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OHIO STATE UNIVERSITY EXTENSION AND MEIGS COUNTY COUNCIL ON AGING, INC. A TRUE PARTNERSHIP

Becky Baer* and Linda L. King

ABSTRACT:
The Ohio State University Extension office in Meigs County works cooperatively with the Meigs County Council on Aging, Inc. The Family and Consumer Sciences / Community Development agent and the program assistant for the Family Nutrition Program (FNP) present a series of nutrition classes for senior citizens who use the Council on Aging's fitness center. Multimedia classes cover topics such as: "Be Salt Sensible," "Dairy Delicious," "Eat Fruits and Vegetables for Variety," "Get Up and Go with Grains," "Weight Management," and "Reading Food Labels." The classes are a true partnership. The Extension office presents educational materials, instruction, and occasional food samples; the Council on Aging provides the classroom, the participants, and in-kind match for the Family Nutrition Program through personnel and space. The classes have had a tremendous impact on the local senior citizens. Seventy percent learned new information and planned to make recommended changes. Participants reported decreases in blood pressure, weight loss, and the ability to make healthier food choices in order to live a longer and healthier life.

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4-H OUTREACH: YOUTH SAFETY DAYS

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ABSTRACT:
After 7 farm accident deaths in a few years, Morgan County Extension developed a program focusing on various aspects of safety for youth. Fifteen topics for youth safety were identified. Curriculum was written to teach safety concepts to all 3rd through 6th grade students in the county through day-long programs during school. Community partnership volunteers provide safety expertise. They include REA (electric), equipment dealer (lawn mower), Red Cross (first aid), Burlington Northern (train), Agriculture Department (chemical), ambulance (first on the scene), Fire Department (fire), Parks Department (water), State Patrol (seatbelt), animal control (animal), and FFA chapters (tractor rollover, PTO, and grain bin safety). Extension Staff provides sessions on food safety and sun safety. High school youth are trained to present some of the topics (sun, animal, lawn mower, grain bin, food) and assist community volunteers. Financial support for programs is provided by Association of Commercial Banks, a seed company, Soil Conservation District, and REA. The schools provide lunches for the presenters. Businesses provide equipment and supplies for programs. Community support has allowed programs to continue even though Extension program budgets have declined. Besides financial support for the program, community partners volunteer approximately 960 hours giving presentations. Programs have been presented since 1993. In 2002, programs reached 1576 youth and 75 adults. Youth complete a pre/post test on knowledge of safety practices. The 2002 results showed an increase of 12% in knowledge after completing the program.

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ENGAGEMENT AND PUBLIC SCHOLARSHIP: IMPLICATIONS FOR COMMUNITY DEVELOPMENT

Jeffrey C. Bridger* and Theodore R. Alter

ABSTRACT:
Communities today are grappling with an unprecedented set of issues. In rural and urban America, economic decline has left a legacy of environmental, social, and economic problems. In contrast, many suburban communities are struggling with the problems that accompany rapid growth. Despite these divergent trends, all communities face similar challenges in planning for the future. Effective planning requires a clear vision, strong leadership, and an active citizenry willing to turn visions into reality. Too often, communities are lacking in one or more of these assets. As a result, many places find themselves simply reacting to the changes swirling around them. Given this state of affairs, it is not surprising that colleges and universities are being asked to take a more active role in the communities we serve. In place of the one-way transfer of knowledge that has characterized most university-based outreach efforts, there is growing movement calling for a more collaborative approach. In a recent report, the Kellogg Commission on the Future of State and Land-Grant Universities argues that this new spirit of partnership is embodied in the concepts of public scholarship and engagement. In this paper, we define these ideas, demonstrate how they differ from traditional models of scholarship and outreach, and discuss the implications for the theory and practice of community development. To accomplish these tasks, we draw on an on-going action research project which focuses on the experiences of several scholars who are working with groups and communities to address important public issues.

