) – Tonya Parker, Assistant Dean for Equity and Inclusion, Title IX Coordinator, Wesleyan College

11:45AM – 12PM Break

12PM – 1PM Concurrent Session 4 – Workshops

[Class is in Session: Maximizing the Impact of Teaching through Lesson Study](#) (Janet Fox, Esther Boe, Debbie McDonald, Martin Smith)

[Using Geovisualization to Facilitate Program Planning and Evaluation](#) (Michele Walsh, Kara Haberstock Tanoue, Madeleine deBlois, Rachel Leih)

[Changing Our View of Identity in a Time of Change - A Starter for Agency Diversity Education](#) (Craig Rotter)

[Developing Extension Program Innovation Capacity to Tackle Complex Social and Environmental Challenges](#) (Rebecca Meyer, Nathan Meyer, & Mary Jo Katras)

1PM – 1:25PM Break

1:25PM – 2PM Concurrent Session 5 – Oral Presentations

[Specialist-Engaged Process for Refining Extension Program Area Competencies](#) (Marina Denny, Alisha Hardman, & Kennie Hicks III)

[Guiding Evaluation Capacity Building of Extension Professionals using Perspective of Extension Educators](#) (Anil Kumar Chaudhary, Elsie Assan, Farhan Sadique, John Diaz, K.S.U. Jayaratne, Vikram Koundinya, Nav Ghimire, & Scott Chazdon)

[Developing a Standardized Situational Needs Assessment for Statewide Use: Pilot and Testing in Utah and Florida](#) (Amy Harder, Lendel K. Narine, Diane Craig, Matt Bengé, Glenn D. Israel, & Olivia Caillouet)

[Demonstration of Cooperative Extension Reporting Systems: Reporting Amidst a Global Crisis](#) (Kit Alviz, Todd Hurt, Diane Mashburn, & Christian Schmieder)

2PM – 2:30PM Break

2:30PM – 4PM Concurrent Session 6 – Roundtable Discussions

[Using the Net Promoter Score® \(NPR®\) for Capturing Participant Loyalty to Extension Programs](#) (Julie Huetteman & C. Bradford Sewell)

[Enhanced 4-H Club Experiences for Gay Male Youth](#) (Jeff W. Howard, Teresa McCoy, & Chenzi Wang)

[Evaluation Using an Adversary-Oriented Approach](#) (Marina Denny)

[The Policy, Systems and Environmental Framework within an Extension Context](#) (Rebecca Sero, Carrie Backman, Clea Rome, & Laura Ryser)

[The use of Intrinsic and Extrinsic Motivators to Achieve Excellence in Extension Programming](#) (Steven D. Siegelin, LaJoy Spears, & Alda Norris)

[Moving Online: A National Conference Review with Discussion to Share Best Ideas](#) (Brian Raison & Jared Morrison)

[Is there a Business Model for Extension Education and is it Consistent Across LGUs?](#) (Celeste Carmichael)

**THURSDAY, DECEMBER 3, 2020**

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11AM – 11:30AM [Keynote](#) – Calvin Mitchell, Awards Management Division Director, NIFA

11:30AM–11:45AM Break

11:45AM–12:45PM [Speakers Panel](#) (Marlon Argueta, Tonya Parker, Calvin Mitchell, Drenda Williams, & Albert Nyakatura)

12:45PM – 1PM Break

1PM – 2PM [NAEPSDP Business Meeting and Awards](#)

2PM – 2:30PM Break

2:30PM – 3:05PM Concurrent Session 7 – Oral Presentations

[Extension Faculty's Ability to Address Complex Problems of Clientele](#) (Andree' Walker Bravo, Lendel Narine, & Paul Hill)

[Linking Organizational Behaviors to Employees' Critical Psychological States](#) (Marina Denny & Marty Ellard)

[Program Playbooks: Choose, Clarify, and Create Cohesion in Program Efforts](#) (Teresa McCoy, Virginia Brown)

[Quality Control as Open Communication: Clarifying expectations, ensuring data quality, and tailoring feedback to local activity reporting during COVID-19](#) (Joel Drevlow & Christian Schmieder)

