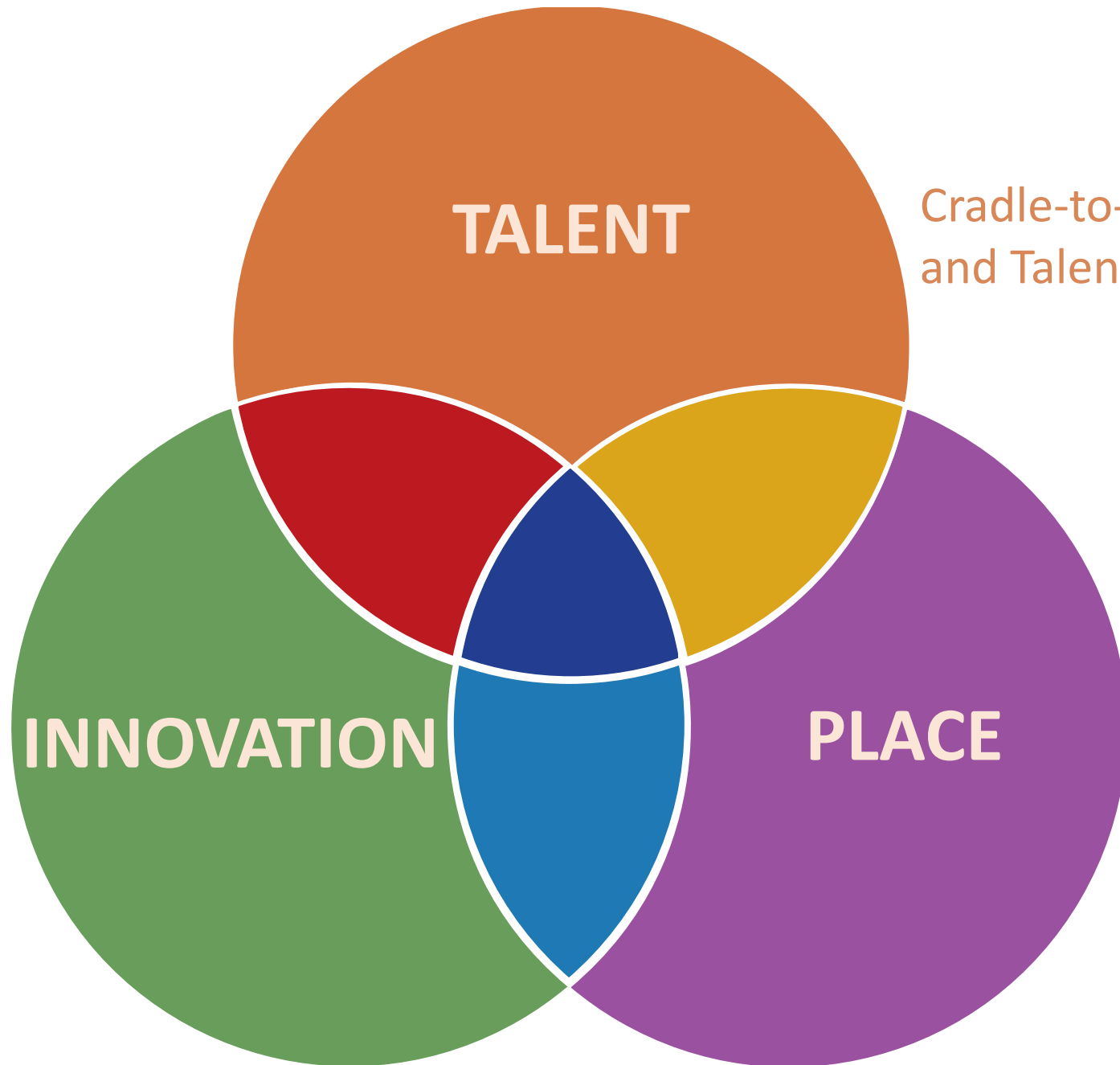


# Digital Storytelling for Scholarly Engagement



Research, Creative Works, Problem Solving, and Entrepreneurship

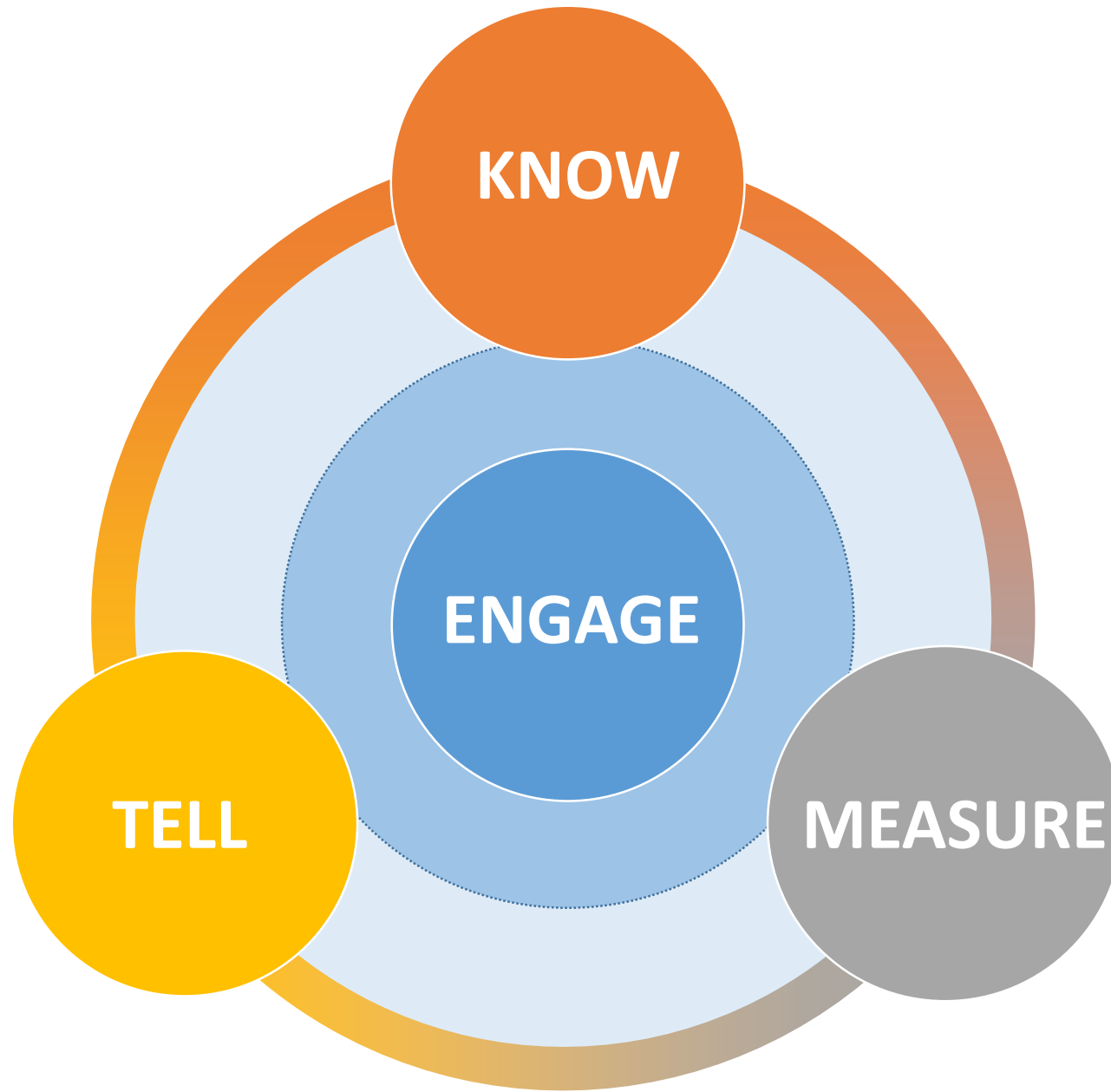


Cradle-to-Grave Human Capital and Talent Development

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**

**ENGAGE**

**TELL**

**MEASURE**

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?



Why Science Needs Story



**HOUSTON,**

**WE HAVE  
A NARRATIVE**



**Randy Olson**






“...and...and...and...”



**ZZZZZZZZ**

“...and...but...therefore...”



Tell me  
more!

“...a...b...t...”

setup, punchline, twist

situation, conflict, resolution

And now, Christine...

**—COOPERATIVE—  
EXTENSION**  
*Extending Knowledge, Changing Lives*

**e<sup>•</sup>xtension**  
**Issues • Innovation • Impact**

A Part of the Cooperative Extension System



**United States Department of Agriculture**  
National Institute of Food and Agriculture

