

Pre-Conference Sessions

Community Arts & Design Extension Network Collective Impact

2:00 - 5:00pm Sunday, 30th April, 2023
North Cape Bay

Within the field of Community Development Extension work, there are several states with a variety of programmatic efforts in community arts, design or placemaking. This Collective Impact Convening invites Extension practitioners in arts, design, or placemaking and interested Extension professionals to a facilitated discussion on leveraging an organized network to support individual and collective efforts. Is there potential for states to identify key goals, metrics, and initiatives for collective impact at the national level?

Responses to a pre-survey will be required to attend this session.

Taking Action to Address Substance Use in Communities: A New Approach to Fostering Recovery-Oriented Systems of Care

2:00 - 5:00pm Sunday, 30th April, 2023
Kidd Island Bay

Is your community struggling with addiction? Are you tired of working in silos? TASC is an Extension-led program designed to help community coalitions understand their recovery system of care (ROSC) and use the assets in their community to make positive changes. Extension facilitates activities that strengthen the coalition, including mapping the ROSC and planning asset-based projects. TASC is not intended to replace existing coalitions but is a research-based approach to focusing work and maximizing outcomes while conserving limited resources. Please join us for this hands-on pre-conference workshop introducing the key concepts, tools, and processes included in this brand-new curriculum!

**100 Taking Action to Address Substance Use in Communities: A New
Approach to Fostering Recovery-Oriented Systems of Care**

Dr. Michael D Wilcox^{1,2}, Nicole Adams PhD, RN, CEN¹, Anne Silvis³, Elisa Worland⁴, Dr. Ken Martin⁵, Dr. Courtney Cuthbertson³

¹Purdue University, West Lafayette, USA. ²North Central Regional Center for Rural Development, West Lafayette, USA. ³University of Illinois, Urbana, USA. ⁴Purdue University, Richmond, USA. ⁵Ohio State University, Columbus, USA

Abstract

Is your community struggling with addiction? Are you tired of working in silos? TASC is an Extension-led program designed to help community coalitions understand their recovery system of care (ROSC) and use the assets in their community to make positive changes. Extension facilitates activities that strengthen the coalition, including mapping the ROSC and planning asset-based projects. TASC is not intended to replace existing coalitions but is a research-based approach to focusing work and maximizing outcomes while conserving limited resources. Please join us for this hands-on pre-conference workshop introducing the key concepts, tools, and processes included in this brand-new curriculum!

Newcomer's Session

4:00 - 5:00pm Sunday, 30th April, 2023

Board Room 5(B/C)

Presentation type Pre Session

This session is for first-time conference attendees. Learn how to get the most out of your NACDEP experience!

Conference Sessions

Workshop 1

9:45 - 11:00am Monday, 1st May, 2023

North Cape Bay

Gov

47 Journey mapping: An innovative approach to Extension program design and evaluation

Extension Educator Jennifer Hawkins MPP, MBA, Extension Specialist Neil Linscheid MPP

University of Minnesota Extension, St. Paul, USA

Abstract

With origins in service and human-centered design and customer experience, journey mapping is a research and evaluation method that allows users to visualize the journey a person or group takes while engaging in a service, program, or system. University of Minnesota Extension educators have utilized journey mapping in both program design and evaluation contexts and have found great value in both. This session will highlight how this approach was used with three projects. Participants will learn about the foundations of journey mapping, hear about lessons learned in Minnesota, and gain insight into how to use the methodology in their practice.

Land Use Team Community of Practice

9:45 - 11:00am Monday, 1st May, 2023

Board Room 5(B/C)

Engaged planning and planned engagement: Come get to know NACDEP's Land Use Community of Practice!

Session Description: Come engage NACDEP's Lands Use Community of Practice (CoP) through an interactive, audience-focused concurrent session. This session will introduce you to some of the work of Land Use CoP members through an interactive presentation. Then you will be invited to share your insights into how this CoP can assist you and the communities you engage with through a facilitated strategic planning exercise. Come be engaged and get engaged with land use and planning through the Land Use Community of Practice.

Agenda:

+Welcome and Introductions (Melissa Hamilton) – 10 min +Guest Speaker (Jake Powell) – 45 min (30 min presentation, 15 min Q/A)
+Business Meeting (Melissa) – 35 min This meeting will utilize a "World Cafe" model to solicit feedback from attendees regarding CoP priorities for 2023-2024, topics for further investigation, and provide collaboration and networking opportunities.

Guest Speaker Bio:

Jake Powell is an Extension Specialist and Assistant Professor in the Department of Landscape Architecture and Environmental Planning at Utah State University (USU). His professional career focused on uniting communities to their surrounding landscapes through collaborative planning and design efforts. He has worked throughout the intermountain west to envision and implement watershed planning and stream restoration projects, natural resource conservation initiatives, and recreation infrastructure planning, design, and construction.

Jake is also a sucker for getting involved with great people working on important challenges. He currently serves as a co-director of USU's Gateway and Natural Amenity Region (GNAR) Initiative and in this capacity works to help gateway communities across the intermountain west thrive amid change. He helped create the Utah Trails Forum – a group working to connect and educate Utah's trail community, co-created and leads USU's Western Night Skies Council which works to inspire collaboration across dark sky preservation and enhancement groups, and serves as a fellow of the Institute of Outdoor Recreation and Tourism.

Guest Speaker Abstract:

Many rural gateway communities across the intermountain west are facing "big city" planning challenges with limited capacity and experience. This presentation will share an overview of the formation of the Gateway and Natural

Amenity Region (GNAR) Initiative, an interdisciplinary, multi-institution, transboundary, Extension program housed in Utah State University's Institute of Outdoor Recreation and Tourism that is working to help these communities thrive despite tremendous pressures. The presentation will highlight regional planning challenges these communities are facing as well as some of the lessons the GNAR Initiative team has learned from working with these communities since 2020.

Concurrent 1 A

9:45 - 11:00am Monday, 1st May, 2023

Kidd Island Bay

CRS

9:45 - 10:10am

87 Food Bank as Food Hub: A Community Food Project on the North Olympic Peninsula of Washington State

Clea Rome MLA, Danielle Carson MS

Washington State University, Port Angeles, USA

Abstract

Food hubs have proliferated across the United States as demand for local food has risen and small-scale producers seek opportunities to scale-up production. Even as the food hub model has emerged to strengthen local food systems, there is still much work to do around ensuring all consumers have equitable access to local produced nutritious food. This presentation will give an example of a project in Washington State that is connecting the dots between supporting both small farms and those in need in our communities, and reinventing the role that food banks play in serving as food hubs for rural communities.

10:10 - 10:35am

86 DEVELOPING MARKET ACCESS OPPORTUNITIES WITH A BUYER/SELLER MATCHMAKER EVENT

DEVELOPING MARKET ACCESS OPPORTUNITIES WITH A BUYER/SELLER MATCHMAKER EVENT Hannah L Brause MS Agricultural Education

Washington State University, Goldendale, USA

Abstract

Often farmers find access to new distribution and local markets a challenge. Meanwhile, a strong desire for locally sourced products exists. Some restaurants champion menus that highlight local farms they support. The Buyer/Seller Matchmaker Event aims to match busy buying institutions such as local restaurants, hospitals, bakeries, and grocery stores with local farmers. This annual spring event has found great success helping both groups connect and strengthen the local food system and local economy. This event has grown in popularity each year and could be replicated in other regions to assist farmers to expand their current markets.

10:35 - 11:00am

65 Supporting Food Truck Businesses: Lessons Learned from Michigan State University Extension's "How to Start a Food Truck" Online Course

Mrs. Kendra C Wills

Michigan State University Extension, Grand Rapids, MI, USA

Abstract

A new online course from Michigan State University Extension was developed and pilot tested during the pandemic when interest in food truck businesses grew dramatically. Food trucks were able to serve health care workers and first responders throughout the pandemic. Today, they remain a popular option for launching a food business due to the small amount of labor necessary for operation, affordability over brick-and-mortar locations and ability to serve multiple venues. By participating in this session, Extension professionals will gain insight into the educational needs and outreach strategies to support food truck business entrepreneurs in their communities.

Concurrent 1 B

9:45 - 11:00am Monday, 1st May, 2023

Casco Bay

DEI

[Click this box to see the full abstracts.](#)

9:45 - 10:10am

58 Assessing readiness of rural Minnesota communities to engage in diversity and inclusion efforts

Ellen Wolter, Scott Chazdon, Jennifer Aranda, Jocelyn Hernandez-Swanson, Toby Spanier, Holli Arp

University of Minnesota Extension, St. Paul, USA

Abstract

Rural communities in Minnesota seek pathways to develop and strengthen diversity and inclusion efforts. University of Minnesota Extension staff developed the Welcoming and Inclusive Communities cohort program to assess and deepen diversity and inclusion efforts across sectors in rural communities.