3:05PM – 3:15Pm Break

3:15PM – 3:50PM Concurrent Session 8 – Oral Presentations

[Developing Micro-Credentials for Professional Development: A Case Study](#) (Justin McKenzie, Chris Plein, Sarah Baughman, & Andy Crocker)

[Formative Evaluation of a Remote Work Program for Utah Organizational Leaders](#) (Amanda Ali & Paul Hill)

[Applying Focused Excellence: The Program Area Framework](#) (Amy Parrott,  
Michael Hauser, & Joshua Farella)

[Visualizing Statewide Needs Assessment Survey Results](#) (Diane Craig)

3:50PM – 4PM      Break

4PM – 4:15PM      [Closing](#) – Steven Siegelin, 2021 NAEPSDP President, Montana State University

4:15PM – 4:45PM      NAEPDSP New Board Members Meeting

## **2021 NAEPSDP BOARD OF DIRECTORS AND COMMITTEE CHAIRS**

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### **Officers**

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| President –       | Steve Siegelin, Montana State University            |
| President-Elect – | Julie Huetteman, Purdue University                  |
| Secretary –       | Catie Croft, Kentucky State University              |
| Treasurer –       | Meredith Weinstein, North Carolina State University |
| Past President –  | Terrence Wolfork, Fort Valley State University      |

### **Regional Representatives**

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|-----------------|---|
| North Central – | Teresa McCoy, The Ohio State University             |
| Northeast –     | Francine Sulinski, University of Maine              |
| Southern –      | Kenneth Jones, University of Kentucky               |
| Western –       | Rebecca Sero, Washington State University           |
| 1890’s –        | Cynthia Wilson-Willis, Fort Valley State University |

### **Committee Chairs**

|                            |  |
|----------------------------|--|
| Awards and Recognition –   | Amanda Rysz, The Ohio State University<br>Vikram Koundinya, UC Davis   |
| Finance –                  | Suzanna Windon, Pennsylvania State University  |
| Marketing –                | vacant   |
| Membership –               | Catie Croft, Kentucky State University<br>Kenneth Jones, University of Kentucky  |
| Nominating –               | Terrence Wolfork, Fort Valley State University   |
| Professional Development – | Danae Wolfe, The Ohio State University<br>Mary Halbleib, Oregon State University   |
| Conference Committee –     | Cynthia Wilson-Willis, Fort Valley State University<br>Latasha Ford, Fort Valley State University<br>Matt Bengé, University of Florida |
| Policy and Resolution –    | Julie Huetteman, Purdue University   |
| PILD Representatives –     | Katy Gottwald, Texas A&M University<br>Terralon Chaney, Fort Valley State University   |
| JCEP/ELC Representatives – | Julie Robinson, University of Arkansas<br>Jared Morrison, The Ohio State University  |
| JOE Representatives –      | Marina Denny, Mississippi State University   |
| Webmaster –                | Tom Payne, Texas A&M University  |

## **CONCURRENT SESSION 1 ABSTRACTS (TUESDAY, DECEMBER 1)**

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### **Learn & Lead for Success**

Presenter – Nancy Hegland, Trisha Sheehan, & Amber Shanahan

Abstract – The need to provide consistent, relevant, and meaningful staff development has never been greater. Youth Development Learn and Lead consists of three cohort trainings, focused on providing the learning needed at the right time for employees. The YDLL cohorts ground new educators in the training they need for the first six months, allows them to go deeper in the Anchor cohort where they also complete an Action Learning project, and the final cohort focuses on a specific topic, such as volunteer development. This need for Extension organizations to deliver high quality training continues to be a topic that garners strong interest throughout all stages of one's career and the YDLL model highlights best practices for staff development.

### **Civil Rights Compliance Review Process**

Presenter – Jessica Creighton

Abstract – Our presentation is intended to provide an overview of the USDA/NIFA civil rights compliance review process. The presenter will present both Extension and research program content to provide a holistic picture of civil rights.

