

2018 NACDEP Conference

Monday, June 11

Concurrent Session Block I - MONDAY - 9:00-10:30 am

101 Economic Development – BLOSSOM (Fourth Floor) - Moderator: Bruce Schwartau

- Michael Darger - Business Retention & Expansion (BRE): What's Data Got to Do With It? - Business retention and expansion (BRE) is widely adopted as an economic development practice. The leading U.S. economic development association (IEDC) held a national webinar (Dec. 2017) that advocated that BRE is all about relationships. A leading BRE software developer responded in his newsletter (January, 2018) that relationships with business are certainly important yet much of the value of BRE visits to business are lost if data are not collected, and analyzed for systemic action. UofM Extension conducted interview research about BRE professional practice with 23 Minnesota economic development officials (EDOs) early in 2017. The majority of respondents (15) seemed to fall in the “relationship camp” while few respondents discussed data aggregation and analysis as part of their BRE practice. This presentation will briefly present the Minnesota research results while leaving time to explore this question: Should BRE be concerned more with collecting systemic data about businesses overall or developing relationships with individual businesses and responding to their concerns? What are the implications of this issue for BRE practitioners, including Extension professionals in the field?
- Rebecca Dunning, Tres Magner, Robin Smith & Grace Tuschak - Food Hubs as Drivers of Community Economic Development, a Case Study from a Small North Carolina Mountain Town - In this session you will learn how two economically distressed counties in Western NC began with the idea for a creating a self-funding local “food hub” (an aggregation and distribution facility to bridge small farmer supply with large-buyer demand), and ended up with a networked set of partners working together around local food for community health and well-being. The hub’s partnerships seek to stymie the loss of small farms, but also create mutually beneficial relationships with benefits that reach outside of the farm community.
- Kyle White & John Mann - Small Business Innovation Research Grants -- What Are They and How Can My Constituents Get One? - This presentation will include success stories/winning proposals. It will also provide information about the grant writing process and a call to CD professionals to push the availability of this grant out to their counties/regions/states. We will talk about the difficulties of the grant process through the grants.gov and provide tools for those in CD to use when coaching and teaching about these grants. The goal is to keep the energy and morale of budding innovators up so even if the first try is not successful, the innovators will try again.

102 Tourism – HOPKINS (Fourth Floor) - Moderator: Jon Wolseth

- Doug Arbogast, Daniel Eades, Stephan J. Goetz & Yicheol Han - Tourism and Economic Development: Capacity and Opportunities for Cooperative Extension - Tourism can be an important part of a community’s economic base as it attracts external dollars that then turn over or are multiplied within the local economy. Yet, despite the potential opportunities provided by tourism (as an economic base activity) many land grant Extension Services do not provide programming in this area. Such programming could both serve to expand such activity and better prepare communities to proactively address potentially adverse consequences from increased visitation. Tourism is closely related with economic development, and Cooperative Extension is uniquely poised to help rural communities across the U.S. take advantage of the economic contributions of touristic activities. This presentation will highlight the results of a survey of Extension professionals identifying the types of Extension tourism programs being offered across the country, and programmatic gaps and challenges. Secondary data will also be analyzed to identify earnings from tourism-related activities and tourism resources to identify unmet, specific tourism-related opportunities in individual counties across the U.S.
- Neil Reid - Craft Breweries and Urban Tourism - The purpose of this presentation is to assess the potential for craft brewery related tourism in U.S. cities. The premise of this research is that marketing a city as a craft beer

2018 NACDEP Conference

destination is potentially more effective when craft breweries are geographically concentrated in particular neighborhoods in a city.

- Heidi Mouillesseaux-Kunzman & Shorna Allred - Community Development as Resiliency Strategy: A Deep Dive into the Social Aspects of Community Resiliency - In this year alone, numerous communities across the U.S., experienced the devastating impacts of weather-related natural disasters. With climate change intensifying, this number will only increase. Understanding how communities can prepare for natural disasters in ways that enable them to survive and even thrive in their aftermath is imperative. Early on, much of the scholarly work around disaster preparedness focused on fortifying physical infrastructure but more recently, researchers have identified social dimensions of community resiliency. Moving the conversation from a largely physical focus to one that acknowledges the role social, cultural, and political capital assets can play in community resiliency, opens up the possibility for community renaissance. In this presentation, we will present results of research on resiliency in a Northeast rustbelt community that experienced two devastating floods five years apart to set the stage for a broader discussion of the role of social infrastructure in community resiliency, and the research questions that a multi-state project might address to strengthen community resiliency.

103 Human Capacity Building – GARFIELD (Fourth Floor) - Moderator: Gary Kuhn

- Kenneth Sherin & Cheryl Burkhart-Kriesel - Reframing Cooperative Extension's Contribution to Workforce Development: Name It and Claim It - Extension has a historical and current stake in workforce development. In 1914 the Smith-Lever Act was passed which created the Cooperative Extension System as part of the land-grant colleges and universities to "extend" the knowledge of the institution. The Extension system's outreach into applied research and knowledge has evolved with the economic diversification of both rural and urban areas. Although education and training for skills and certifications happens through Extension programs, regrettably, the use of the phrase, "workforce development" has slowly vanished within the Extension culture. This presentation will address the need to name and claim Extension's contribution to workforce development.
- Deborah Tootle & Brian Perry - Integrating Research and Outreach: The Case of Community Leadership and Engagement – This presentation will focus on the development of practical strategies and opportunities for community development practitioners to better integrate community engagement research (both basic and evidence based) with outreach. We focus largely on community leadership and engagement programs because the process of community engagement is the foundation for practically all community development outreach. Accordingly, we think that these approaches will be relevant to most community development practitioners. We will begin by discussing the predominant challenges of integrating research and outreach in community engagement and leadership. We will then concentrate on the process of developing more meaningful connections, both in terms of delivering information and creating knowledge, at three potential points of alignment: knowledge base, process and outcomes. We will draw from previous studies as well as our own work in community leadership and engagement. We will conclude by engaging the audience in a discussion of the implications of increased integration of community development research and outreach for them and their stakeholders.
- Anne Johnson, Kori Montgomery & Myra Wilson - Do What You Do Best - People who focus on their strengths every day are six times as likely to be engaged in their jobs. Why should we care about employee engagement? Gallup has estimated that a disengaged employee costs a company about \$3,400 for every \$10,000 of salary! Focusing on strengths makes employees more productive, both individually and in teams. And they are more than three times as likely to say they have an excellent quality of life. Come learn about what 18 million individuals around the world are doing to achieve their best everyday!!