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EXTENSION GREEN INDUSTRY PARTNERSHIPS: A CASE STUDY

James A. Chatfield*, Joe Boggs and Erik Draper

ABSTRACT:
Teamwork, good communication and accountability are key ingredients for developing and maintaining lasting partnerships within Extension and with clientele. This case study reviews the long-lasting relationship of the Ohio State University Extension Nursery Landscape and Turf Team (ENLTT) with the Ohio Nursery and Landscape Association (ONLA). Over the past decade, ONLA has provided more than $250,000 to ENLTT for teamwork development. Significantly, these dollars are not philosophically tied to specific personnel or programs, but rather to the development of a team of people that best serve clientele. To be sure, there are ENLTT proposals to ONLA each year, regular updates on projects, and annual reports of accomplishments. These proposals and reports do relate to specific activities, but the underlying basis for continued funding is the idea that funds help improve overall team delivery of educational excellence. Keys to the success of this team are the collegial nature of the interactions of agents, departmental faculty and associates, the interdisciplinary aspect of team membership from numerous departments, and the shared leadership style of the 35 member group. Examples of use of the funds from ONLA include purchase of resource materials to help make team members better able to serve clientele, use of funds for team study tours to educate team members on cutting edge horticulture and Extension, and reimbursement of various units in the Extension system for costs associated with group projects. This case study of teamwork is proof positive of the energy of synergy and the maxim that teamwork is its own reward.

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EXTENSION? AN EQUAL PARTNER IN THE ALABAMA TOURISM PARTNERSHIP

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ABSTRACT:
Tourists annually spend in excess of 6 billion dollars in Alabama, making tourism one of the states largest industries. However, a recent analysis revealed that with the attractions and infrastructure already in place, the existing potential economic impact was in excess of 9 billion dollars annually. Industry leaders convened a tourism summit to develop a unified tourism plan for the state that would assist in achieving this potential. Upon completion of the state tourism strategic plan, the Alabama Tourism Partnership (ATP) was formed to implement the plan. The ATP initially consisted of five partners, each of which represented primarily urban stakeholders: Alabama Bureau of Tourism and Travel, Economic Development Partnership of Alabama, Alabama Travel Council, Alabama Association of Convention & Visitors Bureaus, and Alabama Hospitality Association. The ATP functioned for two years and achieved moderate to significant successes, and suffered only one notable, but highly visible failure. The failure was due primarily to lack of communication and complete lack of involvement of rural Alabama communities. While the Alabama Cooperative Extension System (ACES) had been assisting groups throughout the state in tourism development, they were not formally part of the ATP. Recognizing the need for participation of rural communities, the ATP approached ACES to become a partner in the Partnership. Presentation will outline past and planned activities of the ATP, highlighting Extension's role and unique contributions. Strengths and weaknesses of the Partnership will be shared, and suggestions will be welcomed as to how the Partnership could be strengthened.

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COMMUNITY SCIENCE EDUCATION AND LEADERSHIP (SEAL) PROJECT: A SUSTAINABLEPARTNERSHIP

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ABSTRACT:
The Animal Ambassadors Community Science Education and Leadership (SEAL) Project is a collaboration between the University of California-Davis School of Veterinary Medicine, the UCCE San Diego Youth Development Program, and Grossmont College in La Mesa, California. The overarching goal of the project is to develop a self-sustaining outreach program emphasizing science literacy, cross-age mentoring, and community partnerships. The Community SEAL Project combines teen/community college student mentors (cross-age teaching) with service learning (school outreach) to help meet the need of science literacy in younger children in an at-risk community. The children learn science concepts and process skills using a hands-on, inquiry-based curriculum. Furthermore, the children see older youth acting as role models from their community engaged in an after-school activity that promotes science learning. The Community SEAL Project includes characteristics important to service learning programs that utilize teens as cross-age teachers of younger children. These include high expectations; significant levels of responsibilities; and incremental training and ongoing support. The benefits for teens include increased self-esteem, self-worth and self-discipline; enhanced motivation and interest in school; greater academic achievement; and greater social and civic responsibility. College students benefit in the areas of personal development, career awareness, and self-efficacy. The goal of a self-sustaining outreach program is achieved through a multi-member partnership and provides ownership opportunities at all levels. The partnership model is a dynamic one because topics to be addressed and agencies involved may be interchanged as community needs evolve.