### **Facilitating Teamwork During COVID-19: Lessons Learned from Analyzing Extensions' COVID Response**

Presenters – Christian Schmieder & Joel Drevlow

Abstract – In this presentation, we will show how the Data Governance Team at the University of Wisconsin-Madison, Division of Extension managed the analysis of 1500+ activity narratives by leveraging the functions of Microsoft Teams and the Qualitative Data Analysis Software MAXQDA. While describing the technical solutions that helped us facilitate this ongoing project we will focus on best practices regarding staying 'on the same page' as a virtual analysis team, especially during the development of qualitative coding schemes.

### **Responding in 2021: Can this year's challenges make us better leaders?**

Presenter – Brian Raison

Abstract – Responding in 2021: Can this year's challenges make us better leaders? In this talk, I will share a few of the most poignant and practical leadership tips borrowed from Urban Meyer's 2015 book, Above the Line, which offers practical, easy-to-remember leadership responses that you may use immediately. Participants will memorize  $E+R=O$  and learn the R Factor for improved relationships.

### **Challenges and Opportunities of Using Facebook Live to Deliver Extension Educational Programs**

Presenter – Yilin Zhuang

Abstract – In response to the COVID-19 pandemic, Extension education has switched to online platform. A group of agents in the UF/IFAS Extension have started a Facebook Live series, Water Wednesday, aimed at educating homeowners on water conservation and protection practices. Facebook Live is easily accessible and does not increase technological difficulties for existing Facebook users. The novelty of Facebook Live, however, has increased the difficulty to evaluate the knowledge gain and practices adoptions. More empirical research on effective use of Facebook Live and similar platforms to deliver Extension programs is needed.

## **CONCURRENT SESSION 2 ABSTRACTS (TUESDAY, DECEMBER 1)**

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### **University of Arizona Cooperative Extension Common Measures: Creating an Evaluation System across Cooperative Extension Program Areas**

Presenters – Michele Walsh, Deirdre Avery, Madeleine DeBlois, Rachel Leih, & Kara Haberstock Tanoue  
Abstract – Developing common measures to assess quality across programs can support data-driven program improvement, outcomes research, and communicating the effectiveness and importance of Cooperative Extension programs to stakeholders across the state. These statewide efforts are difficult to launch. This session will describe the process being used in Arizona and will provide examples for attendees on how to envision and facilitate such a process in their own state. We will discuss our use of participatory educational experiences for evaluation capacity building and the development and launch of a Qualtrics-based tool for building surveys with common and custom items. We will also discuss the pragmatics of developing these processes and tools, including the need for leadership buy in, IT resources, and mechanisms for data aggregation and reporting.

### **Programs with a Purpose: Aligning Community Needs with Engagement and Evaluation**

Presenters – Danae Wolfe, Teresa McCoy, & Debby Lewis  
Abstract – Extension has relied on the use of traditional program planning models for decades. Unfortunately, many of these traditional models lack translational stages that help practitioners discover and interpret current community needs and translate these needs into strategic engagement initiatives. The LIFE Path framework, designed by Extension Learning and Organizational Development professionals with Ohio State University Extension, seamlessly connects program design stages into a fluid and adaptable pathway that fosters a human-centered, empathy-focused, and solutions-based approach to community engagement. This new Extension framework helps level the importance of teaching, service, and research and offers a modern approach to the design, development, delivery, and evaluation of Extension engagement initiatives that provide positive outcomes and true community impact.

### **Helping Educators Pivot to Online Teaching and Learning**

Presenters – Celeste Carmichael & Renee Pusey  
Abstract – An urgent need for helping Extension Staff to shift to engaging online teaching and learning techniques emerged this year with the onset of COVID-19. While ZOOM and social media have been available for a number of years, online learning has not been the first response for conferences, workshops, and program offerings - until now. How did your state prepare staff and volunteers to make this quick shift? Join us to learn strategies and approaches used by Penn State University and Cornell Cooperative Extension to prepare staff with staff development opportunities, particularly for leading engaging online learning experiences.