2018 NACDEP Conference

104 Community Resilience & Sustainability – HALLE (Fourth Floor) - Moderator: Courtney Long

- Holly Madill - Using Design Thinking and Collaboration to Conquer Conflict and Transform Communities - In this hands-on and case-study based session, learn how to break down barriers in complicated and heated community settings with the National Charrette Institute System approach, using collaborative design-thinking to activate the creative potential of all stakeholders by embedding them in the design process to co-create a transformative plan.
- Nadine Sigle & Jaime Menon- Rock Your Community with Comprehensive Community Planning - Over a period of years, K-State Research and Extension (KSRE) has developed or adapted a series of programs which allows communities to participate in comprehensive community planning. The various programs address assessment, needs prioritization, goal setting, project development, citizen engagement, capacity building, evaluation and documentation of impacts. Communities can participate at their level of readiness and comfort.
- Michael Wilcox, Annie Cruz-Porter, Indraneel Kuman, Melinda Grismer & Bo Beaulieu - Perspectives on Rural Housing Issues: A Continuum Approach - This presentation will explore the themes that emerged from research focused on housing issues at the firm, community, county, and regional levels. These studies were conducted by the Purdue Center for Regional Development and Purdue Extension's Community Development team to assist local decision-makers as they seek to address the rural housing crisis in Indiana. Researchers took both qualitative and quantitative approaches by complementing secondary data with primary data generated by focus group feedback and firm/community surveys. General themes that have surfaced throughout this work include: poor availability/housing shortages, developer interest/capacity, income/financing, workforce/commuting patterns, rental/single-family housing demand, population loss/brain drain, zoning tension, broadband, and infrastructure needs. The presentation will highlight research results around housing supply/demand, firm- and community-based perspectives on current housing trends, as well as projected needs and potential strategies.

105 Infrastructure: Community Health – HOLDEN (Fourth Floor) - Moderator: Tony Michael

- Luis Cruz, Cintia Aguilar & Susan Jakes - Latino Farmworker Health and Safety: Finding the Win-Win - This presentation is about finding that thin line of creating a win for the farmers, the workers, and the company. This requires gaining the power holders (farm owners) trust and partnering with them to all become advocates for the well-being of everyone working on the farm.
- Karen Fawcett, Heather Kinney, Dan Kahl & Jayoung Koo- Rocking Healthy Community Connections - This presentation will focus on the process of introducing Policy, Systems, and Environment assessments to community members in high percentage SNAP eligible population counties in Kentucky. Community members are using focus groups, leadership curriculum, and communication strategies to investigate the systems and interactions within the community in order to better understand the influencers of personal health. Working with this new understanding, community members can make more effective decisions and take action to improve their access to health.
- Amanda Osborne - Partnering for Community Health: Produce Prescription Hypertension in Cleveland, Ohio - OSU Extension Cuyahoga County and key community organizations have partnered to advance health and wellness collectively through the Produce Prescription Hypertension (PRxHTN) program. Produce Prescription Hypertension is a Fruit and Vegetable Prescription Program that provides food insecure individuals experiencing hypertension with prescription vouchers that can be used to purchase fruits and vegetables at local farmers'

2018 NACDEP Conference

markets. The program has led to statistically significant increases in fruits and vegetable consumption and statistically significant decreases in fast food consumption, while simultaneously benefiting small to mid-sized farms. Strong community engagement and partnership has been critical to the PRxHTN program's ability to successfully address food insecurity and the burden of diet-related illness in Cleveland, Ohio. The program's documented success would not have been possible without the stewardship of engagement and collaboration among 6 key partners and networks; OSU Extension Cuyahoga County, Case Western Reserve University's Prevention Research Center For Healthy Neighborhoods (PRCHN), The Cuyahoga County Board of Health, nine federally qualified health care clinics (FQHCs), 32 local community farmers' markets, and the Health Improvement Partnership-Cuyahoga. Partnering with farmers' markets in Cleveland exemplifies the integration of community assets, as many of the farmers' markets are located in food desert communities and serve as significant food access points. This collaborative effort showcases the level of awareness around the impact of food insecurity and diet-related illness in Cleveland, as well as the true power of community advocacy.

106 Natural Environment – CASE (Fourth Floor) – Moderator: Notie Lansford

- David Kay, Jenny Iff, Rich Stedman & Max Zhang- Transitioning to Renewable Energy: Educating to Preempt Polarization about Solar Energy - This presentation will summarize progress in our ongoing research and extension efforts to understand the opportunities and challenges pertaining to New York State's policy commitment to supply 50% of its electricity from renewable sources by 2030. To be successful, this would require a substantial buildout of renewable electricity generation facilities, including wind and especially solar installations. Although there have already been numerous instances of controversy over local wind and solar proposals, there are so far only hints of the possibility that these renewable sources could become as polarizing as was the case with hydraulic fracturing. Our work considers the potential for this controversy, and the educational approaches that might minimize polarization over the topic while helping to educate about the issues involved.
- Myra Moss, Nancy Bowen-Ellzey & Tom Murphy - Community Engagement in "Shocked" Localities: Best Practices and Lessons Learned from Energy Impacted Communities - Effective community engagement, particularly around such topics as economic shocks from energy development, is a critical role for Extension Professionals to play. This proposal will examine best practices and present case studies of effective community engagement initiatives and overall principles that can be replicated by Extension Professionals and applied to a wide variety of circumstances.
- Jill Bartolotta & Scott Hardy - Barriers and Benefits to Desired Behaviors for Single Use Plastic Items in Northeast Ohio's Lake Erie Basin - Given the growing saliency of plastic marine debris, and the impact of plastics on beaches and aquatic environments in the Laurentian Great Lakes, applied research is needed to support municipal and nongovernmental campaigns to prevent debris from reaching the water's edge. This study addresses this need by examining the barriers and benefits to positive behavior for two plastic debris items in northeast Ohio's Lake Erie basin: plastic bags and plastic water bottles. An online survey is employed to gather data on the use and disposal of these plastic items and to solicit recommendations on how to positively change behavior to reduce improper disposal. Results support a ban on plastic bags and plastic water bottles, with more enthusiasm for a bag ban. Financial incentives are also seen as an effective way to influence behavior change, as are location-specific solutions focused on education and outreach.

