Digital Storytelling for Scholarly Engagement
TALEN

Cradle-to-Grave Human Capital and Talent Development

INNOVATION

Research, Creative Works, Problem Solving, and Entrepreneurship

PLACE

Community-Connected Institutions and Stewardship for Vibrant Communities
What’s the focus of your extension or engagement scholarship?

How does it link and leverage across assets?
KNOW

TELL

MEASURE

ENGAGE
What’s your partner’s role in knowing, measuring, telling?

What are your impact indicators?
What’s the story you and your partner want to tell?
“...and...and...and...”

ZZZZZZZZZ
“...and...but...therefore...”

Tell me more!
“...a...b...t...”

setup, punchline, twist

situation, conflict, resolution
And now, Christine...
“...the key with dossier inclusion (and acceptance) are the statements of work. Having a SoW that clearly outlines how and why an innovative method was used and its subsequent impact is imperative.”

Heather S. Wallace, PhD, CFLE
Assistant Professor / Human Development Specialist
University of Tennessee, Knoxville
Examples from Heather Wallace, Tennessee

“...I frequently use zoom to host synchronous webinars, and then also record them to offer as asynchronous learning experiences for agents. I cite this in my dossier as I would any other in-service training because that’s what it is. I report the sum of attendees across the synchronous and asynchronous presentations (agents email once they’ve watched it).”
Examples from Heather Wallace, Tennessee

• Created official Pinterest page for UT Extension’s FCS department
• Created official FCS Human Development Facebook page
• Human Development Twitter page (@DrHWallace)
• Augmented Reality- Used LAYAR app and interface to embed videos and additional resources in a publication. Participants can use the app to highlight any picture in the booklet and it will take them to related content online. (this was funded by an eXtension Innovation grant)
“...As academic staff [tenure] is not a privilege I am provided and is less on my radar! I just support the work of the faculty, as you can see.”

Libby Bestul  
Outreach Specialist | Cooperative Extension  
School of Human Ecology  
University of Wisconsin-Madison
Examples from Libby Bestul, Wisconsin

• Parenting example from UW-Madison Extension built and maintained by one professor with ongoing posts by a team including county educators and graduate students: https://parenthetical.wisc.edu/

• Completed using an entire statewide team to share curriculum: http://fyi.uwex.edu/rentsmart/
Podcast examples - from Justin Thomas, University of Tennessee

• www.Ne4h.com (Florida Blog for 4-H agents)
• http://www.spreaker.com/user/utextensionbradleycounty (Blue Ribbons and Boots podcast)
• http://bobbertsch.com/wdinext-subscribe/ (Working Differently in Extension podcast)
• https://www.extension.umn.edu/youth/training-events/online-learning/podcast-series/index.html (Minnesota Extension Youth Development Podcast Series)
“...This stems from the eXtension Grape Community of Practice...we wanted to have each contribution have a chance of being accepted toward P&T. I have heard from some members that they did get credit and some said they did not.”

Eric Stafne
Associate Extension/Research Professor
Fruit Crops Specialist
Mississippi State University
Examples from Eric Stafne, Mississippi

Here is a representative example of an article:

http://articles.extension.org/pages/33109/basic-concept-of-vine-balance

I believe this was credited similar to a regular Extension publication (e.g. fact sheet). Here is an example of that:


In theory I should get some credit for [this blog under the University banner], although it has yet to be tested because I don’t go up for promotion until next year:

http://blogs.msucares.com/fruit/
A key-informant reviewed my blog website and urged me to ‘use more voice’ to make the content more friendly, personal, sharing my failures as well as successes with my own garden. This advice alone led to a big increase in hits, and Becky’s gardening blog website was selected in July 206 as Number 20 among the top 100 gardening blog sites.

Becky Griffin
Community and School Garden Coordinator, University of Georgia
Suggested Story Venues

• eXtension Impact Collaborative [Success Stories](#)
• eXtension [Invited Bloggers](#)
• extension.org (stand-alone [project web sites](#) and [knowledge base](#)) (this counts as publication in some states)
• The [Horizon Report for Cooperative Extension](#)
• ECOP Land-Grant Impacts [Database](#)
• ECOP [Ag is America](#) Campaign
Examples from JOE, from Eric Stafne

Twitter Chats: Connect, Foster, and Engage Internal Extension Networks

Reader Time Investment as a Partial Impact Measure of Online Extension Content
https://joe.org/joe/2014april/tt1.php

Using Technology to Enhance Extension Education and Outreach
http://horttech.ashspublications.org/content/27/2/177.full
Create a book

WE’VE TRIED THAT BEFORE
512 YEARS OF EXTENSION WISDOM

BY PAUL HILL
& JAMIE SEGER
FEATURING 30 CO-AUTHORS
Start Working Out Loud
Join a WOL Learning Circle

Contact eXtension’s Mark Locklear
marklocklear@extension.org

See some of the twitter stream:
https://twitter.com/search?q=%23wol%20%23coopext&src=typd