### **Cultivating Stakeholder Entrepreneurship through Collective Action**

Presenters – Keith Taylor & Vikram Koundinya  
Abstract – How can Extension help our community stakeholders work beyond the one-off approach of strategic planning, building ongoing collective action competencies, using a toolbox of social-scientificallly-validated practices? Our competency building workshop will expose Extension professionals to the Strategic Doing method of facilitation. Strategic Doing trains disparate networks and their stakeholders how to work together voluntarily, evaluate progress, build success on top of prior successes, while establishing new capabilities for stakeholders to work together collectively over the long-term.

## **CONCURRENT SESSION 3 ABSTRACTS (TUESDAY, DECEMBER 1)**

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### **Cultural Competence in Extension Education: Developing a Competency Framework Based on Expert Consensus**

Presenters – John Diaz, Jay Jayaratne, Lendel Narine, Cecilia Suarez, Celina Willie, & Cody Gusto

Abstract – The need to expand training for Extension professionals in cultural competence has been well established. This need relates to evidence that Extension clientele continue to become more diverse, requiring special considerations for the development of culturally responsive Extension programs. Experts assert that programs that do not consider the cultural differences of their participants are frequently less effective. A gap currently exists between wanting to educate diverse audiences and being prepared to do so highlighting the need for cultural competency training. The purpose of this study was to systematically develop and come to a consensus on a competency framework for Extension educators. The results of this study should serve as a competency framework to ensure the development of a culturally competent Extension system.

### **Extension Work in a World with Artificial Intelligence, Remote Work, and New Funding Models**

Presenters – Thomas Jerold, Julie Aldrige, & Emma Newell

Abstract – 2020 was a year of change for Extension. Key trends like artificial intelligence were already impacting Extension. Then came COVID-19 and the shutdown of many Extension offices and potential funding cuts. We discuss the impacts of these and related trends and provide recommendations for Extension and Extension professionals.

### **Staying Connected: Lessons Learned Utilizing Technology to Link Nonformal Education Lesson Study Facilitators**

Presenters – Janet Fox & Esther Boe

Abstract – Cooperative Extension depends on technology to support and enhance professional development. Utilizing technology in practice is necessary to effectively administer this program. Technology has an important place in supporting the pedagogical foundations of lesson study to equitably reach all audiences. This session will highlight the findings from a case study of 14 lesson study leaders through the lens of technology integration. Through communication and collaboration, this session will identify strengths, and challenges in order to promote meaningful staff development that builds synergy through lesson study.

### **Identifying Extension Leaders' Leadership Competencies: A Qualitative Assessment Technique**

Presenters – Suzanna Windon, Mariah Stollar

Abstract – Cooperative Extension has investigated leadership development for both county Extension educators and state specialists. A gap in the literature was identified in leadership competency assessments for Extension top management and administrative positions. Due to a lack of research on leadership competencies needs for the 21st-century Extension administrator, we developed a qualitative approach to help Penn State Extension administrators better understand leader and leadership competencies needed for a thriving modern Extension leader. Conference participants will have the opportunity to learn about a case study of implementing a new leadership competency assessment tool that can be used among top organizational leaders. The assessment tool helps maximize individuals' contributions, foster dynamic small group discussions, and share a small group's vision with a larger group. Participants will be able to utilize the three-phased leadership competencies assessment tool.

### **To Post or Not to Post: Examining the Influence of Post Frequency on Facebook Page Traffic**

Presenters – Amy Harder & Savanna Turner

Abstract – The Program Development and Evaluation Center (PDEC) at the University of Florida has been using Facebook to provide professional development since 2015. A significant amount of time is devoted to curating content for daily posts. In February 2020, a four-week experiment was conducted to determine if the frequency of the Facebook posts made a difference in the amount of traffic. Daily page reach was affected by changes in post frequency while individual post reach was not. Daily engagement should be considered an Extension best practice.

## **CONCURRENT SESSION 4 ABSTRACTS (WEDNESDAY, DECEMBER 2)**

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### **Class is in Session: Maximizing the Impact of Teaching through Lesson Study**

Presenters – Janet Fox, Esther Boe, Debbie McDonald, Martin Smith

Abstract – Are you looking for an avenue to enhance your high-quality programming efforts? Are you interested in offering meaningful professional development for faculty? Lesson Study enhances subject matter understanding, supports a team approach, promotes reflective practice, and uplifts what works and does not work in the real world of extension. Lesson Study increases the knowledge for facilitators and learners, is deceptively easy to implement, and saves time.