107 Building Capacity within Government & Organizations – BRUSH (Fourth Floor) – Moderator: Mike Gaffney

- Thomas Blaine – Engaging Extension Audiences on Controversial Public Issues - In order to remain relevant, Extension occasionally must engage in programming on topics that address controversial public issues. This

2018 NACDEP Conference

applies to all program areas, including Community Economic Development. Examples include: infrastructure planning and development, hydraulic fracturing for natural gas(fracking), opioid addiction, land use/zoning, comprehensive land use planning, tax abatement and other government policies aimed at stimulating economic growth and employment. Community economic development professionals can find themselves in a position where they are uncomfortable in deciding what their role should be regarding these topics. This presentation takes the uncertainty and guesswork out of identifying precise roles for Extension in addressing controversial public issues. Participants are given a framework for how to address public issues based on three criteria and then further subdivided by role/program activity involving content expertise versus process expertise. The results help the Community Economic Development professional identify an appropriate activity and linkage to stakeholders based on specific criteria surrounding the public issue and the Extension professional's area of specialization.

- Neal Fogle & Judy Chambers - Pennsylvania Beef Producers Survey: Purpose, Processes & Community Development Applications - Members of the Penn State Extension Economic & Community Development Team provided stakeholder participation and data collection assistance to the Pennsylvania Beef Producers Working Group. This project is an example of the application of community development and public participation strategies to a specific industry sector.
- Sam Boyster, Dan Kahl, Julie Robinson, Neal Vines & Rachel Welborn - Advancing Our Work in Virtual Teams - As the world's technology advances, so does our ability to collaborate over greater distance. Increasingly, we are called on to use online tools and processes to work within state boundaries as well as beyond in virtual environments that either replace or at least supplement the more traditional face-to-face manners of the past. These new ways of working have great advantages such as connecting us to new partnerships and opportunities, but also require us to adopt new ways of working together to glean the greatest value. This session will explore specific methods and tools for building your virtual team's capacity for working together successfully.

Concurrent Session Block II - MONDAY - 10:45 am-12:15 pm

201 Economic Development – BLOSSOM (Fourth Floor) – Moderator: Joe Lucente

- Rebecca Sero & Charlie French - Evaluation on a Shoestring: Measuring and Communicating CED Impacts with Limited Capacity - This session will demonstrate accessible ways that Extension organizations with limited evaluation capacity can capture program impacts. The presenters will share examples of 'relatively' accessible and manageable evaluation tools and methodologies from two institutions with CED programs that have found ways to capture relevant and useful data. The session will close with a discussion and examples of effective ways of communicating community impacts to external stakeholders.
- Paul Gottlieb, Elizabeth Dobis, Stephan Goetz & Yicheol Han - Numbers You Can Count on: Databook Program of the Northeast Regional Center for Rural Development - In this session, we will solicit feedback from extension practitioners on how to "localize" the data, its overall usefulness for strategic planning, and the best ways to present and disseminate this kind of research.
- Steve Turner & Mary Kluz - Relationship Mapping: An Application to E-Connectivity and Extension Partnerships - E-Connectivity appears to be a major thrust at USDA in the current administration and Extension Service professionals (ESP) have a history of developing curriculum and assisting businesses and communities in adoption and utilization of broadband services. An important component in future Extension efforts surrounding e-connectivity are the partnerships that will assist with training, funding, and policy programs. Relationship

2018 NACDEP Conference

mapping provides an effective framework for the evaluation of the partner universe and was used recently to identify current and potential partners interested in increasing e-connectivity in rural America.

202 Tourism – HOPKINS (Fourth Floor) – Moderator: Nancy Daniels

- Doug Arbogast - A Stakeholder Analysis of Rural Destination Management Roles and Challenges - This study sought to identify the role of a newly formed destination management organization as well as the challenges for rural tourism development and management in Tucker County, WV. Interviews were conducted with stakeholders representing a range of tourism-related organizations including the CVB, local and county government, private businesses, and non-profit organizations. A key theme revealed among stakeholders was that the Convention and Visitors Bureau's role in this rural destination is specifically focused on promotion and not product development and management. The importance of cooperation, coordination, and partnerships among stakeholder groups was revealed. The role of the Extension Service as facilitator and coordinator of rural tourism development was examined in light of the study findings.
- Trevor Lane – Agritourism: A Rock Solid Promising Practice - Agritourism is rapidly advancing and demonstrating significant promise for small farms. Since the 1930's, the USDA states more than 4 million farms have been lost completely or absorbed by larger farms. Small farms struggle financially and diverse revenue streams are crucial to their success. In order to help small farm operators pursue agritourism, Extension professionals must know how to help. Recent research demonstrated Extension professionals must know how to motivate and support farmers in order to achieve successful operations.
- Norman Schwertfeger & Doug Arbogast- Regional Tourism Development in West Virginia - Thinking Outside the Box – This presentation will share how what was initially envisioned as a twelve county heritage tourism program evolved into a strong five county regional tourism collaboration model for the state and is now initiating plans to expand to a tri-state metropolitan regional project. We will include a discussion of: destination competitiveness strengths and weaknesses, keys to successful partnerships, how to engage community collaboration through meeting site rotation, how funding issues strain the relationship, engaging your state tourism office, the role of Extension, and how to coordinate this effort and break down county border lines while balancing a myriad of ego's.