10:10 - 10:35am

49 "Juntos En Colaboración" – Working Collaboratively to Improve Community Resilience, Inclusion, and Equity.

Technology & Media Support Coordinator Villegas Villegas A.S., FCH/SNAP-Ed Program Coordinator Beatriz Botello, Small Farms & Master Gardener Coordinator Evie Smith M.S., Associate Professor of Practice Dusti Linnell PhD

Oregon State University, Corvallis, USA

Abstract

In 2020, an outbreak of COVID-19 at a seafood packing plant revealed significant disparities in health information and access for Latino/x, Hispanic and Mesoamerican Indigenous communities in a rural Oregon county. Oregon State University Extension professionals from four program areas joined public health officials, a non-profit organization, and community organizers to form a beneficiary-centered team to support access and resilience among these underserved communities. Following the initial need, the team has expanded to multiple areas of outreach and support including leadership development, food systems, and STEAM programs for youth.

10:35 - 11:00am

45 How can Extension use Participatory Action Research to benefit programming and communities?

Hannah Dankbar MCRP/M.S.

NC State Extension, Raleigh, USA

Abstract

This session will cover the principles of Participatory Action Research (PAR). PAR is a research methodology where researchers and participants collaborate to understand issues and take actions to address those issues. This type of research aligns with Extension's commitment to collaboration and research-based problem-solving. Principles from this methodology can be used for program planning, delivery, and evaluation. This session will provide an overview of how to use this methodology and provide examples of how it was used in collaboration with farmers market managers and Extension Agents in North Carolina to generate new knowledge and inform future Extension programming.

Concurrent 1 C

9:45 - 11:00am Monday, 1st May, 2023

The Shore Room CRS

9:45 - 10:10am

63 Civic Learning Labs: Engaging Diverse Voices and Community Resilience Building

Community Development Director Patti J Schmitt M.A. in Communication Studies¹, Program Coordinator Aliria Bello de Delgado B.S. in Education², Faculty Emeritus David MacPhee Ph. D in Human Development and Family Studies¹

¹Colorado State University, Fort Collins, USA. ²Colorado State University, Denver, USA

Abstract

What is Extension's role in supporting community resilience? Extension has the capacity to support local, regional, and statewide resilience. Leadership and civic training are key components of community resilience. This session will explore key assessment and programming tools utilized in Colorado to engage more community members in local problem solving. In particular, we will share tools like the Civic Capacity Index, which is used to assess a community's ability to respond to civic challenges, and the Civic Learning Lab program modules.

10:10 - 10:35am

48 Engaging community in conversations on wellbeing: a report on a pilot project to improve community wellbeing.

Director, RN Mary E Emery PhD, RPN Educator Jordan Grummert-Rasmussen MS

UNL, Lincoln, USA

Abstract

As the Deaths of Despair epidemic sweeps across Rural America resulting in fractured families and communities, reduced longevity, and increased rates substance use and suicide, community leaders are seeking solutions. In this presentation, we will report on a pilot project to use community conversations to engage community members in developing and implementing strategies to understand the importance of the social indicators of health and in improving community wellbeing.

10:35 - 11:00am

107 Applying Community-Based Participatory Action Research to Address Food Access with Preschoolers and Older Adults: Food for a Long Life

Dr Crystal M Tyler-Mackey PhD¹, Karen Tanner MS², Shannon Jarrott PhD³

¹Virginia Tech, Richmond, USA. ²Virginia Tech, Amherst, USA. ³The Ohio State University, Columbus, USA

Abstract

Food for a Long Life utilized intergenerational strategies and the community-based participatory action research approach to address food security in preschool and adult day service sites in food-insecure communities in both Columbus, Ohio and Lynchburg, Virginia. The long-term aim was to promote sustainable services to address community needs related to healthy food access, consumption, and education through intergenerational relationships among youth and older adults. Desired long-term results included fostering strong partnerships among community sites and Extension to better provide services for the partnered sites and to integrate intergenerational strategies within community sites to address food security and nutrition.

Concurrent 1 D

9:45 - 11:00am Monday, 1st May, 2023

Board Room 5(A)

Gov

9:45 - 10:10am

110 Addressing Health Concerns in Wyoming – Extension’s Role in Engaging the Public to Identify and Assess Priorities

Community Vitality & Health Educator Juliet M Daniels MS Agricultural Economics¹, Community Vitality & Health Specialist Anders Van Sandt PhD Agricultural and Natural Resource Economics², Maternal and Child Health Unit Manager Feliciano Turner³

¹University of Wyoming Extension, Cheyenne, USA. ²University of Wyoming Extension, Laramie, USA. ³Wyoming Department of Health, Cheyenne, USA

Abstract

Increased stakeholder engagement by public agencies positively increases trust in policy development and governance. This presentation will describe two public participation processes that were used to engage Wyoming residents in selecting the health issues to be addressed in the Wyoming State Health Improvement Plan and prioritizing the actions to be undertaken to address those health issues. A blended in-person/online (YouTube & Zoom) facilitation model and online text-based deliberative dialogue forums were used to engage stakeholders in the decision-making process.

Workshop 2

2:30 - 3:45pm Monday, 1st May, 2023

North Cape Bay Gov Presentation type 75-Minute

85 Developing an Effective National Support Network and Resource Repository for Agritourism Operators in the US

Chadley Hollas¹, Lisa Chase PhD², Claudia Schmidt PhD³

¹Cultivating Tourism, Austin, USA. ²University of Vermont, Burlington, USA. ³Pennsylvania State University, University Park, USA

Abstract

As farmers across the US adopt new business strategies, such as agritourism, to mediate the impacts of changing global food systems and climate change, they are met by an increase in consumer demand for on-farm experiences. However, as agritourism becomes more prominent in rural communities, significant gaps in access to information, modes of support, and agritourism business development resources have been exposed. In this workshop will share existing resources, discuss urgent needs, and co-create a more effective support system for agritourism in the US.

Workshop 5

2:30 - 3:45pm Monday, 1st May, 2023

Board Room 5(B/C)

Econ

28 Elevating Extension Work Using Economic Impact Analysis

Field Specialist, Community Economics Nancy Bowen¹, Extension Specialist, Rural Economics Dan Eades², Field Specialist, Energy Education Eric Romich¹, Community Development Extension Educator Amanda Osborne¹, Associate Professor, Community Development Joe Lucente¹

¹Ohio State University, Columbus, OH, USA. ²West Virginia University, Morgantown, WV, USA

Abstract

IMPLAN's Economic impact analysis tool has been around a long time. It was created by academics in the 1970's to serve the needs of the U.S. Forest Service and has since been transformed as a user-friendly tool for anyone interested in better understanding their economy. There are many examples of how IMPLAN can be used in Extension work, from estimating the economic impact of a county 4-H livestock program, to the impact of an annual tourism event on a region. Three very different cases studies will be presented, followed by an exploration of projects proposed by workshop participants.

Concurrent 2 A

2:30 - 3:45pm Monday, 1st May, 2023

Kidd Island Bay

Tourism

Presentation type 25-Minute

2:30 - 2:55pm

60 Cultivating Culinary Tourism: Economic Data, Local Policy and Multi-Sector Collaborations

Colette DePhelps

University of Idaho Extension, Moscow, USA

Abstract

The town of Moscow lies at the heart of the Palouse region of north central Idaho. While landscape surrounding Moscow is stunning, Moscow has few built or natural tourism attractions, except for its outstanding farmers' market. University of Idaho Extension partnered with the chamber of commerce to conduct an economic assessment of the market which, ultimately, resulted in new multi-sector collaborations, informed the establishment of an entertainment district, and laid the foundation for a series of themed tourism events. This presentation will discuss these multi-sector collaborations and how they are elevating Moscow as a culinary tourism destination.

2:55 - 3:20pm

70 Understanding the Relationship between Travel and Retirement Decisions

Ann E Savage MS, Dr. Whitney Knollenberg PhD

North Carolina State University, Raleigh, USA

Abstract

The considerable potential for retirees' to contribute to communities makes it necessary to understand the factors that drive their decision to relocate in retirement. Furthermore, understanding how to assess retirees' economic impact will provide the tools to illustrate one aspect of retirees' contributions. This study aims to fill these gaps by creating a profile of retirees, their motivations to retire, and the influence of travel as a driver in their location decision. This study will also identify processes for assessing retirees' economic impact. The outcomes of this work will inform communities' efforts to attract and support retirees.