### **Using Geovisualization to Facilitate Program Planning and Evaluation**

Presenters – Michele Walsh, Kara Haberstock Tanoue, Madeleine deBlois, Rachel Leih

Abstract – Wider use and understanding of geovisualization--the interactive display of geospatial data to support decision-making--can be an important part of program planning, evaluation, and community engagement capacity building within Extension. This session reports on the UArizona SNAP-Ed mapping project, a collaboration between Extension program staff and evaluators to create an interactive GIS mapping tool displaying community-level data related to need, community resources, and food and activity environments across the state of Arizona. In this workshop, we will use lessons learned from the project to enable participants to enhance their own skills in using geospatial data to help with needs assessment, program planning, and community engagement.

### **Changing Our View of Identity in a Time of Change - A Starter for Agency Diversity Education**

Presenter – Craig Rotter

Abstract – This competency-building workshop will share a process as a starting place for people to learn about their own identities and then those of others. Context knowledge will be shared as part of this process. Understanding others depends first upon understanding one's own identities. This workshop will move participants toward feeling comfortable talking about identities with others, and sharing personal experiences, stories, and details about self. Our intent is to build confidence of extension staff in discussing who we are as individuals, provide a process by which to do this, and some tools and knowledge pieces to assist in continuing the conversations/dialogue.

### **Developing Extension Program Innovation Capacity to Tackle Complex Social and Environmental Challenges**

Presenters – Rebecca Meyer, Nathan Meyer, & Mary Jo Katras

Abstract – Innovation is often referred to as something tangible, a new technology or program design that we can put our hands on or a concept that we can define. But these things result from a program innovation process that NAEPSDP members can support to make it easier and stronger for individuals and teams. As Extension professionals, we are called upon to be innovative, but there are certain individual, group and organizational factors that enable and challenge the process. In the proposed workshop, we will show how innovation is an ongoing, iterative process through which individuals and teams develop needs and opportunities into improved program performance. Using examples from a study of innovative Extension programs in Minnesota and nationwide as well as years of experience in a variety of Minnesota professional and staff development contexts, we will describe a framework of five key factors that can support or resist innovation, and share some useful tools to help faculty use this framework in a variety of ways to strengthen program innovation through improving the factors that support it. We believe this framework fills a unique niche for helping NAEPSDP members in developing and supporting Extension group abilities to make their own innovative leaps in developing programming to help communities address complex grand challenges.

## **CONCURRENT SESSION 5 ABSTRACTS (WEDNESDAY, DECEMBER 2)**

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### **Specialist-Engaged Process for Refining Extension Program Area Competencies**

Presenters – Marina Denny, Alisha Hardman, & Kennie Hicks III

Abstract – Mississippi State University program and staff development (PSD) specialists adapted the University of Tennessee FCS competencies and developed an open-ended, reflective process with which to solicit input and feedback from Mississippi FCS specialists. We gathered and analyzed data on definitions, critical information required of FCS educators, and missing competencies in the context of Mississippi. By taking this extra step to incorporate the input from specialists, we ensure that we have their support and buy-in to a targeted competency training process long-term. These steps are presented as a potential alternative for other PSD professionals doing competency research and training with Extension educators as a way to refine content- and context-specific competencies for Extension personnel.

### **Guiding Evaluation Capacity Building of Extension Professionals using Perspective of Extension Educators**

Presenters – Anil Kumar Chaudhary, Elsie Assan, Farhan Sadique, John Diaz, K.S.U. Jayaratne, Vikram Koundinya, Nav Ghimire, & Scott Chazdon

Abstract – Increasing demands for accountability for taxpayer dollars by Extension program funders and stakeholders requires Extension educators to document the impact of their programs. To document program outcomes, Extension educators must be competent in program evaluation. Diaz, Kumar Chaudhary, Jayaratne, and Assan (2020) conducted a nationwide three-round Delphi study with evaluation specialists to identify core evaluation competencies that are critical to the work of Extension educators. The study resulted in a new evaluation competency development model consisting of 36 competencies. The model, which was developed using the perspective of evaluation specialists, needed input from Extension educators (end users). To address this gap, we conducted eleven focus group interviews with a diverse range of Extension educators representing

six diverse Extension organizations in the United States. In this presentation, we will share findings from our focus group interviews related to feedback on the model along with ideas for broader implementation of the model to improve evaluation capacity.