203 Workshop: Civic Engagement & Placemaking – BRUSH (Fourth Floor)

- Melissa Bond – Infusing Creativity into Meetings - Are you tired of boring community meetings? Join the University of Kentucky Arts Extension team to learn how to engage your clientele and strike community-building conversations through creative approaches. By incorporating easy-to-instruct arts techniques into your councils, facilitation skill set, or youth programming, you can revitalize your regular meeting routine and spark something new.

204 Local & Regional Food Systems – GARFIELD (Fourth Floor) – Moderator: Deb Tootle

- Joanna Massey Lelekacs, Dara Bloom, Emma Brinkmeyer - Local Food Systems Development Online Training: Systems-Thinking and Community Engagement as Foundational Competencies - There is rising interest in developing strong, sustainable and resilient local food systems as a way of creating "Communities that Rock!" Local food systems are seen as a way to stimulate community economic development while also contributing to local farm viability, promoting healthy eating habits among consumers, and addressing community food security and resilience. Despite these community drivers of local food systems, those working in this area, and those interested in future work in local foods, often have not received formal training about existing research in this

2018 NACDEP Conference

emerging field or in interdisciplinary, systems approaches to local food system development. To address this gap in training, we have developed an online training program on local food systems core foundational competencies. We piloted this training in 2016 and 2017 with 12 professionals. Overall, the pilot run of the training program was successful, increasing participants' knowledge about local food systems and confidence and aspirations to work with their communities to support local food systems development. We will share details of the pilot evaluation, as well as changes made to the overall training program based on the evaluation and input from a 2017 NACDEP conference workshop in Big Sky, Montana, which established core competencies for local food system professionals.

- Susan Kelly, Joanna Massey Lelekacs & Tim Momol - Improving Critical Thinking Skills Through International Food System Case Studies - International travel and immersion into unfamiliar farms and food systems is a method of improving both technical and intercultural competence, to enhance Extension professional's capabilities to facilitate development of "Communities that Rock!" Both of these outcomes can enhance many aspects of critical and systems thinking skills. A group of campus and county-based Extension professionals visited Italian farms growing, marketing and processing crops such as pomegranate, grapes, olives, apples and lemons in October/November 2017. During the trip the group participated in a focus group; studied the marketing, agritourism and production aspects of the farms; consumed and reflected on the attributes of the Mediterranean diet and documented findings for this case study report. Presenters will provide results of a case study of five farms visited on the 2017 International Extension Workshop - Exploring Food Systems in Southern Italy, a study tour attended by North Carolina and Florida Extension professionals. Participants will learn about technical practices and intercultural experiences, and about opportunities for participating in future international Extension workshops.
- Jerome Iles - Encouraging New Audiences to Purchase Food from Local Growers - The nationwide trend of consumers seeking to purchase locally grown food continues to increase. The purpose of this educational program series is to increase the general public's understanding of the operations of local Fairfield County producers and to help market locally grown food to consumers seeking to purchase locally. Seventeen farms have been visited to date with five more slated for the 2018. Evaluation results, lessons learned and future plans will be shared.

205 Infrastructure & Sustainability – HALLE (Fourth Floor) – Moderator: Kara Salazar

- Juliet Daniels - Where Have All the Doctors Gone?: Utilizing Deliberative Dialogue to Address Health Care Needs in Wyoming - The Community Conversations Wyoming program was developed to improve civic life in Wyoming by increasing citizen engagement and creating opportunities for public dialogue. Our participation in the Kettering Foundation's New Centers for Civic Life Exchange provided the framework for developing the process we used to tackle the issue of health care availability in Wyoming. This presentation will outline our approach to naming and framing health care issues in Wyoming, creating a state-wide coalition to champion the project, and holding community conversation events to engage citizens in understanding and developing community based solutions to complex problems.
- Scott Hardy - Community Response to Climate Induced Storm Hazards - Coastal storms and flooding are among the most destructive natural hazards worldwide. Climatic changes are predicted to worsen these hazards by producing increased precipitation and more frequent and severe storms. For some populations, the physical and economic impact of storm hazards are difficult to absorb due to a lack of institutional resources and large percentage of low-income home and business owners. Residents can be at risk due to environmental factors, such as proximity of housing to flood zones, as well as sociodemographic challenges like poverty. In response,

2018 NACDEP Conference

applied research is needed to identify communities that are increasingly vulnerable to storm hazards, and to support municipalities and local residents with building resilience.

- Kris Parker - Beginner's Guide to Grant Writing: Purdue Extension's Revamp Yields Big Results for Indiana Communities - Purdue Extension's Beginner's Guide to Grant Writing workshop fully revamped to adapt to the times has yielded more than \$900,000 in reported new grant funds for participants in its pilot year. The presentation will highlight the innovative structure and delivery system for the workshop, as well as an overview of the content. Presenters will share how Purdue was able to market successful to wide audiences and build funding partnerships with community and corporate foundations. This program can be replicated or adapted in other states.

206 Workshop: Workforce Development – HOLDEN (Fourth Floor)

- Cheryl Burkhart-Kriesel, Ken Sherin, Peggy Schechter, T. Hall, Melinda Grismer, J. Gulick, D. Gitonga, K. Macomber - Workforce Development and Extension: How We Contribute! - In 2016, the NCRCD funded a group of Extension professionals to begin the process of identifying workforce development resources being developed and deployed within Extension. This follow-up workshop will focus on ways that Extension creates workforce programming, connects with workforce stakeholders and educates workers. Create – Showcase Extension’s research and programmatic efforts with the intent to develop future partnerships and opportunities; Connect – Extension professionals from across the country building a network where ideas and resources can be shared; and Educate - highlight workforce strengths and gaps within our states in these targeted areas of: 1) youth and young adults, 2) adults/aging workforce; 3) community/local government leaders; 4) incarcerated; and 5) immigrant populations.