3:20 - 3:45pm

1 Tourism Development and Promotion: Utilizing Shipwrecks, Coastal Tourism and Maritime Heritage as an Economic Development Tool

Associate Professor Joe Lucente

Ohio State University Extension, Toledo, USA. Ohio Sea Grant College Program, Toledo, USA

Abstract

Ohio Sea Grant created a website and interactive kiosks designed to help visitors learn about the many historical, cultural and recreational shipwrecks in Ohio's Lake Erie waters, and to promote coastal tourism and business development. Both products serve to promote cultural and coastal tourism as tools to expand Lake Erie tourism revenues.

Concurrent 2 B

2:30 - 3:45pm Monday, 1st May, 2023

Casco Bay

DEI

Click this box to see the full abstracts.

2:30 - 2:55pm

29 Diversity, Equity, and Inclusion: Building Cohesive Teams Through Servant Leadership

Shawn B. Reese MSA-Leadership

Indiana Wesleyan University, Marion, USA

Abstract

Recently, organizations have incorporated diversity, equity, and inclusion into their values, cultures, and beliefs. Diversity aims to bring individuals with different perspectives, abilities, and experiences together as a team. This sense of team hinges on group members feeling included and incorporates cohesion into the leadership characteristics to foster an environment where teams can learn and grow. Servant leadership plays a vital role within a team setting by placing the needs of the team and individuals above that of the leader. Furthermore, servant leadership aims at growing individuals personally and professionally, by emphasizing the relationship between the leader and team members.

2:55 - 3:20pm

3 Engaging Indigenous populations in talking circles around climate change: Insights and lessons learned

Graduate Student Bayli Hanson MS Environment and Society (in progress)¹, Sustainable Communities Extension Specialist Roslynn McCann PhD²

¹Utah State University, Logan, USA. ²Utah State University, Moab, USA

Abstract

Overburdened communities, including Indigenous populations, experience climate change at a more extreme rate due to where they live, despite their knowledge and connection to the land. We still need a standard set of indicators for the responsible inclusion of Indigenous knowledge and people in environmental sciences and climate change solutions (David-Chavez & Gavin, 2018). We will share our lessons learned from engaging Indigenous populations in climate change talking circles in southeastern Utah: Both the process of building trust, and the results from the qualitative research. Extension educators who are looking to work more with Indigenous communities will find a strong benefit.

3:20 - 3:45pm

104 The Working on Wellness Environments Youth Summit: Teens can Transform Communities and their local Health Landscape

Associate Professor & Extension Specialist Jamie Rae Walker Ph.D.¹, Program Director Valerie Jauregui MS¹, Professor & Nutrition Specialist Jenna Anding Ph.D.², Project Specialist Kelsey Coats MUP³, Program Manager Emily Gunderson MUP³, Program Coordinator Anna Stehling Bachelors of Urban Planning³, Program Leader-FCH Jacquelyn White Ed.D.⁴, Program Coordinator Kailey Strack Undergraduate- Visual Studies², Program Coordinator Victor Cantu Masters Ag⁵, Doctoral Extension Graduate Assistant Jeongseup Lee Masters LUP & Masters LA², Professor Rebekka Dudensing Ph.D.^{2,6}

¹Texas A&M AgriLife Extension, Dallas, USA. ²Texas A&M AgriLife Extension, College Station, USA. ³Texas A&M AgriLife Extension, Houston, USA. ⁴Prairie View A&M University Cooperative Extension Program, Prairie View, USA. ⁵Texas A&M AgriLife Extension, Rio Grande City, USA. ⁶Texas A&M University, College Station, USA

Abstract

This session highlights the Working on Wellness Environments 2022 Youth Summit. The program is grounded in Youth Voice, PSE (Policy, System, and Environment), and community planning principles. This interactive, 2-day program facilitated youth through processes to inventory, assess, and ideate change for their local communities. The Summit resulted in small group proposals depicting potential changes in parks, connectivity to stores and everyday places, community safety, and healthier food access.

Concurrent 2 C

2:30 - 3:45pm Monday, 1st May, 2023
The Shore Room

CRS

2:30 - 2:55pm

94 “Understanding community (in)action: Evidence from responses to pesticide resistance in Iowa”

Dr. Samuel C. Mindes PhD, Dr. Katherine Dentzman PhD

Iowa State University, Ames, IA, USA

Abstract

Despite significant research, solutions to the problem of pesticide resistance continue to evade farmers, researchers, and manufacturers. Evidence indicates that multiple management strategies are necessary to mitigate resistance development, and community approaches show promise in managing resistance at a landscape scale. However, our research finds that not all communities respond to collective management approaches in the same way. We present findings from community pilot projects with the Iowa Pesticide Resistance Management Program, investigating why several communities have failed to make progress in addressing resistance problems despite efforts from extension educators and other stakeholders to support collective management.

2:55 - 3:20pm

34 Sustainable Living Series Builds Community Resilience

Linda Seals¹, Ramona Madhosingh-Hector², Steven Yoder³, Daniel Walker³, Bethany Prykucki⁴, Marie Ruemenapp⁴, C. Andrew Northrop⁴

¹University of Florida, Fort Pierce, USA. ²University of Florida, Plant City, USA. ³Purdue University, West Lafayette, USA. ⁴Michigan State University, East Lansing, USA

Abstract

Climate change is impacting communities in myriad ways. To help communities increase their resilience, a multi-state team developed the Sustainable Living Series (SLS) online class. The peer-reviewed curriculum is delivered weekly via Zoom and is supported with asynchronous modules available online. Participants learn sustainable practices they can employ at home and in their communities and strategies to become community leaders and advocates for sustainability. Since 2021, participants have increased their sustainability knowledge, adopted new practices, and taken on new leadership roles in their communities. In this session, attendees will learn how they can deliver this program in their state.

3:20 - 3:45pm

4 Cultivating sustainable and resilient communities by creating access to broadband and technology in rural, frontier communities

Mrs Didgette M McCracken MS

Oregon State University, Corvallis, USA

Abstract

Grant County is a frontier community that is sparsely populated and geographically isolated from the rest of the state. It is one of the most poverty-stricken and historically underserved counties in Oregon. The County lacks both infrastructure for and access to broadband, which severely limits opportunities for residents and visitors. As such, the Grant County CyberMill nonprofit was developed to create an opportunity for remote workers and entrepreneurs, by providing a community meeting space with the technology, space, and environment necessary for success. Currently, two Cybermill locations are open and operational in the county, with a third in development.

Concurrent 2 D Partner Sessions

2:30 - 3:45pm Monday, 1st May, 2023

Board Room 5(A)

2:00- 3:00 Recreational Economies

Outdoor recreation is a multi-billion-dollar sector of the U.S. economy, and a recently signed memorandum of understanding between the USDA Rural Development, U.S. Forest Service, and National Institute of Food and Agriculture begs the question: What is Extension's current and, perhaps more importantly, what should be our future role in the outdoor recreation economy? This interactive presentation will provide an update on the progress of a recently formed National Extension Tourism Network workgroup focused on answering those questions and invite you into the conversation.

3:15-3:45 Publishing in JOE

Have you been wanting to publish your work? Are you new to publishing or just need some tips on how to get back into writing shape? Session attendees will learn about the types of articles published in the Journal of Extension (JOE), best practices for a strong submission, basic peer review techniques, and tips on how to get your ideas out of your head and efficiently onto the page and in print.

Workshop 3

4:00 - 5:15pm Monday, 1st May, 2023

North Cape Bay

Digital

75 Building a Network of Community Coaches in Extension

Regional Educator Tamara M Ogle¹, Regional Educator Tanya J Hall², Associate Director Dan Kahl³, Educator Jennifer Hawkins⁴, Educator Cheri Brown⁵, Educator Cindy Barber¹

¹Purdue Extension, West Lafayette, USA. ²Purdue, West Lafayette, USA. ³University of Kentucky, CEDIK, Lexington, USA. ⁴University of Minnesota Extension, Rochester, USA. ⁵Purdue Extension, Hartford City, USA

Abstract

In this workshop we will explore the role of the community coach in Extension work through an overview of some of the available resources and a facilitated dialogue about the unique challenges and opportunities in community coaching. From this dialogue, we will work to establish more formal networking opportunities, collaboration, and professional development among community coaches in Extension.

Workshop 6

4:00 - 5:15pm Monday, 1st May, 2023

Board Room 5(B/C)

Econ

79 Retaining Businesses with Succession and Transition (BST) programming. Preparing economic and business development professionals for the Silver Tsunami and beyond.

Extension Specialist - Community Economics Michael P Darger

University of Minnesota Extension, St. Paul, USA

Abstract

Business Succession and Transition (BST) is the process of preparing for the transfer of business leadership and ownership. This is a critical issue for the "silver tsunami" of baby boomer retirements. Beyond older owners, ALL owners need an exit plan. It's essential business strategy and it prepares owners for unexpected life events (see "5 D's").