### **Developing a Standardized Situational Needs Assessment for Statewide Use: Pilot and Testing in Utah and Florida**

Presenters – Amy Harder, Lendel K. Narine, Diane Craig, Matt Bengel, Glenn D. Israel, & Olivia Caillouet  
Abstract – Participants will learn about the design, implementation, and results of a statewide needs assessment surveys created by Utah State University Extension and adapted by UF/IFAS Extension. Extension practice can improve by having agents and specialists utilize valid and reliable needs assessment data to develop their own Plans of Work, create situational analysis infographics, and/or build interactive data dashboards for strategic planning. Examples from both assessments will be shared with the audience as well as our recommendations for how others can replicate in their own states to ensure programming is driven by valid and reliable data.

### **Demonstration of Cooperative Extension Reporting Systems: Reporting Amidst a Global Crisis**

Presenters – Kit Alviz, Todd Hurt, Diane Mashburn, & Christian Schmieder  
Abstract – This presentation will share how four institutions capture virtual programming as Cooperative Extension reached audiences in new ways due to COVID-19. The University of California Agriculture and Natural Resources, University of Georgia Extension, University of Arkansas System Division of Agriculture, and University of Wisconsin-Madison Division of Extension will provide demonstrations of their reporting systems and share any lessons learned about outcomes reporting and reporting during the pandemic. Accurate and flexible reporting systems are needed to gather outputs and outcomes information from Cooperative Extension programs for the U.S. Department of Agriculture, National Institute of Food and Agriculture (USDA NIFA) annual plans and reports of work as well as for communication with other stakeholders.

## **CONCURRENT SESSION 6 ABSTRACTS (WEDNESDAY, DECEMBER 2)**

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### **Using the Net Promoter Score® (NPS®) for Capturing Participant Loyalty to Extension Programs**

Presenters – Julie Huetteman & C. Bradford Sewell  
Abstract – We will share our use of the Net Promoter Score® (NPS®) (Reichheld, 2011) as an indicator of satisfaction and brand loyalty. Through quantitative and qualitative data about customer loyalty, NPS® results help identify areas for improvement and participant loyalty to Extension. As loyal, passionate participants engage more, contribute suggestions, and share praise to friends and colleagues, it is easy to see NPS® as an important metric. Connecting with Extension personnel by using the NPS® helps build trust, and as evaluators, we gain opportunities to guide further evaluation development. Our roundtable discussion will invite attendees to share about how they: 1) measure satisfaction/loyalty, 2) have experienced interests for feedback versus outcomes, and 3) identify program improvement opportunities.

### **Enhanced 4-H Club Experiences for Gay Male Youth**

Presenters – Jeff W. Howard, Teresa McCoy, & Chenzi Wang

Abstract – This research explored elements of the 4-H club experience that were supportive to gay male youth in feeling included and accepted. Major research findings from 165 respondents will be shared. Discussions will focus on how to influence training of volunteers and youth workers, as well as how the study can apply to program planning constructs within Diversity, Equity, and Inclusion to help create more inclusive and accepting environments for LGBTQ+ youth.

### **Evaluation Using an Adversary-Oriented Approach**

Presenter – Marina Denny

Abstract – An adversary-oriented approach to evaluation attempts to balance, rather than reduce, potential bias by incorporating both positive and negative views into the evaluation itself. This approach lends itself to stakeholder involvement beyond a needs assessment, providing additional opportunity to enhance buy-in and engagement in the overall process and final product. This roundtable session will address this approach in the context of Extension, with an overview of the process, an example of how it was used at Mississippi State University, and discussion regarding possibilities for application in other areas of Extension PSD efforts.