207 Building Capacity within Government & Organizations – CASE (Fourth Floor) – Moderator: Tom Blaine

- Karen Fawcett, Simona Balazs, Alison Davis - It's the Way you Ride the Trail that Counts - 2017 ELCR Survey of Land Conservation and Equine Organizations is a partnership between Equine Land Conservation Resource (ELCR) and Community and Economic Development Initiatives of Kentucky (CEDIK) to conduct a comprehensive survey of land conservation and equine related organizations advocating for the protection and conservation of lands for the horse and horse-related activities. Results suggested key issues for equine organizations include lack of funding, lack of organized support, and volunteer management.
In this presentation, CEDIK will focus on the data provided by equine organizations and provide analysis on identifying major challenges for organizational resources as well as existing partnerships. The presentation will also highlight the opportunities to draw from the strengths of the Cooperative Extension Program to support established organizations within the community.
- Bruce Chladny & Trudy Rice - Getting Results with Groups: Extension Master Community Facilitator Initiative - At the end of this session participants will be able to: Communicate the benefits of civil dialogue and public participation; Become familiar with a variety of ways to engage stakeholders; Recognize the facilitation skills needed in public participation and civil dialogue; and Understand how Extension professionals and volunteers can be trained to be facilitators using the “flipped classroom” model.
- Walt Whitmer, Kathy Brasier, Weston Eaton & Elizabeth Engle - Securing Water For and From Agriculture through Effective Community and Stakeholder Engagement - This interactive workshop will provide an overview of the first year of a four-year USDA-NIFA funded project designed to develop a collaborative, stakeholder driven approach to addressing water issues both for, and from, agriculture. Participants will have an opportunity to

2018 NACDEP Conference

learn about and discuss a) the core elements of stakeholder engagement we are using in this project; b) the methodologies we are using to assess the attributes and strategies of stakeholder engagement and their impact on efforts to address critical water and agricultural related issues; and c) our approach to developing the core principles of a national, multi-disciplinary project team. In partnership with the Agricultural Research Service, Penn State, the University of Nebraska, Lincoln, and Arizona State University this multi-disciplinary project brings together social and physical scientists, practitioners, key stakeholders and community members across six sites in three states – Pennsylvania, Nebraska, and Arizona.

Concurrent Session Block III - MONDAY - 2:30-4:00 pm

301 Economic Development - BLOSSOM (Fourth Floor) - Moderator: Nancy Bowen-Ellzey

- Godwin T. Apaliyah & Chad Gibson - Where Theory Meets Practice: The Role of Extension and the Land-Grant Institution in Community Strategic Planning - The Fayette County Experience, a Model for Supporting Rural Communities - A primary purpose of this research is to outline the strategies/steps necessary to help rural communities with limited resources to either develop strategic plans or update existing plans to prepare for the challenges of tomorrow.
- Alison Davis, Simona Balazs & Rachel Welborn - Evaluation of the Stronger Economies Together Program -- Phases V and VI - The Stronger Economies Together (SET) program is in its seventh iteration. The program has been implemented in over 100 regions in the United States. Prior to the launch of round five, there was a significant curriculum revision. The curriculum was designed to launch the process with more community input through the civic forum and then move the SET regional teams more quickly to action. CEDIK served as an external evaluator for SET V and VI. The evaluation identified both the positive and negative features of the program. The most significant positive impact was that SET played a critical role in promoting regional collaboration that would not have occurred in absence of the program.
- Molly Donovan & Charlie French - Using Stories and Maps to Communicate Community Development Impacts - There is a great deal of power in sharing the qualitative and narrative outcomes of community development work: the social capital that is built during community change processes, stories of individuals that step into new leadership roles, and the small successes that can lead to a significant community effort, such as building a rail trail or community center. As such, this workshop will demonstrate to community development practitioners how qualitative and narrative outcomes and impacts of community development work can be effectively communicated to funders, political leaders, and community stakeholders who participate in community visioning and planning-related efforts.

302 Tourism and Placemaking - HOPKINS (Fourth Floor) - Moderator: Daniel Eades

- Ryan Sandwick & Melissa Bond – Youth Community Design Studio - Through hands-on engagement in community design, creative placemaking, conversations with elected officials, arts engagement, and innovative solutions to address community needs, the Youth Community Design Studio helps teens realize their community's creative potential and provides them with an outlet to effectively become agents of change to create the type of community in which they wish to live.
- Ray Moeller, Adam Hodges & Chris Zeto - Recreational Advancement in Southern West Virginia - Let's hit the Trails! - Putting an eye toward further diversification of the state economy, efforts have been put forth to effect a spectrum of recreational trail development and utilization. In seeking to advance these goals, a regionalized focus was a must. The Appalachian Regional Commission

2018 NACDEP Conference

recognized the value in these opportunities, as the area teams were successful in application for critical project funding support. There is now vital legislation in place, on-the-ground as well as a variety of working partnerships ranging from the Department of Highways and Regional Planning Councils, to the National Park Service and Boy Scouts of America. This session will share the current status of the ATV and bicycle trail initiatives and solicit developmental feedback from the audience.

