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AND I NEED TO MARKET THIS EXTENSION PROGRAM TOO?

Mary Dunn*

ABSTRACT:

As Extension faculty and staff we are usually required to market our own programs, services, events, etc. In this session you will learn to identify basic promotional strategies to incorporate into your marketing plan. Participants will take part in an interactive exchange by (1) identifying a program, service or event; (2) giving the program, service or event a ; (3) listing at least two characteristics of your probable target market; (4) choosing two promotional strategies and describing how you use them to market the program, service, or event; (5) developing a jingle or slogan for the program, service, or event; (6) evaluating your promotional strategy. The instructor will share examples of successful marketing strategies, both from her own experiences and other sources. Ideas learned from participation in this interactive workshop can easily be taught/used with volunteer groups, 4-H members, councils, etc., in all Extension program areas. Handouts will augment lessons taught.

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NEBRASKA TEAM DELIVERS E-PROGRAMMING

Connie Hancock*, Dewey Teel and Phyllis Schoenholz

ABSTRACT:

Through e-programming by the conNEcting Nebraska Technology Team, technology education is moving full-speed ahead in Nebraska. To make this happen, time was reallocated and the team began by managing the popular Master Navigator Internet program and introducing e-commerce to business and community leaders. They have now grown to be the managers of all cooperative extension technology programs across the state. As a result of this team's efforts, more than 1,400 people have improved their Internet skills and more than 400 business owners and employees better understand e-commerce. More recently, the team began working with an e-Gov curriculum to educate local officials about the opportunities of putting their business on-line. The team has been successful in acquiring grant money to develop and deliver educational technology programs statewide. Charged with researching and assessing training needs of Nebraska citizens, they continually adapt programs and develop new curriculum to meet those needs--; from basic Internet education to ecommerce. The conNEcting Team also works collaboratively with local technology committees across Nebraska. They help community leaders assess needs and develop information technology plans to encourage and increase technology use in their local communities. They also have conducted two statewide surveys. The first assessed business technology use; while the other focused on educational programs offered by various institutions and products offered by telecommunication service providers. To effectively meet the needs of the state, the team has created numerous partnerships. Plus they work closely with several state agencies to deliver programs at all levels.

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CENT\$IBLE MARKETING- PROVEN TOOLS AND TECHNIQUES OF THE
UNIVERSITY OF WYOMING CENT\$IBLE NUTRITION PROGRAM

Linda Melcher*

ABSTRACT:

Marketing is a crucial element to any extension program. In this poster session, the NEAFCS national award winning University of Wyoming Cent\$ible Nutrition program showcases their tools and techniques used. Educational materials will be shown, including: English and Spanish Cent\$ible Nutrition cookbook; Mary Moose, a nutrition curriculum for 2nd-3rd graders; home study lessons and videos, and more. Marketing techniques and tools will be highlighted as well, including Cent\$ible Nutrition newsletters, note cards, spray bottles, cutting boards, website and more.

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PROGRAM MARKETING: ARE YOU SELLING WHAT PEOPLE ARE WILLING TO BUY?

Kathy Reiser*

ABSTRACT:

What's the number-one reason people cite for not taking part in Extension programming? In many cases, it's "I just don't have the time." And yet, potential clients do carve out the time for soccer games, tae kwon do lessons and choir practice. Maybe the problem isn't really a lack of time. It could be that the programs don't seem to connect with their immediate needs. Or it may be that our promotional messages just don't resonate with people who have dozens of alternatives for spending their limited free time. In this session, you'll learn how to craft promotional messages that cut through the clutter and focus on the benefits that are most meaningful to your target audience. You'll explore some of the marketing techniques that are successfully used to sell products and services in the commercial world. And you'll find out why emotional appeals may be far more effective than rational appeals—even when your target audience seems driven by facts and figures.

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SUCCESS IN THE : URBAN EXTENSION PROGRAMS RESOURCE FAIR

Mary Jane Willis*, Cynthia Flynn and Bonnie McGee

ABSTRACT:

The National Urban Committee of ECOP has developed some effective marketing tools for Urban Extension professionals to use with public officials, administrators, community partners, and clientele. A PowerPoint presentation, a publication, and a portable display all titled "Success in the." All are excellent tools for urban educators to use as talking points and sharing best practices about urban programming. These tools will be shared at the beginning of the seminar. Following the marketing presentation, members of the Urban Committee will facilitate round table discussions around the overall topic of how Cooperative Extension addresses urban challenges. Discussion table or learning station topics will be addressing the challenges of food and hunger in urban areas, greening urban areas, positive activities for urban youth, natural resource management in urban areas, and building strong families and communities. The discussions will be captured by recorders at each table, compiled, and shared with the seminar participants and others upon request. A resource table will be available for informational materials and examples of successful urban program that address the challenge topics for the roundtable discussions. Extension state urban contacts will be encouraged to bring examples of successful urban programs from their state. The objectives for this seminar are (1) To provide opportunities to share strategies for enhancing the image of the Cooperative Extension system both internally and externally, specifically urban Extension programming; and (2) to encourage and promote interdisciplinary programming.

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