Minnesota's BST initiative includes research, web content, and education for ED/BD officials and business owners. Extension facilitates a statewide multi-stakeholder BST ecosystem group to learn together and coordinate efforts. Additionally, we view employee ownership as an underutilized pathway for retaining transitioning businesses.

Concurrent 3 A

4:00 - 5:15pm Monday, 1st May, 2023

Kidd Island Bay

Econ

4:00 - 4:25pm

41 The Remote Online Initiative: A Legislative Strategy to Rural Workforce Development in Utah

Dr. Amanda D. Ali PhD, Dr. Paul A. Hill PhD

Utah State University, Logan, USA

Abstract

This research paper outlines the Remote Online Initiative (ROI) program, which was designed to prepare Utah's rural workforce for remote work opportunities through online education and training. Funded by the Utah Legislature for \$2.2 million, the initiative seeks to meet community needs of well-paying and steady jobs in rural communities. Under the ROI program, Utah State University Extension created the Certified Remote Work Professional (CRWP) course, providing Utah's rural workforce with specialized training for securing remote jobs. The economic diversification goals of the CRWP are to reduce unemployment in rural Utah communities, increase median household income, and promote environmental sustainability.

4:25 - 4:50pm

11 Rural Housing Initiatives of Iowa State University Extension and Outreach

Professor Gary Taylor J.D., AICP, Professor Chris Seeger MLA, Extension State Specialist Luke Seaberg MUP, Extension State Specialist Lindsay Henderson MCD

Iowa State University Extension and Outreach, Ames, USA

Abstract

Quality affordable housing is a universal challenge facing rural communities. The Iowa State University Extension and Outreach Community and Economic Development unit has undertaken several programming efforts in partnership with state agencies to address housing needs. This presentation will highlight two of them: The Rural Housing Readiness Assessment program focuses on education, technical assistance, and action planning to help communities answer the question "where do we start" to address housing; while the WINVEST program utilizes teams of ISU students using GPS and mobile mapping software to inventory and map neighborhood conditions to identify projects appropriate for CDBG funding.

4:50 - 5:15pm

84 Cultivating Local Farm Economies: Can local zoning and agritourism play nice to save family farms?

Garrett Ziegler¹, Robert Serrine², Harmony Gmazel³, Brad Neumann⁴, Mariel Borgman⁵, Mary Reilly⁶

¹Michigan State University Extension, Grand Rapids, USA. ²Michigan State University Extension, Leelanau, USA.

³Michigan State University Extension, Ann Arbor, USA. ⁴Michigan State University Extension, Marquette, USA.

⁵Michigan State University Extension, West Olive, USA. ⁶Michigan State University Extension, Manistee, USA

Abstract

In recent years, family farms have struggled to remain economically viable due to demographic, economic, climatic, and associated challenges. As farms are passed to the next generation, they face daunting economic hurdles. Agritourism offers opportunities to keep land in agricultural production and family farms economically viable. But these ventures are often in conflict with local zoning ordinances and officials. To bridge the gap, MSU Extension Educators developed the Cultivating Local Farm Economies program. This session will highlight challenges, program outcomes and efforts to align local planning and zoning with innovations in agritourism to help maintain the viability of family farms.

Concurrent 3 B

4:00 - 5:15pm Monday, 1st May, 2023

Casco Bay

HCB

4:00 - 4:25pm

97 Strategic Planning for the Expansion of Youth Entrepreneurship: Assessing student awareness, interest, and access to youth entrepreneurship programs.

Lauren M Prinzo MPA¹, David Roberts², Dana Wright³, Ami Cook⁴, Lauren Weatherford⁵, Tara St. Clair¹, Carrie White¹, Elizabeth Vitullo¹, Donna Peduto⁶, Michael Dougherty¹

¹West Virginia University, Morgantown, USA. ²West Virginia University, Hamlin, USA. ³West Virginia University, Logan, USA. ⁴West Virginia University, Summersville, USA. ⁵West Virginia University, Fayetteville, USA. ⁶West Virginia Public Education Collaborative, Morgantown, USA

Abstract

West Virginia University Extension received funding from the Appalachian Regional Commission to complete a one-year strategic planning process focused on the expansion of entrepreneurial opportunities for youth. As part of this initiative the project team conducted six in-person focus groups with rural youth (engaging 92 students), and distributed a statewide survey (engaging 599 students). Research sought to assess youth awareness, interest, and access to entrepreneurship programs in the state. Through collaboration, engagement of diverse stakeholders, and a

focus on youth voice, the project team has gained valuable insight that will guide the expansion of entrepreneurial opportunities.

4:25 - 4:50pm

66 Learning for leaders: Using micro-learning principles online to increase leadership capacity in community

Christy Kallevig MSW¹, Jan Jackola², Holli Arp³

¹University of Minnesota Extension, Mankato, USA. ²University of Minnesota Extension, Moorhead, USA. ³University of Minnesota Extension, Worthington, USA

Abstract

Microlearning provides educators with new tools and insights to meet the changing needs of adult learners while utilizing new technologies. It also builds upon our growing understanding of cognitive load theory and the importance it plays in helping learners take in and process information. The Leadership Refresher Series offers a new way of engaging adult learners and providing concise, online leadership education to support emerging and established community leaders. This presentation will highlight a microlearning model that utilizes five, 30-minute sessions to deliver online leadership education to increase confidence, competence, and connections within their own communities.

4:50 - 5:15pm

57 Planning Partners: Leveraging the community activation process to enhance the comprehensive planning process

Jordan Rasmussen MCRP¹, Amanda Tupper MS²

¹University of Nebraska-Lincoln, Burwell, USA. ²University of Nebraska-Lincoln, Pierce, USA

Abstract

For small rural communities moving a comprehensive plan update from paper to implementation requires community leadership and capacity. The communities of two Nebraska counties have piloted an approach to solve this challenge by building social capital and community capacity while identifying priorities in preparation for county and community comprehensive plan updates. Explore this model built upon partnerships, community activation, planning and accountability—and the opportunities and challenges encountered.

Concurrent 3 C

4:00 - 5:15pm Monday, 1st May, 2023

The Shore Room

CRS

4:00 - 4:25pm

23 One block at a time: Community-driven planning and equitable adaptation through multi-benefit green infrastructure

Kara Salazar

Purdue University, West Lafayette, USA

Abstract

Great Lakes communities face multiple water-related climate challenges. Frontline communities, those marginalized due to income insecurities and effects of redlining, experience these challenges most acutely, yet have the fewest means to respond to stresses. Three Great Lakes Sea Grant programs (Illinois-Indiana, Minnesota, Pennsylvania) partnered to address the community impacts of flooding and extreme weather events through equitable and inclusive stormwater management planning and green infrastructure implementation. Efforts focus on improving resilience, one block at a time, with paired projects in four marginalized communities. Partners are collaboratively developing a community assessment and engagement toolkit applicable for communities across the nation.

4:25 - 4:50pm

22 A community planning approach to green infrastructure and hazard mitigation

Kara Salazar, Daniel Walker

Purdue University, West Lafayette, USA

Abstract

The increased frequency of extreme weather exacerbated by climate change creates widespread challenges for managing stormwater and flooding. Communities need to integrate mitigation and adaptation solutions into community planning to increase resiliency to a changing climate. A new program funded through the Extension Disaster Education Network and developed by Purdue Extension, the University of Illinois Extension, and Illinois-Indiana Sea Grant is designed to support community-based updates of hazard mitigation and resilience planning with an emphasis on green infrastructure. The toolkit of engagement techniques, planning processes, and resources is applicable for use throughout Great Lakes states and the North Central region.

4:50 - 5:15pm

14 Building Energy Resilience for Remote and Islanded Communities

Program Leader, Community and Economic Development Charlie A. French PhD

University of New Hampshire, Durham, USA

Abstract

Remote and islanded places—those vulnerable to high energy costs and/or insufficient energy supply—face unprecedented challenges posed by outdated energy transmission infrastructure and lack of energy resilience due to isolation, storm events, and other geographic and socioeconomic factors. Hence, the University of New Hampshire Extension partnered with the Marine School on an Economic Development Administration grant to better understand the needs and challenges facing remote and islanded places in the Gulf of Maine, as well as provide educational and technical support to help remote and islanded places undergo the complex decision process to find viable energy solutions.