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LINKING THE TRADITION, CONNECTING THE COMMUNITY

Mindy Denny* and Teresa Trujillo

ABSTRACT:
Youth programs across the Nation are connecting to provide quality programs for today's kids. Agents in Otero County, New Mexico are linking the tradition of 4-H programs with agencies around the County in order to broaden the scope of programming for at risk and traditionally underserved youth. Current partnership to be presented include: Boys and Girls Clubs of America; Holloman Air Force Base; Community Preschools Clover Bud Program; Juvenile Drug Court and Middle School Alternative Programs. Subject matter includes traditional 4-H projects, character education, leadership development and community service. Agents will share tips for successful collaborations and programs as well as possible partners in expanding the mission of 4-H and the Cooperative Extension Service.

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GETTING THE "YES" TO SPONSORSHIPS

Robin Galloway*

ABSTRACT:
Programs and events can be expensive to operate. Obtaining sponsors is often relished as much as doing taxes -a necessary evil. This poster shows innovative ideas to attract business sponsors, create successful requests for funding, and satisfy sponsors. Extension professionals will learn how to empower volunteers to do the footwork soliciting money. A quick, entertaining, hands-on activity with the poster helps simply explain businesses' decision-making processes. A handout will be available with information on national companies who financially support organizations at local levels. The poster depicts obtaining sponsorships as a challenge that can be conquered successfully. Even with a quick glance, ideas will be shared to help organizations request support. The author worked as the marketing director for a large store chain. Her responsibilities included making donations to non-profits. She believes any "no" can be turned into a "yes" with the right persuasion--and shares some techniques through this poster.

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PARTNERSHIPS KEY TO SWYS SUCCESS

Debra Ivey*, Christina Hahn Kenney, M.D and Ruth Schriefer

ABSTRACT:
To identify and address the needs of youth in southwest Wisconsin, University of Wisconsin-Extension faculty, Tobacco Free Coalitions, University of Wisconsin-Platteville faculty, Cooperative Education Service Agency #3 staff and local school district staff combined efforts to conduct the Southwest Wisconsin Youth Survey (SWYS) in September of 2001. A 160-item questionnaire, designed to evaluate the concerns, behaviors, and perceptions of teens, was administered to over 5, 700 teens in 19 school districts in southwest Wisconsin. Area schools administered the survey and the University of Wisconsin-Platteville faculty analyzed the data. Grant funds from community groups, local businesses, Tobacco Free Coalitions, and Family Preservation and Support groups helped defray survey costs. A Southern District Innovative Management Grant funded a research intern who researched background information for a formal report. University of Wisconsin Extension educators have used the data to prepare a series of news releases, media spots and a website highlighting the findings. Over 3,000 people--youth, parents, educators, civic leaders--have participated in interactive presentations of the data. The Extension team has also developed the "Parents Make A Difference" newsletter series that is sent to parents and school staff in five counties and used for parent workshops. In addition, the findings have been used by UW-Extension staff to strengthen their work with tobacco coalitions, underage drinking initiatives, and violence prevention initiatives. Survey findings are also shared during classroom presentations engaging youth in the discussions of teen issues and completing the circle of partnership by bringing the results back to the source.