### **The Policy, Systems and Environmental Framework within an Extension Context**

Presenters – Rebecca Sero, Carrie Backman, Clea Rome, & Laura Ryser

Abstract – This roundtable will briefly outline the Policy, Systems, Environmental (PSE) framework that was developed by the Centers on Disease Control, provide examples of effective PSE approaches, and discuss how this framework has been – and can be – applied to Extension work at the local level beyond just community health. Come prepared to talk about how PSE may be a viable option to guide your work.

### **The use of Intrinsic and Extrinsic Motivators to Achieve Excellence in Extension Programming**

Presenters – Steven D. Siegelin, LaJoy Spears, & Alda Norris

Abstract – In this roundtable we will learn together through reflection on motivational strategies that are in use at our institutions; consideration of strategies to shift towards intrinsic motivators; and looking at our roles within the greater Extension missions. These discussions will begin a process where individuals and organizations can explore strategies to shift toward intrinsic motivators. This shift should result in the mutual benefits of increasing the satisfaction of Extension professionals and improving the quality of the documentation of their work. The overarching question to be discussed is: What if Extension professionals were motivated intrinsically to pursue excellence for all facets of the Extension programming continuum, including documentation and reporting of successes?

### **Moving Online: A national conference review with discussion to share best ideas**

Presenters – Brian Raison & Jared Morrison

Abstract – In this roundtable, we will describe the process and challenges of how the National Association of Community Development Extension Professionals (NACDEP) moved their annual conference online in 2020. We will then ask attendees to share their experience planning or attending an online conference. We will compile crowd-sourced “proven-practice” ideas that can be shared broadly to help other organizations.

### **Is there a Business Model for Extension Education and is it Consistent Across LGUs?**

Presenter – Celeste Carmichael

Abstract – This year the NAEPSDP Professional Development Committee developed a survey asking “What program design model does your institution use and how do does your LGU encourage/train your staff to develop Extension programs?” 30 responses were received from members that represent 28 Land Grant Institutions. Educational programs are our product in cooperative Extension, and such – training for new and veteran staff around how to design and evaluate programs are imperative. In this roundtable, we will share the information shared, and open discussion about what we can learn from each other on encouraging/training educators to follow a model for extension education.

## **CONCURRENT SESSION 7 ABSTRACTS (THURSDAY, DECEMBER 3)**

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### **Extension Faculty's Ability to Address Complex Problems of Clientele**

Presenters – Andree' Walker Bravo, Lendel Narine, & Paul Hill)

Abstract – Subject Matter Expertise (SME) deals with Extension faculty’s ability to use empirical research to address clientele problems. This session explores USU Extension faculty’s performance of SME competencies. A descriptive study gathered data from a sample of Extension educators at USU Extension (n = 75). Results indicated while respondents perceived all SME competencies were important, they only had average ability to perform four of the nine SME competencies assessed. Results showed a need for professional development training in all SME competencies and recommended that Extension conducts regular competency assessment to ensure educators are equipped to provide quality programming to clientele. This session will share these results and provide discussion and ideas for replication.

### **Linking Organizational Behaviors to Employees’ Critical Psychological States**

Presenters – Marina Denny & Marty Ellard

Abstract – We proposed an evaluation framework that classifies Kruse’s (1986) organizational leadership behaviors as causal variables that may influence the critical psychological states defined in the Job Characteristics Model (Hackman & Oldham, 1975). We used this framework to develop an evaluation instrument to determine if there was a relationship between intended organizational behaviors embedded in Extension Annual Conference and employees’: 1) experienced meaningfulness of work (i.e., job satisfaction, job motivation); 2) responsibility for outcomes (i.e., professional accountability); and 3) knowledge of results (i.e., organizational awareness). The data collected from this evaluation will serve to inform Extension administration of needed changes to Annual Conference and other similar professional development events to increase participation and tailor them to meet the changing needs and wants of Extension personnel. The framework for this evaluation instrument can be adapted at other institutions to develop more in-depth assessments of the impact of certain planned professional development activities/events on desired personnel and organizational outcomes.