Concurrent 3 D

4:00 - 5:15pm Monday, 1st May, 2023

Board Room 5(A)

CRS

4:00 - 4:25pm

2 Assessing Societal Issues and Needs to Inform Development of Relevant Community Programs

Jared Hawkins Ph.D.¹, Lendel Narine Ph.D.²

¹Utah State University, Coalville, USA. ²Utah State University, Logan, USA

Abstract

This presentation demonstrates the application of a three-phased mixed-methods needs assessment framework for Extension program planning. [State] Extension conducted a needs assessment in [County] [State] to identify urgent social issues and needs affecting individuals. Key informant interviews with county stakeholders and quantitative survey data from residents revealed mental health and youth development are high-priority issues in [County]. A summary report of results was shared with local organizations and stakeholders to facilitate partnerships and develop relevant community Extension programs in response to priority needs.

4:25 - 4:50pm

77 “Spiraling Up” Together: Youth and Community Development

Director, RPN Mary Emery PhD¹, Senior evaluator Steven Hennes MS², Extension educator Neil Klemme MS³, Christopher Anderson PhD⁴

¹UNL, Lincoln, USA. ²Univ of Missouri, Columbia, USA. ³U of Wisc, Hurley, USA. ⁴UMD, College Park, USA

Abstract

In this presentation, we outline an updated and expanded Social Capital Toolkit: Building Youth and Community Social Capital on Purpose. This second toolkit is designed for practitioners of youth and community development who seek to create programming that intentionally targets engaging in youth and their community development work. We will highlight the intersection between youth development and community development and how thriving youth and thriving communities work hand-in-hand. We will illustrate the “spiraling up” that occurs when youth are integrated into community development efforts. We will provide program application examples that involve both youth and community development.

Workshop 4

9:45 - 11:00am Tuesday, 2nd May, 2023

North Cape Bay

Digital

Presentation type 75-Minute

51 Building Digital Capacity, Literacy, and Equity: Exploring How Missouri is Tackling Broadband Expansion

Jamie L Kleinsorge MS

University of Missouri, Columbia, USA

Abstract

Equitable access to high-speed internet has the potential to improve educational outcomes, eliminate health disparities, and support economic prosperity across communities. Despite this potential, many communities still lack reliable and affordable internet options. To help the communities still struggling with issues of access, equity, and affordability, the University of Missouri Broadband Initiative built a comprehensive response to this issue and, over the last three years, has successfully demonstrated the model in engaged areas of the state. The response includes three major components - the Missouri Broadband Resource Rail, the Digitally Connected Communities Guide, and a one-of-a-kind, publicly crowdsourced speed test tool.

Workshop 7

9:45 - 11:00am Tuesday, 2nd May, 2023
Board Room 5(B/C)
Tourism

17 First Impressions Tourism: Implementing Asset-Based Tourism Development in Your Community

Will Cronin¹, Andy Northrop², Garrett Ziegler³

¹Michigan State University Extension, Houghton, MI, USA. ²Michigan State University Extension, Port Huron, MI, USA. ³Michigan State University Extension, Grand Rapids, MI, USA

Abstract

Members of the Michigan State University Extension Tourism Team will lead participants in a participatory workshop session detailing the First Impressions Tourism (FIT) program, its successes, impacts, and best practices for implementation as an asset-based tourism development tool. Participants will conduct a short form practice tourism assessment of Coeur d'Alene during the conference, and the results will be used as a springboard for an introduction to the FIT program and opportunities for implementation in your community.

Concurrent 4 A

9:45 - 11:00am Tuesday, 2nd May, 2023
Kidd Island Bay
Econ

9:45 - 10:10am

95 Growing Agritourism: Supporting Community Development and Women Farm Operator Success

Colette DePhelps, Mackenzie Lawrence

University of Idaho Extension, Moscow, USA

Abstract

Agritourism is a place-based opportunity for community economic development and increasing farm financial stability. Women producers have experienced barriers to land and resource access and, as a result, often operate small, diversified farms located within or near direct-to-consumer markets with a tourism component like farmers markets, farm stands, restaurants, and specialty retail. To better support the profitability and sustainability of women owned enterprises, University of Idaho researchers and extension educators obtained funding to unpack barriers to women's

farm success. This presentation will explore how Extension can help women producers obtain their financial goals while building community capital through agritourism.

10:10 - 10:35am

109 CED Office Hour Live!

Community & Economic Development Educator Amber J. Twitty BBA¹, Community and Economic Development Extension Educator Eric Smith MS¹, Community and Economic Development Extension Educator Ambrose Moses, III JD²

¹Central State University, Wilberforce, USA. ²Central State University, Wilberforce, USA

Abstract

CED Office Hour Live is a live, weekly, virtual show that introduces participants to various aspects of Community & Economic Development. Programming includes everything from community development, business development, workforce development, public health, diversity, equity and inclusion to introducing and connecting participants to agency and resource partners.

10:35 - 11:00am

81 Creating generational impact through Public-Private Partnerships with Prairie View A&M University Cooperative Extension's Businesses In Development (B.I.D.) Academy.

Extension Program Specialist II Talia B. Washington MS Economic Development and Entrepreneurship, Extension Program Specialist Natriez Peterson MS Public Policy and Administration, Extension Agent - Hildago County Rina Castillo MS Public Affairs

Prairie View A&M University, Prairie View, USA

Abstract

In many instances, limited-resource clients are first-generation business owners who may lack the generational training and knowledge necessary to market, bid, and win government contracts. After meeting with the State of Texas Comptroller's Office and input from purchasing agents across the State of Texas, the Community & Economic Development Unit of the Cooperative Extension Program at Prairie View A&M University developed the Businesses In Development (B.I.D.) Academy to teach minority-owned businesses how to successfully identify and submit bid contracts to agencies across the State of Texas.

Concurrent 4 B

9:45 - 11:00am Tuesday, 2nd May, 2023

Casco Bay Gov

9:45 - 10:10am

83 Helping very small towns access critical resources: Nebraska's American Rescue Plan Act Response effort

Rural Prosperity Educator Shawn Kaskie¹, Rural Prosperity Educator Jenny Nixon², Rural Prosperity Educator Marilyn Schlake³, Rural Prosperity Educator Jordan Grummert-Rasmussen⁴, Rural Prosperity Educator Jason Tuller⁵

¹University of Nebraska Extension, Broken Bow, USA. ²University of Nebraska Extension, Harrison, USA. ³University of Nebraska Extension, Lincoln, USA. ⁴University of Nebraska Extension, Burwell, USA. ⁵University of Nebraska Extension, Hebron, USA

Abstract

In late 2021, many small communities were unaware that American Rescue Plan Act funds were available to help with community improvements. A quickly organized group of Rural Prosperity Nebraska Educators and Engagement Zone Coordinators contacted 90 communities in four weeks to assist in pursuing their ARPA funding allocation. Ultimately, all but 18 of Nebraska's 531 communities claimed the available funds. \$2.2 million was secured to fund community improvement priorities.

This session will share how to quickly organize a statewide critical information campaign, contact often hard-to-reach local elected officials and part-time municipal staff in the smallest towns in your state.

10:10 - 10:35am

52 Building County Employee Leadership Capacity: Program Successes and Shortcomings

Peyton N Beattie PhD¹, Megan S Cantrell MS², Annie Wallau MNM¹

¹UF/IFAS Extension, Green Cove Springs, FL, USA. ²University of Florida, Gainesville, FL, USA

Abstract

The Leadership Skill Enhancement and Employee Development (LSEED) program is an entry-level, introductory leadership program for county employees. The five-month program is delivered through online modules and in-person workshops. Participants shared (a) a desire for longer in-person workshops, (b) an appreciation for the mix of online modules and in-person workshops, (c) mixed reviews about the online content, and (d) needing the most help with developing their mind maps and SMART goals. Participants reported value in participating in the program and have provided constructive feedback for program improvements.

10:35 - 11:00am

21 Building Bridges Across Diverse Agricultural Communities and Local Governments to Plan and Develop Vibrant Local Food Systems

Dr. Shoshanah Inwood PhD¹, Dr. Aiden Irish², Dr. Jill Clark², Dr. Becca Jablonski³, Julia Freedgood⁴, Frank Becker¹

¹Ohio State University, Wooster, USA. ²Ohio State University, Columbus, USA. ³Colorado State University, Fort Collins, USA. ⁴American Farmland Trust, Northampton, USA

Abstract

Economic development through local and regional food systems requires strong partnerships across diverse and often divergent community members. This work can be hard and often requires integrating both community development and agriculture and natural resources extension approaches. In this presentation we share our integrated research and extension approach to community and economic development through regional food systems in two case examples, Wayne County, Ohio and the San Luis Valley, Colorado. We share the strategies we used for understanding local community assets, understanding community relationships, and engaging and building relationships across different and often siloed community and government groups.