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REACHING OUT BY STEPPING OUT OF THE EXTENSION COMFORT ZONE

Kathy Lechman*

ABSTRACT:
Ohio State University Extension has a commitment to diversity and through the Leader, Diversity Development position has made strides in assisting OSU Extension Professionals in reaching out to underserved and non-traditional audiences. This interactive seminar is designed to assist Extension Professionals in practicing "conscious acts of reflection" where individuals examine their hidden assumptions about people that may influence their ability and desire to reach out to them. Acknowledging that we all have assumptions and examining them does not make people bad. It is actually the first step in helping us as individuals step outside of our comfort zones. The seminar will examine what Extension comfort zones have been established and how we can continue to step out of our comfort zones to reach out to new populations. By participating in activities and discussions, participants will examine their own assumptions about people and how these assumptions can interfere with reaching out to non-traditional audiences. Strategies for stepping outside of ones comfort zone will also be presented.

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EXTENSION IN ACTION: REPORT TO LEGISLATORS

Darlene Liesch* and Judy Taylor

ABSTRACT:
"Extension in Action" is (1) a newsletter to report program impact to state legislators; (2) a partnership between the Extension professional associations (Epsilon Sigma Phi, Illinois Extension Professionals for Youth Education, Illinois Extension Association of Family and Consumer Sciences, and Illinois Extension Agriculture Association); (3) developed and funded by the partnership; (4) six to seven short articles with photos; (5) available on the University of Illinois Extension Website; (6) a concise way to address all program areas; (7) valuable to Extension administration as they respond to stakeholder requests; (8) personally distributed biannually. Come visit our booth and discover how we secure, select, and format articles for this marketing tool.

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UTAH BOTANICAL CENTER PARTNERSHIPS

Shawn Olsen*

ABSTRACT:
More than twenty partners have come together to help build the new Utah Botanical Center in Kaysville, Utah. The Center will feature Extension demonstrations and classes, botanical research, and community recreation opportunities. The center encompasses 64 acres and features four large ponds that will be used for environmental education, natural resource demonstrations, fishing, and bird watching. Major partners in developing the Center include the Utah state legislature, Davis County, and Kaysville who have provided major funding for roads, utilities, visitors pavilion, and a new greenhouse. The ponds had been neglected for many years and the USU Colleges of Natural Resources and Plant Science provided important technical help in developing a plan to improve the ponds and surrounding wetlands. Scout groups, juvenile court community service workers, and master gardeners provided the labor to remove over 180 cubic yards of trash from the ponds. A total of 630 people provided over 2000 hours of volunteer service in cleaning up the ponds and other landscape improvement projects. The Utah Department of Wildlife Resources and the Utah Reclamation and Mitigation Commission provided over $1,000,000 to dredge and reshape the ponds. Davis School District and the Utah State Office of Education provided valuable leadership in developing an educational plan for the botanical center. Private donors provided important contributions for a pedestrian underpass to the ponds.

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PARENT EDUCATION PARTNERSHIPS: A COUNTY'S RESPONSE TO PARENT EDUCATION NEEDS

Billie K. Stevens*

ABSTRACT:
Helping parents understand that parent education is a right not a punishment has been a challenge in the small Oregon County of Hood River. Hood River County has been experiencing declining resources, duplication of efforts plus a disengaged audience. To address this complex problem, 15 agencies and the individuals from the private sector formed a coalition to examine parent education needs of the county. The purpose of this presentation is to demonstrate how the Oregon State University Extension Service played a key role in the establishment and facilitation of this coalition and outline the steps required for a county or community to follow in order to successfully address an identified concern. The Parent Education Coalition worked together to achieve a shared vision. The process started with the formation of the coalition, assessment of existing parenting programs, and development of a matrix to evaluate existing education programs. Targeted outcomes were established. A yearlong parent education schedule and an extensive marketing strategy were developed. The Extension Service became the county contact for all parent education programs as well as the facilitator for the coalition. The evaluation of the Parent Education Collaboration is an ongoing process that has been integrated into the evolving development of the coalition. The evaluation consisted of assessment of group functioning and member satisfaction, plus assessment of specific activities. The success of this partnership has been rated high. Parents in Hood River County are starting to understand that parent education is a right.