303 Human Capacity Building - GARFIELD (Fourth Floor) - Moderator: Jill Bartolotta

- Myra Wilson & Anne Johnson - Putting Elders First - A perfect storm is brewing in the long-term care/senior living industry comprised of a growing shortage of nurses and direct care workers, aging Baby Boomers, and a drastic reduction of potential family caregivers. These different segments have started to intersect and impact delivery of healthcare services and the recruitment and retention of direct care workers to long-term care. Come hear how you can become part of the movement to improve the lives of elders in senior living communities!
- Priyanka Brunese, Krystal Lynch, Kara Salazar, Michael Wilcox, Melissa Maulding & Lisa Graves - Measurement & Evaluation for Enhancing Value of Public Spaces - Creating Healthy Communities - This presentation will share the measurement and evaluation (M&E) strategy for the EVPS – CHC program, discuss the challenges faced during this process and the methodology used to develop and operationalize this M&E strategy. Participants will be able to understand the steps taken; starting from the logic model, developing an inter-disciplinary set of metrics to operationalizing what, when and how these metrics will be tracked and program outcomes evaluated. The presentation will end with some interactive discussion on recommendations that participants can apply to develop and deliver their own M&E strategies.
- Nancy Knopp Daniels - Communities that Rock Have Resources to Fund Their Dreams - When local organizations are able to articulate their dreams and plans effectively, individuals, foundations and corporations will partner with funding. K-State Research and Extension is teaching grant writing to Extension professionals and local communities in an effort to increase community capacity to fund their dreams.

304 Community Resilience & Sustainability - HALLE (Fourth Floor) - Moderator: Judy Chambers

- Annie Cruz-Porter - Insight into Small Town Public Transportation: An Exploration into What Role Ridesharing and/or Transit May Play in Serving the Needs of the Community - This study particularly analyzes the possibility for additional services targeting both the existing and projected workforce. It projects the demand for services across three fixed route scenarios, three different price points and whether the people prefer an expansion of fixed route services or ridesharing. The methodology consists of a utilizing a survey as a primary data source and targeted focus groups. First, the potential routes were determined based on anonymized workforce point of origin data. Focus groups at two companies, a community college, hospital and social service agency sought to establish possible routes, the costs the workforce is willing to pay and existing trip information. Lastly, a community survey will determine willingness to engage in the market using discrete choice modelling. This involves allowing survey participants to select from different scenarios their trip, route and price preferences.
- Wayne Beyea, Pat Crawford & Joel Arnold - Climate and Health Adaptation through Built Environment Interventions - A partnership between the Michigan State University (MSU) School of Planning, Design, and Construction, Michigan Department of Health and Human Services (MDHHS), and MSU Extension with funding from the Centers for Disease Control and Prevention (CDC), resulted in a multi-phase project to plan, implement, monitor, and evaluate interventions and adaptations that will reduce the health impacts from climate change in

2018 NACDEP Conference

Marquette County, Michigan.

The unique multi-disciplinary approach of bringing together climate change, health, and built environment professionals resulted in best practice approaches, built environment interventions, and health metrics to measure future impacts. Interviews were conducted with 23 separate stakeholder groups along with community wide workshops that helped prioritize and address key issues such as wildfires, flooding, water supply and quality, and vector disease.

- Heidi Mouillesseaux-Kunzman - Informing Local Fiscal Decisions for Long Term Sustainability through Knowledge of Youth Retention and Attraction Strategies - In this presentation, we will share the results of research designed to understand (1) how factors which attract and retain young professionals may be influenced by programs and services about which local government officials make fiscal decisions; (2) whether or not decision-makers understand and take these attraction and retention factors into consideration when making fiscal decisions; and (3) how, if at all, decision makers' interests in supporting youth retention and attraction can be supported, particularly during times of fiscal stress. Ultimately, we seek to help communities increase their capacities for investing in ways that make the most of their limited resources in both the short and long term.

305 Workshop: Leadership & Professionalism - HOLDEN (Fourth Floor)

- Cindy Torppa & Jacqueline Kirby Wilkins – Whatever Happened to Professionalism? - Our workforce is becoming less professional in demeanor and deportment and unfortunately, sometimes the perpetrators are our best and brightest new hires. In this presentation and interactive discussion, we share methods to make professionalism meaningful to new workers (and not so new workers) that encourage better understanding and more effective choices.
- Johanna Reed Adams – Leadership Online for Today and Its Impact on Individuals, Organizations and Communities - This online curriculum was designed to prepare millennial program participants to meet leadership challenges in their communities. This program incorporate innovative delivery methods, a social approach to learning, extensive reflection and leadership coaching to create your unique program experience.

307 Building Capacity within Government & Organizations - CASE (Fourth Floor) - Moderator: Bruce Schwartau

- Notie H. Lansford, Jr. - Volatility of Local Tax Revenue: Effects Related to Oil & Gas Production - Sales tax is often a major revenue source for funding local government services. Boom and bust cycles of oil and gas (petroleum) production can cause large variation in sales tax revenue (in addition to property tax and other revenues). The magnitude and longevity of these variations have direct implications to local governments providing short-term and long-term public services. This presentation uses data from 2007 – 2016 as a case study for Oklahoma. Sales tax revenue in the quartile of largest petroleum production counties rose 165% from 2007-2015 but fell 27% from 2015 to 2016. In contrast, sales tax revenue in the quartile of lowest petroleum production counties rose 27% from 2005-2015 and declined little from 2015 to 2016. The presentation also looks at corresponding changes in property and gross production (severance) taxes. A deeper look at sales tax by NAICS provides addition lessons and implications for local governments desiring to manage funds for short and long-term provision of local government services.
- Stacey McCullough & Mary Kluz - Extension Efforts to Strengthen e-Connectivity - The National Extension Broadband Working Group is an informal network of Extension professionals exploring opportunities to work together to strengthen Extension's capacity to address needs related to broadband access and the use of broadband-enabled technology, or e-Connectivity. The group has identified three major areas of focus:

2018 NACDEP Conference

connecting communities, digital literacy, and facilitating state and national partnerships. The purpose of this presentation is to highlight programs and research that Extension professionals can use to address e-Connectivity issues among their clientele and solicit input regarding needs for additional research and program resources.

- Brian Raison - Above the Line Leadership: Responding to Tailgaters et al - How do you react when someone is tailgating you? Do you find it difficult to call upon your knowledge of the complexities of leadership theory and formulate a proper response right there in that moment? Wouldn't it be nice to have a pragmatic response at your fingertips? This session shares some practical leadership approaches that you may implement immediately based on OSU football coach Urban Meyer's book, *Above the Line*.