Concurrent 4 C

9:45 - 11:00am Tuesday, 2nd May, 2023

The Shore Room

CRS

9:45 - 10:10am

88 Incentivizing ecosystem service production on working lands: Opportunities and challenges in the U.S. Northeast

Dr. Mario R Machado PhD¹, Dr. Alicia Coleman PhD²

¹University of Vermont, Burlington, USA. ²University of Connecticut, Mansfield, USA

Abstract

Incentive programs have been shown to motivate the adoption of sustainable production practices to provision ecosystem services across working landscapes. Using data from a recent landscape assessment of the US Northeast, this paper finds a breadth of incentive programs available to producers across a variety of working landscapes (e.g., agricultural lands, working forests), however, it also points to critical gaps in current programming. This paper concludes by discussing the results in the context of four main themes of particular relevance to the U.S. Northeast which include 1) working landbase and infrastructure, 2) livelihood provisioning, 3) scale, and 4) resilience.

10:10 - 10:35am

30 Building bank relationships – A small business banking guide and program

Zuzana Bednarikova¹, Tanya J. Hall², Gina M. Anderson²

¹North Central Regional Center for Rural Development/Purdue University, West Lafayette, USA. ²Purdue University, West Lafayette, USA

Abstract

Purdue Extension Community Development and College of Agriculture team developed A Small Business Banking Guide and Small Business Banking Program because they recognized that the financial health of small businesses is crucial for their prosperity and survival. Business-bank relationships and knowledge of banking processes are critical to getting needed financial assistance. Three inputs informed the Extension products: rigorous secondary data analysis and primary data collection using a survey and key informant interviews. The guide provides fundamental information about business-bank relationships, and the program expands upon and puts into practice the importance of these relationships.

10:35 - 11:00am

12 Community Land Trusts and Land Banks: Understanding the Opportunities and Barriers to Affordable Housing and Placemaking

Senior Specialist Wayne R. Beyea J.D., Research Assistant Ian Thompson MURP, Research Assistant Armin Mouly MURP

Michigan State University, East Lansing, USA

Abstract

This paper addresses the opportunities and barriers to coordinated transfers of land between land banks and community land trusts to create a pipeline of low-cost, vacant properties that can be redeveloped as permanently affordable housing and community based placemaking amenities. National and local case studies and interviews are used to examine how a combined redevelopment plan can provide an enduring solution to pressing community needs in affordable housing and placemaking of urban vacant land. This research provides educators, communities and non-profits with resources to collaborate between land banks and community land trusts to meet affordable housing and placemaking objectives.

Concurrent 4 D

9:45 - 11:00am Tuesday, 2nd May, 2023

Board Room 5(A)

Econ

9:45 - 10:10am

102 Ready, Set, Grow! Agriculture

Community and Economic Development Extension Educator Amber J. Twitty BBA, Community & Economic Development Extension Educator Eric Smith MS, Community & Economic Development Extension Educator Ambrose Moses, III JD

Central State University, Wilberforce, USA

Abstract

CED has developed an innovative business education program for small business owners no matter the industry, Programming provides individual assessments and customized learning options for Wantrepreneurs, Start-Ups, Existing and Mature businesses.

The RSG! Agriculture is a niche Ready, Set, Grow! training series for beginning farmers (those farming 10 years or less) to increase their skill set in the overall operations, strategic planning and management of their businesses. Training covers topics such as, business incorporation structures, CED 4-Page Business Plan, bookkeeping, record keeping, budgeting, marketing, and accessing business resources.

10:10 - 10:35am

55 Understanding and Advancing the Preservation Trades: Research and Recommendations for the Northeast Regional Initiative for the Preservation Trades.

Dr. Jada Lindblom Ph.D. Community Resources and Development, Mr. Scott P Slattery M.S. Community Economic Development, Mrs. Molly Donovan MUP City/Urban Planning

University of New Hampshire, Durham, USA

Abstract

Across the Northeast region of the United States, recent workforce shortages have negatively impacted many sectors, including the trades. Anecdotal evidence suggests that the effects of these shortages have been even more pronounced for preservation trade specializations. This project employs a multiple-methods research approach including a survey, interviews, and focus groups to understand the experiences and perceptions of current preservation trades professionals in the Northeast, gather information pertaining to training and recruitment gaps and opportunities, analyze why or why not professionals may choose preservation trade careers, and recommend specific courses of action to create a more robust and sustainable workforce.

10:35 - 11:00am

46 Sustainable Tourism Development Webinar Series: Learning and Applying Best Practices in the Face of Change

Daniel Eades, Doug Arbogast, Ami Cook, Lauren Weatherford

West Virginia University Extension, Morgantown, USA

Abstract

Through partnerships and collaboration, West Virginia University Extension has been working to enhance rural tourism opportunities. Extension faculty developed the Sustainable Rural Tourism webinar series to help practitioners learn and share best-practices using interactive and engaging discussions. Sessions are designed to illustrate basic principles and demonstrate how individuals can apply them collaboratively to enhance tourism in West Virginia. Academic research, Extension outreach, and the experiences of industry leaders illustrate concepts and showcase examples from across the state. We highlight trends affecting rural tourism economies, implementation of innovative destination management practices, and learning outcomes and impacts spurred by the program.

Mobile Workshops

1:00 - 5:00pm Tuesday, 2nd May, 2023

Presentation type General Session

*North Idaho Agritourism - the Panhandle Farm Corridor Mobile Workshop (Returning at 5:30 pm)

*E-Bike Tour and Presentation about the North Idaho Centennial Trail

*In-town walking tour of local businesses and the Innovation Den/Innovation Collective (Capnote Speaker's Pursuit and Business)

*GIZMO-CDA maker space and North Idaho College Walking Tour

*Historic Wallace, Idaho Tour

*Coeur d'Alene Tribe Cultural Tour

*Interpretive Lake CDA Boat Tour

Posters

Poster Session

6:00 - 6:45pm Tuesday, 2nd May, 2023

Conference Foyer

Posters will be displayed in the Bay Room along with hors d' oeuvres and a cash bar. Come visit the posters and welcome the incoming President, Crystal Mackay-Tyler.

7 Adaptation and Resilience of Small Farmers During Covid-19 Pandemic

Dr. Ye Su PhD

Lincoln University, Jefferson City, USA

Abstract

This study aims to determine how small farms in Missouri were affected by the Covid-19 pandemic, their strategies to cope with it, and the association between small farmers' perception of the severity of Covid-19 and their coping actions. An online farmer survey was conducted from April to May 2022. The farmers used different strategies to mitigate the impacts of Covid-19 but also took the opportunity of increased demand for local food, and many had higher sales. The awareness of and participation in the government's Covid-19 relief programs are low. The farmers marketing channels did not change significantly over the period.

20 Mixing It Up: Combining Ripple Effects Mapping with Quantitative Metrics

Melinda A. Grismer Ph.D. Candidate¹, Dr. Lorie Higgins Ph.D.², Debra Hansen M.Ed.³, Maria Wiltse M.S.¹

¹Purdue University, West Lafayette, USA. ²University of Idaho, Moscow, USA. ³Washington State University, Colville, USA

Abstract

This presentation will focus on how to replicate the evaluation methods used in a multi-million-dollar community and regional development project. Melinda Grismer will explain how to seamlessly integrate a survey-based quantitative data collection method with a Ripple Effects Mapping qualitative data collection method (commonly referred to as mixed methods) to yield a complete understanding of any project's intended and unintended outcomes. Dr. Higgins and Debra Hansen will spend 30 minutes of the 75-minute workshop on the specifics of implementing the Ripple Effects Mapping tool and applying it to evaluating any project.

32 Inclusive Workforce Employer (I-WE) designation: Creating a rubric to measure employer inclusion efforts

Extension Educator Jennifer Aranda EdD, Evaluation and research specialist Scott Chazdon PhD

University of Minnesota Extension, Twin Cities, USA

Abstract

Almost 1 in four Minnesotans identify as Black, Indigenous, and People of Color (BIPOC), however, many disparities in employment and economic outcomes exist; Among the widest in the nation, Minnesota possesses one of the largest employment gaps between white and BIPOC populations, ranking 45th (Minnesota Compass, 2022).

Working to address these gaps, Community Workforce Inclusion Councils (CWICs) across Minnesota launched the Inclusive Workforce Employer (I-WE) initiative to support the creation of an inclusive workforce.

To build consistency in the I-WE designation process, we led a process to develop a scoring rubric for use across the state.