**“...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](http://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:

<http://articles.extension.org/pages/58074/interspecific-hybrid-french-american-wine-grapes>

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.msucare.com/fruit/>

# eXtension Impact Collaborative Success Stories



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 2016 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**

<https://www.joe.org/joe/2017april/tt3.php>

## **Reader Time Investment as a Partial Impact Measure of Online Extension Content**

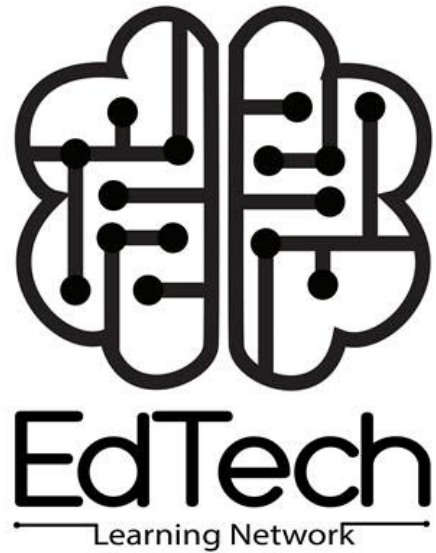
<https://joe.org/joe/2014april/tt1.php>

## **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

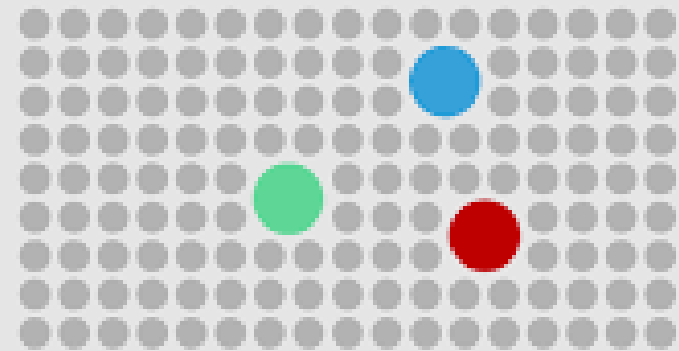
**BY PAUL HILL  
& JAMIE SEGER  
FEATURING 30 CO-AUTHORS**

# Start Working Out Loud



## WORKING OUT LOUD

FOR A BETTER CAREER AND LIFE



JOHN STEPPER

# 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>