**Program Playbooks: Choose, Clarify, and Create Cohesion in Program Efforts**

Presenters – Teresa McCoy, Virginia Brown

Abstract – The Family & Consumer Sciences (FCS) team at Maryland, with the hiring and on-boarding of many new Educators, worked together to articulate the program area goals and focus; identify foundational theories and frameworks of programs; and, research and document situation statements in each focus area. All of this was combined into a document called a “playbook.” The goals of the FCS playbook are much like that of football and theatre: have a document that could be given to a new educator that would provide the common understanding of programs, including the theoretical frameworks, situation descriptions, program implementation, and program evaluation. The playbook was intentionally made a living document to allow for refinement and updates. This session will describe the process and approaches used to create the playbook, content of the playbook, and the benefits of engaging in this type of effort.

**Quality Control as Open Communication: Clarifying expectations, ensuring data quality, and tailoring feedback to local activity reporting during COVID-19**

Presenters – Joel Drevlow & Christian Schmieder

Abstract – In this session, we share a quality control process that provided timely and precise feedback to assist colleagues in their work while assuring the quality of the data pool for analytical products and shareholder communication. We show how we developed quality control policies and procedures at the University of Wisconsin - Madison Division of Extension that allowed us to streamline data analysis, quality assurance and responsive colleague feedback utilizing our state-wide reporting portal and Microsoft’s ‘mail merge’ functionality.

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**CONCURRENT SESSION 8 ABSTRACTS (THURSDAY, DECEMBER 3)**

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**Developing Micro-Credentials for Professional Development: A Case Study**

Presenters – Justin McKenzie, Chris Plein, Sarah Baughman, & Andy Crocker

Abstract – This presentation provides an opportunity to share with an Extension professional development focused audience the following: 1) a general overview of trends in the evolution of micro-credentials and badges and their relevance to professional development in Extension, 2) a model for engaging the Extension colleagues to help in program development through primary data collection utilizing surveys that invite open-ended comment, and 3) the importance of combining literature review and primary source data for planning and developing a strategy for micro-credential professional development programs in virtual learning communities, such as the Military Families Learning Network.

**Formative Evaluation of a Remote Work Program for Utah Organizational Leaders**

Presenters – Amanda Ali & Paul Hill

Abstract – Utah State University Extension developed the Master Remote Work Leader (MRWL) certificate course as part of the Rural Online Initiative. This pilot remote work course was a legislative response to reduce rural unemployment and rural-urban migration. The course provides training to organizational leaders on best practices and core skills for effectively creating remote work environments, and leading hybrid-remote and fully distributed employees. The purpose of this study was to conduct a formative evaluation of the course’s short-term outcomes and provide recommendations for improvement.

### **Applying Focused Excellence: The Program Area Framework**

Presenters – Amy Parrott, Michael Hauser, & Joshua Farella

Abstract – A primary challenge for Cooperative Extension faculty is balancing specialization and generalization. Specificity is generally accepted as a pathway towards academic success, i.e. expertise and a recognized legitimacy within a field. The concept of ‘focused excellence’ is recognized as a valuable strategy in accomplishing an area of expertise and we propose that in the application of focused excellence there are three key areas – program delivery, program management, and program development. These essential elements, which we have termed the “Program Area Framework,” are a useful template for overtly recognizing time, energy, and other investments made as staff that effect outcomes and productivity. We suggest here that the Program Area Framework be utilized by faculty as a guide for the achievement of focused excellence, i.e. a means to assess the efficacy of programming efforts and focus the allocation of time and energy towards greater success.

### **Visualizing Statewide Needs Assessment Survey Results**

Presenter – Diane Craig

Abstract – In 2020, the University of Florida’s Program Development and Evaluation Center conducted a statewide needs assessment of 1,500 residents. Extension, with its reliance on evaluation and needs assessment data, is well-positioned to use data dashboards to tell the Extension story to external stakeholders and provide useful, accessible information to its Extension agents when developing their plans of work. This presentation will demonstrate how Tableau software is used to disseminate the results of the statewide survey to UF/IFAS Extension faculty and administrators. It will also cover how interactive dashboards are useful for strategic planning purposes, allowing for data exploration and flexibility to answer emerging questions.