35 Nutrition Incentives Delivered to Your Door: Aiding Access through DoorDash

Community Development Educator Amanda P Osborne MA¹, Director of Programs Ana Bird², Executive Director Anna Kiss Mauser-Martinez³, Program Coordinator Leah Finegold³

¹Ohio State University Extension, Cleveland, USA. ²Produce Perks Midwest, Cincinnati, USA. ³City Fresh, Oberlin, USA

Abstract

Nutrition incentives have proven to be impactful evidence-based models for addressing food insecurity and access to nutritious foods. However, one of the longstanding barriers to accessing nutrition incentives and fresh fruits and vegetables among food insecure individuals is transportation. Ohio State University Extension, Produce Perks Midwest, and City Fresh CSA piloted a delivery model for Temporary Assistance for Need Family (TANF) eligible nutrition incentive participants in 2022. Eligible families could enroll to receive a 16-week summer CSA share with the option to request delivery using a delivery service, known as DoorDash. Pilot findings will be shared.

36 Youth Led-Community Needs Assessment: Introducing a Facilitator Manual

Assistant Professor and Extension Specialist Cristian Meier PhD, MSW, MPH¹, Extension Educator Paige Wray MS²

¹Utah State University, Logan, USA. ²University of Idaho, Idaho Falls, USA

Abstract

Providing meaningful experiences for youth participation and leadership takes planning and intentionality. Youth are often encouraged to use data to understand their community and form projects, however youth conducting their own needs assessment would further empower them in the community change process. We created and piloted a manual that explains and provides a facilitator with instructions and resources needed to guide youth through a youth led community needs assessment. Results from the pilot suggested the manual works well in a rural community, was achievable, and understandable to youth.

37 Health and Wellness Extension Work in the Western Region: Results from a Regional Listening Session

Assistant Professor and Extension Specialist Cris Meier PhD, MSW, MPH¹, Community Development Assistant Lily Ward MSW¹, Extension Specialist Anders Van Sandt PhD², Colorado State University Extension Health Specialist Sue Schneider PhD³

¹Utah State University, Logan, USA. ²University of Wyoming, Laramie, USA. ³Colorado State University, Fort Collins, USA

Abstract

In the Spring of 2022 we conducted a three-part listening session, in which Extension professionals from eight western states participated. A semi-structured interview guide was used to examine: (1) what regional efforts were occurring (2) needs and assets in the region, and (3) roles and opportunities for Extension states—with all three sessions focusing on health and wellness work. The results from the listening sessions resulted in recommendations emerging from the analysis of the qualitative data. Recommendations included need for more interaction between faculty, increased partnerships between states, additional training and supports, concrete examples of programming, and shared evaluation measures.

44 *Plan for It!*: Development of a Serious Game as a Natural Hazard Planning Decision Support Tool

Jody Thompson

Auburn University, Mobile, USA

Abstract

Being a town planner isn't easy. Planners must balance what is best for individuals with what is best for the environment and town overall, all while ensuring the town is the most resilient it can be during and after hurricanes. Plan for It! is a serious game to increase knowledge of resilience decisions and fill a need of extension and outreach educators. Plan for It! puts the player in the role of coastal planner, asking them to make real life resilience decisions in risk/reward scenarios.

50 Building Your Virtual Facilitation Skills Train-the-Trainer model: Expanding Capacity and Collaboration

Extension Leader, Inclusion and Diversity; Specialist, Community Vitality Crystal Tyler-Mackey PhD¹, Senior Extension Program Manager for Coastal Community Resilience and Diversity, Equity and Inclusion Kristen Grant MS², Director, VALOR; Director & Co-Founder, Center for Cooperative Problem Solving; Extension Specialist, Leadership and Decision Making Megan M Seibel PhD., R.N.³, Field Specialist Community& Economic Development Suzanne C Cagle MEd.⁴

¹Virginia Cooperative Extension/Virginia Tech, richmond, USA. ²Maine Sea Grant and University of Maine Cooperative Extension, Wells, USA. ³Virginia Tech, Blacksburg, USA. ⁴University of NH Cooperative Extension, Plymouth, USA

Abstract

As Extension operates in community spaces, specific skills are fundamental for facilitating successful outcomes. Effective facilitation provides long lasting impact across diverse groups, subject matter, and platforms. In response to the Covid19 pandemic and the need for community leaders to develop and improve virtual facilitation

skills, the Building Your Virtual Facilitation Skills series was developed in 2021. With demand outpacing capacity and interest from other states to implement the program, a train-the-trainer program was developed. Core topic and trainer skill building are integrated through virtual formats as a model for scaling up training and sharing resources across Extension nationally.

56 Partnering with Community to Expand Broadband Coverage

Community Development Educator Kyle L White MBA¹, Community Development Educator Gwynn Stewart²

¹The Ohio State University, Medina, USA. ²The Ohio State University, Caldwell, USA

Abstract

Broadband accessibility and speed impacts economic development, delivery of healthcare, BR & E, education and precision agriculture. Access or lack of broadband impacts almost everything. In 2022 the Broadband Accelerator program launched in Ohio. Counties were selected based on need and interest. Over 3 months weekly classes included topics like terminology and barriers. The goal was creation of a county strategic plan and next steps for funding. This workshop explores what was learned, key takeaways, and ideas for improvement. Workshop participants will contribute their experiences as we seek to refine best practices.

59 New Solutions to Ground Cover on Utility Scale Solar Sites

Extension Field Specialist Eric Romich, Extension Educator Christine Gelley, Extension Educator James Morris

The Ohio State University Extension, Columbus, USA

Abstract

There are growing concerns about the amount of land required for solar projects in Ohio and the impact on local habitat, even though PV solar is an emission free renewable energy source. In recent instances, developers plant turfgrass and have the site periodically mowed or in some cases integrate pollinator seed plantings. Ohio and neighboring states are investigating cool-season pasture mixes as an option. Cool-season grasses and legumes can be utilized for their abundant ground cover, pollinator benefits, livestock forage, and legume nitrogen fixation. This approach provides an excellent combination of soil health, local habitat, livestock, and economic benefits.

61 Nebraska's Urban and Rural View of Trust in the Media and Health Information Sources

Rebecca Vogt, Cheryl Burkhart-Kriesel, Amanda Tupper

University of Nebraska-Lincoln, Lincoln, USA

Abstract

Community resiliency depends on sound communication to facilitate the exchange of factual and timely information. It also enables community social interactions and support. At the heart of communication is one's ability to trust - both the source and the message. Understanding trust and how it could be evolving is important at the community level to both identifying the messenger and the content of the message.

This presentation will share results from the 2021 Nebraska Rural Poll and the Metro Poll. We compare metropolitan and rural Nebraskans' trust in media as well as sources of health information.

64 Building support for addressing homelessness and housing instability in rural areas

Elisa J Worland LSW

Purdue University Extension, Richmond, USA

Abstract

Homelessness is often seen as primarily an urban issue, given its stark visibility in cities. However, rural areas have unhoused individuals as well, who face additional challenges to receiving services and support, and they are often less visible. Extension is well positioned to bring attention, data, and resources to this issue and create support structures for our most vulnerable citizens.

68 Future Opportunities for Rural Workforce and Rural Development (FORWARD): Workforce Development Program developed for Extension Educators by Extension Educators

Sheila Martin^{1,2}, Michael Wilcox Ph.D.³, Tanya Hall MS³, Mark White Ph.D.⁴, Jeff Sherman-Duncan Ph.D.⁵, Cheryl Burkhart-Kriesel Ph.D.⁶, Paul Hill Ph.D.⁷, Hunter Goodman Ph.D.⁸, Terrie James⁹, Tabatha Duvall⁸, Kari Ure¹⁰

¹Triple Helix Partnerships, Seattle, USA. ²APLU, Washington, DC., USA. ³Purdue University, West Lafayette, USA. ⁴University of Illinois, Champaign, USA. ⁵Oregon State University, Corvallis, USA. ⁶University of Nebraska, Scottsbluff, USA. ⁷Utah State University, Logan, USA. ⁸University of Arkansas, Little Rock, USA. ⁹University of Arkansas, Hope, USA. ¹⁰Utah State University, Richfield, USA

Abstract

Workforce development (WFD) is a top NIFA issue. Often the WFD landscape is territorial and lacks Extension partnerships due to limited understanding and awareness of organizational strengths. Despite existing rural WFD ecosystems and the increased funding opportunities, workforce shortages and access to family-wage career pathways remain an issue. The FORWARD curriculum was developed to help public and land-grant universities' programs advance WFD and strengthen career pathways for low-income workers and learners. It equips Extension professionals to be WFD partners while building the community's WFD capacity, thus making it easier for labor force participants to find training and job opportunities.

72 Growing Local: Building Diverse and Inclusive Leadership

Extension Educator Jocelyn I Hernandez-Swanson MPS¹, Associate Extension Professor Lisa Hinz MPA¹, Holli Arp²

¹University of Minnesota Extension, Minneapolis, USA. ²University of Minnesota Extension, Worthington, USA

Abstract

Who is participating in local governance and commissions? How well do these groups reflect the makeup of our communities? Leadership and Civic Engagement educators with the University of Minnesota Extension have been engaging and learning ways to encourage and support more diverse and inclusive leadership in our local governments. This poster outlines their work in communities across Greater Minnesota as they grapple with inclusiveness, cultural competence and exploring new pathways to diversify leadership.