Tuesday, June 12

Poster Session – 10:30-noon

WHITEHALL ROOM (Third Floor)

Wednesday, June 13

Concurrent Session Block IV - WEDNESDAY - 8:30-10:00 am

401 Economic Development - BLOSSOM (Fourth Floor) - Moderator: Cintia Aguilar

- Michael Dougherty - Using Community Characteristics to Predict Development Outcomes in West Virginia Counties - From the popular press to scholarly publications, authors have defined what community characteristics may be predictive of successful community and economic development. This research puts many of the hypothesized explanations to a test – analyzing the situation found in West Virginia. The analysis looks at the differences in indicators of economic change among different groupings of counties in the Mountain State.
- J. Shane Barton - Promise Zone Downtown Revitalization in Eastern Kentucky: Reflections and Insights from the First Year of Implementation in Eight Rural Counties - The Promise Zone Downtown Revitalization program being implemented in eight counties in the southeastern corner of Kentucky bordering Tennessee and Virginia will provide the framework for reflections and insights on community planning practice. The Community and Economic Development Initiative of Kentucky (CEDIK), an integrated engagement/research center housed within the College of Agriculture, Food and Environment at the University of Kentucky, is working with partners in the region to empower residents, businesses, and community leaders to create positive change in the region's 12 downtowns. Revitalization of downtowns can be challenging because they can be gritty, cranky, contentious, and are often struggling in various way but they are always exciting. This reflection on the first year of implementation will provide insights on strategic processes being used to initiate a regional project of this scale, develop local partnerships, connect varying services and existing programming to ongoing downtown conversations while working towards the creation of a strategic revitalization plan.
- Julie Fox – Entrepreneurial Leadership in the Community - This presentation illustrates the linkage between entrepreneurship and leadership theory and provide cases of entrepreneurial leadership application in current

community development contexts. Extension community development professionals can assess the competencies, experiences, traits, and drivers that contribute to their entrepreneurial leadership capacity. They can also access resources to build capacity for leaders of public and private enterprises in their community.

402 Tourism - CASE (Fourth Floor) - Moderator: Amanda Perez

- Doolarie Singh-Knights – The Mountain State Maple Days – A Model of Cluster Development and Collaboration in the Agritourism Supply Chain - This presentation illustrates how WV agripreneurs overcame entrepreneurial challenges and effectively responded to travelers’ needs for multi-destination visits that maximize travelers’ overall utility, provide heterogeneity of preferences, and minimize uncertainty and diversify travel risks.
- Melissa Bond – Promoting the Creative Economy through Extension - What is the role of arts in extension? How can handmade goods and art become a dependable source of income for artists and artisans? Can arts help build tourism? During this session, we will discuss how Arts Extension supports the creative economy. We will provide 5 guidelines for how Arts can be incorporated into cooperative extension work based on the University of Kentucky’s program. Particular attention will be paid to using art for promotion and marketing of local arts.

403 Human Capacity Building - GARFIELD (Fourth Floor) - Moderator: Godwin Apaliyah

- Jon Wolseth, Deb Tootle, Brian Perry & Jill Sokness - Beyond the Melting Pot: Community Leadership and Ethnic Diversity in Rural Iowa - Latino, immigrant, and refugee communities have been established in rural Iowa meatpacking towns for over twenty years. Despite the many advances these communities have made in accommodating ethnic and cultural differences, a common theme from Anglo elected officials has been the desire to see increased civic participation among immigrants and refugees. Perceptions of low rates of civic participation among immigrant and refugee communities is misleading because of cultural and linguistic differences, especially in how leadership is exercised and how community is built. The question of civic participation is not uniquely one of leadership capacity, but rather one of fostering social capital across different socio-demographic groups. This becomes particularly challenging as rural Iowa trends toward greater microdiversity, as immigrants and refugees arrive and settle from a greater variety of communities of origins into a receiving community that may not be aware of the diversity of experiences and backgrounds.
- Trevor Corboy & Brian Raison – Look to Ohio: Preparing Tomorrow’s Leaders Today - LOOK (Leadership Opportunities for Organizational Knowledge) to Ohio is focused on three components: an OSU leadership course, place-based education and service learning. The program for high school students includes ten-monthly themed place-based days at sites throughout the county. The curriculum for this innovative program is offered in collaboration with Ohio State University main campus, Department of Agricultural Communication, Education, Leadership. Come and learn how place-based youth leadership programming builds community partnerships, makes connections with multiple governmental levels, integrates local leaders as volunteers, supports meaningful relationships leading to emergent careers and encourages young talent to remain or return to local communities as they embark on life’s journey. Participants will collaborate with others and utilize LOOK as a community development tool; building a resourceful youth leadership program in their community.

404 Workshop: Community Resilience & Sustainability - HALLE (Fourth Floor)

- Myra Moss, Paul Lachapelle, Nancy Bowen-Ellzey, David Cole, Ken Martin & Tom Murphy - The State of Research, Education and Outreach in US Shale Oil and Gas Regions: Existing Resources and Future Opportunities - The development of domestic unconventional hydrocarbons – shale oil and gas – is likely to accelerate in the next decades. Our understanding of the impacts and long-term results of this type of development – from a social, environmental and economic perspective – is ongoing. Connecting researchers, educators and outreach professionals and an awareness of the cutting-edge research, support and outreach/education initiatives is critical for the well-being of shale impacted regions throughout the US. Join us for presentations from and

2018 NACDEP Conference

dialogue with, experts in shale development, and learn the resources and support that is currently available. Help to identify gaps in research, and join in a national network dedicated to shale research, education and outreach.