74 Pathways to Stewardship - The Utah Trails Master Steward Program

Jake Powell MLA

Utah State University, Logan, USA

Abstract

Trails are an economic, tourism, and quality of life asset expanding in availability, scale, and demand across the western U.S. USU Extension's Utah Trails Master Steward course was developed in response to the related growing need for skilled volunteers and staff to confidently engage in the stewardship of Utah's trail resources. This presentation will share the structure, logistics, and impact of this program over its three years of operation. The presentation will share the effort as a potential model audience members working on to inspire similar stewardship efforts in their own work.

82 Prairie View A&M University Cooperative Extension Furniture Assistance Program

Mrs. Megan R Rodriguez Master of Business Administration, Mr. Gregory Rose Masters of Business Administration

Prairie View A&M University, Prairie View, USA

Abstract

The Houston Furniture Bank's mission is to furnish hope by "Making Empty Houses Homes." With the support of industry partners and the Houston community, they work with 45 social service partners to provide essential furniture for needy families. Furniture assistance means providing the essential furniture that is necessary for life. Houston Furniture Bank served families affected by poverty, homelessness, domestic violence, mental and physical health concerns, and disasters. The Furniture Bank has served over 30,000 families and 100,000 individuals and recycled over 120,000 mattresses. In 2020, the "No Kids on the Floor" initiative provided a bed to over 1,000 children.

91 Building Human Capacity and the Next Generation Workforce through Youth Drone Pilot Credentialing Programs

Extension Educator 3 Meghan Thoreau B.S., M.R.P.

OSU Extension, Circleville, USA

Abstract

A new 13-module Drone Piloting Certification Program offered by an Extension Educator teaches students the Fundamentals in Aviation, Unmanned Aerial System Career Pathways, and regulations and use cases of drone technologies. Students are offered three credentialing opportunities seen as the benchmarks needed to enter and advance in specific industries like Drone Technologies and Remote Piloting. The demand for commercial drone pilots is soaring. According to Research, Markets, and Scholarly Publications, the demand for drone pilots is expected to grow by 50 percent over the next five years, with sales projected to reach over \$16 billion by 2030.

92 Beyond the Community Capitals Framework: Analyzing REM Data for Collective Impact

Ramona Madhosingh-Hector¹, Nicole Breazeale², Mandy Baily¹

¹UF/IFAS, Plant City, USA. ²University of Kentucky, Lexington, USA

Abstract

REM is a participatory evaluation method. Extension educators used REM with two food collaboratives. The collaboratives wanted to tell the story of their collective impact work. We used the community capitals framework to categorize the data. Both collaboratives felt this framework was appealing to funders, but otherwise felt “flat.” It didn’t do a good job of capturing how their collaboratives progressed. We explored additional models: systems change, collective impact, and drivers of collaboration. This presentation highlights our experience applying alternative coding schemes to REM data. REM data can be coded using a variety of frameworks, but caution is warranted.

96 Utilizing Ripple Effects Mapping to Understand Broadband and Digital Equity Divides in New Hampshire

Michael Polizzotti, Scott Slattery, Charlie French

University of New Hampshire, Durham, USA

Abstract

This is an ongoing project that highlights the use of ripple effects mapping (REM) as an engagement tool with various stakeholders throughout New Hampshire. These REM engagements gather qualitative data as means to better understand digital equity challenges in the state and inquire on policies, practices, and focus areas that would improve access to broadband, technology, and digital prowess and understanding to improve social and economic outcomes for individuals and New Hampshire as a whole. This poster will highlight digital equity challenges, the REM process, engagement practices, and results and goals thus far.

101 Using Ripple Effect Mapping to Evaluate the Impact of Community-Supported Grocery Stores

Charlotte Narjes, Dr. Mary Emery

University of Nebraska-Lincoln, Lincoln, USA

Abstract

Nebraska Extension through the Nebraska Cooperative Development Center has assisted communities interested in exploring a cooperative grocery store for over 20 years. In the last two years, NCDC has assisted four cooperative grocery stores from vision to opening and assisted another three recently opened stores in the initial stages. To better understand the benefits and outcomes, a ripple mapping evaluation was conducted. Participants will learn about the initial results, observations and differences in the various communities as well as learn about common themes.

103 Diversity, Equity, Inclusion, and Accessible in limited-resource communities through The Rural Workforce Academy (TRWA) at Prairie View A&M University

Program Specialist I Laura Jones, Extension Agent Morgan J Walker Masters of Economic Development and Entrepreneurship

Prairie View A&M University, Prairie View, USA

Abstract

The workforce's inclusiveness for people with disabilities has been an ongoing issue for years due to the lack of resources and accommodations in rural and urban areas. When TRWA researched rural and urban areas, the assessment found a desperate need to develop programming to accommodate unidentified disabilities. Providing resources for people with disabilities creates the same fair and equal chances as their peers by becoming active members of the workforce. As a result of enrolling in the courses through The Rural Workforce Academy, apprentices will successfully obtain certifications.

105 Mental Health First Aid Training: identify, understand and respond to signs and symptoms of mental health and substance use challenges.

Extension Educator Kathee Tiff MS¹, Extension Educator Kirstin Jensen MS², Extension Educator Gail Silkwood MS³

¹University of Idaho, Lewiston, USA. ²University of Idaho, Grangeville, USA. ³University of Idaho, St. Maries, USA

Abstract

Mental disorders are more common than heart disease and cancers combined but are treated as separate and peripheral to overall health and wellness. Stigma surrounding mental illness often prevents people from seeking treatment, and those who do want help are not sure where to turn. Mental Health First Aid (MHFA) is an international evidence-based training program that teaches individuals how to recognize and respond to the warning signs of mental and substance use disorders and connects people with appropriate treatment. In 2020, sixteen University of Idaho (UI) Extension educators received 32 hours of training to become certified MHFA instructors.

Post Conference Session

CREATE BRIDGES: Fostering Economic Development through Community Partnerships

1:00 - 5:00pm Wednesday, 3rd May, 2023
The Shore Room

CREATE BRIDGES is an asset-based program designed to strengthen retail, accommodations, tourism and entertainment (CREATE) sectors in rural, multi-county regions. CREATE BRIDGES is rooted in community leadership and leverages needs assessments to inform strategies addressing the needs of CREATE Sector businesses and their workforce. The program has been piloted in eight regions across six states from 2018-2023. Workshop participants will learn about CREATE BRIDGES' key components and how to implement the program in their community or a region they serve. Participants will receive a curriculum package that includes agendas, surveys, and slide decks.

76 CREATE BRIDGES: Fostering Economic Development through Community Partnerships

Stacey McCullough Ph.D.¹, Sara Siems², Alison Davis Ph.D.³, Becky Bowen⁴, Susan Odum⁵, Michael Patrick Ph.D.⁶, Grace Langford⁷, Julianne Dunn⁸, Michael Woods Ph.D.², Mercedes Fraser³, Zachary Kennedy⁵, Patrick Vanderpool⁹, Daniel Kahl Ph.D.³, Susan Jakes⁴, Rachel Welborn¹⁰, Brandon Mathews¹¹, Russ Garner¹⁰, Tim Hagaman¹², Elissa Hashemi⁴, Simona E. Balazs³

¹The University of Arkansas, Little Rock, USA. ²Oklahoma State University, Stillwater, USA. ³University of Kentucky, Lexington, USA. ⁴North Carolina State University, Raleigh, USA. ⁵The University of Illinois, Urbana-Champaign, USA. ⁶New Mexico State University, Las Cruces, USA. ⁷The Southern Rural Development Center/Mississippi State University, Starkville, USA. ⁸Rural LISC, Kansas City, USA. ⁹North East Economic Development Organization Inc., Tucumcari, USA. ¹⁰The Southern Rural Development Center, Starkville, USA. ¹¹University of Arkansas, Little Rock, USA. ¹²New Mexico Economic Development Department, Mora, USA

Abstract

CREATE BRIDGES is an asset-based program designed to strengthen retail, accommodations, tourism and entertainment (CREATE) sectors in rural, multi-county regions. CREATE BRIDGES is rooted in community leadership and leverages needs assessments to inform strategies addressing the needs of CREATE Sector businesses and their workforce. The program has been piloted in eight regions across six states from 2018-2023. Workshop participants will learn about CREATE BRIDGES' key components and how to implement the program in their community or a region they serve. Participants will receive a curriculum package that includes agendas, surveys, and slide decks.