Concurrent Session Block V - WEDNESDAY - 10:15-11:45am

501 Economic Development - BLOSSOM (Fourth Floor) - Moderator: Brent Hales

- Daniel Kahl & Luke Ramsay - Kentucky's Business Retention and Expansion Programs - Kentucky's Business Retention and Expansion efforts have been locally managed programs by a select few urban centers. As Kentucky grows and deals with the impact of the decline in the coal industry, new models for BRE have emerged. This presentation will look at how those models have been implemented across the state.
- Adam Hodges - Needleseye Park: A Municipal Park that Rocks - Outside of the box thinking is what is called for in West Virginia's Coalfields to transition failing rural economies. One city has an answer. Oak Hill, a city of 8000, is developing a 300 acre conservation and recreation area just a few hundred feet from Main Street. Oak Hill is going to Rock!
- Andy Hayes, Charlotte Narjes & Marilyn Schlake - Connecting Entrepreneurial Communities: A Step to Creating Communities that Rock - Meeting the needs of communities interested in becoming more entrepreneurially friendly in their effort to attract, grow and retain business enterprises is of vital importance. Learn the successes of this unique conference that is held in local businesses, being replicated in other states and empowering individuals and groups to take charge of their future.

503 Human Capacity Building - CASE (Fourth Floor) - Moderator: Cindy Bond

- Jamie Rae Walker & Mike Lopez - Yes, Communities can Design out Crime - Many communities face issues with real and perceived crime. CPTED, Crime Prevention through Environmental Design, provides design, planning, and maintenance resources to address these issues using local staff and citizens. This session highlights CPTED key concepts and research, outreach avenues for Extension, and case study examples from local efforts in Texas.
- Priyanka Brunese - Making things happen when Stuck in Collaborative Inertia - This presentation aims to provide a better understanding of the state of collaborative inertia, indicators associated, and practical strategies to "make things happen" when stuck in this state. The recommendations are based on empirical research, and intends to provide a framework for community development professionals for both program development and delivery.
- Melinda Grismer, Michael Wilcox & Maria Wiltse - The Focused Focus Group; How to Get the Most Out of Your Session - This presentation will be a practical, hands-on demonstration of a start-to-finish methodology for setting up a focus group to obtain targeted feedback that can be translated into a report that gives stakeholders insight into the issue they desire to investigate. I will intentionally interact with attendees to draw out their experiences and apply them to this learning experience. My goal is to send each attendee away with a better, more focused approach to focus groups. In addition to hard copy handouts, I will upload electronic copies of all template documents to the NACDEP site prior to the event.

2018 NACDEP Conference

504 Community Resilience & Sustainability - GARFIELD (Fourth Floor) - Moderator: Holli Arp

- Sarah A. Orlando, Joe Lucente, Eric Toman, Alexander Heeren & Emily Hutchins - Do Your PART: A Coastal Storms Preparation, Adaptation, and Response Tool for Great Lakes Marinas - The damage inflicted by Superstorm Sandy in 2012 caused many marina managers in the Great Lakes to become concerned about the vulnerability of their marinas to coastal storms. Ohio Sea Grant pursued and obtained a National Oceanic and Atmospheric Administration Coastal Storms Grant in partnership with the OSU School of Environment and Natural Resources, along with Pennsylvania and Wisconsin Sea Grant. The grant project, Development of a Coastal Storm Preparation, Adaptation, and Response Tool for Great Lakes Marinas, aimed to understand the needs, drivers and barriers to preparing for extreme weather hazards and to then develop tools that will help marina owners now and in the future. Focus groups with marina owners in Erie, Pennsylvania, Cleveland, Ohio, and Milwaukee, Wisconsin were completed to engage the marina community and conduct a needs assessment with the user group. Drawing on this data, the project team developed a tool, the PART, to address concerns raised in focus groups and support climate adaptation and coastal resiliency decisions of marina owners/operators. Results of the focus groups will be shared as well as the tool and accompanying outreach materials.
- Robin Blakely Armitage & David Kay - The Uneven Social Landscape of Flood Risk: Implications for Outreach & Local Decision-Making - In order to design effective and impactful outreach programs, Community development and Extension professionals must understand the social context within which they operate. When outreach efforts are connected to controversial or polarizing issues such as the impacts of climate change, the social context can become even more complex. Our presentation will report on our specific project in the Hudson River Valley, as well as those of other colleagues working on projects which examine climate change-related flooding risks and impacts in other locations and contexts. The common thread linking these projects is the focus on methods and approaches used to engage local residents and leaders, perceptions of risk by residents and leaders, the role of community capacity, and the resulting response from local government, with significant implications for outreach programming. The impacts of flooding vary significantly along many dimensions, including topographical/location, economic and sociological, etc. But even in cases where objective measures of risk and impact may be similar, what accounts for some communities proactively addressing the problem, while others have little to no formal response agendas? How local government and residents respond to flood risk has implications for adaptation and mitigation efforts, but perception of risk may be influenced by access to research and effective outreach efforts as well. Understanding the social dimensions of risk in a polarized context have important implications for community development and extension professionals.
- Nancy Bowen, Mattijs van Maasackers, Phil Downing & Jeelson Oh - The Ohio Land Exchange: Building Consensus for New Approaches to Vacant Land Reuse in Lima, OH - The Ohio Land Exchange is an action-research project that seeks to test the feasibility of a new collaborative site-planning framework, in which community groups and other stakeholders jointly develop and design new approaches to vacant land reuse in cities with high levels of vacant and abandoned land. This panel presentation will include students and faculty with Knowlton School and Extension who will introduce the program, how it has been implemented in first city in Ohio, and lessons learned in which this new framework has been tested.

2018 NACDEP Conference

506 Workshop: Workforce Development - HALLE (Fourth Floor)

- Meghan Thoreau - Coding Basics for 21st Century Workforce Development: A Train the Trainer Approach - Are you an Educator of young learners? Are you involved in youth and/or workforce development programs that targets the 21st century workforce development skillset? Then this workshop could be for you. This 90-minute workshop offers an important hands-on 'entry point' into computer coding for Educators - train the trainer style - because coding should not be intimidating.