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HERITAGE TOURISM: COMMUNITY ECONOMICS NURTURED THROUGH EDUCATIONAL PARTNERSHIPS

Sharon K. Strouse*, Aletha Reshan and Frank Cugliari

ABSTRACT:
From community museums to nationally designated Scenic Byways, the potential for educational partnerships abound. Nonprofits are enhanced when teamed to work collaboratively on community and regional initiatives. These organizations provide leadership to educate and promote the natural, historical and cultural resources or the region. Straight from the annals of how to establish partnerships, this regional heritage tourism educational initiative, the NW Gateway to Appalachia, has encouraged intra-sector cooperation vs. intra-sector competition. Planning and programming, led by Extension, created this unique regional partnership in heritage tourism and stimulated the creation of several nonprofit organizations as a result of regional leadership efforts. This poster presentation will offer examples of educational print materials, information on seminars sponsored and identify the nonprofit organizations in the ongoing partnership and their role in the partnership's success.

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WORKING FAMILIES NEWSLETTER

Judy Taylor*, Ruby Lingle, Diane Ryals, Patti Faughn, Jananne Finck and Jennifer Hunt

ABSTRACT:
Started almost fifteen years ago in one county, this newsletter has evolved and been expanded while continuing to address timely topics in a format that fits into the busy life of working people. Subscribers praise the short format and variety of topics. This newsletter is (1) a quarterly newsletter developed primarily for families with no adult at home full time; (2) used to reach an audience not traditionally served by Extension efforts; (3) shared with agencies who use segments in their publications; (4) Developed to help working families make wise use of the available resources; (5) takes an interdisciplinary approach by the involving seven different educational fields; (6) filled with short timely articles that address nutrition, leadership, family life, consumer decisions, horticulture, natural resources, child development, and workplace issues (7) subscribed to by nearly one-half the Illinois counties and distributed electronically in several formats; (8) localized by each county adding calendar items and personal signatures; (9) provided annually to more than 8000 families in Illinois. Come learn how this newsletter is efficiently created and how counties work with local businesses and organizations to distribute the newsletters.

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REGIONAL RURAL DEVELOPMENT CENTERS

Bonnie P. Teater*, Bo Beaulieu and Cornelia Flora

ABSTRACT:
The Regional Rural Development Centers (RRDCs) exist to strengthen the capacity of local citizens to be key players in guiding the future of their rural communities. Each Center links the research and extension capacity of land-grant universities in its region with local decision-makers to address a wide range of rural development issues, including (1) vibrant, sustainable communities; (2) promising digital futures; (3) balanced use of natural resources. There are four RRDCs across the country: North Central Regional Center for Rural Development, Iowa State University, Cornelia Butler Flora, Director; Northeast Regional Center for Rural Development, Pennsylvania State University, Stephan Goetz, Director; Southern Rural Development Center, Mississippi State University, Bo Beaulieu, Director; Western Rural Development Center, Utah State University, Steve E. Daniels, Director.

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OHIO COOPERATIVE DEVELOPMENT CENTER: A PARTNERSHIP FOR OUTREACH AND TECHNICAL ASSISTANCE

Travis West*

ABSTRACT:
Presenters will discuss the overall goal of the Ohio Cooperative Development Center (OCDC), which is to enhance economic development in rural Ohio by establishing new cooperatives and strengthening existing cooperatives. The cooperative development program has been implemented statewide to provide outreach and technical assistance to cooperatives and producer groups. The Center makes special effort to apply cooperative development principles and to foster economic viability and advancement of economically disadvantaged producer groups and communities, including small and beginning producers. They will also discuss the partnership that has been formed between USDA and the OSU Extension programs statewide. OCDC personnel will report on the various outreach and technical assistance that OCDC has provided to groups throughout the state and describe the partnerships that OCDC has established for the dissemination of cooperative development information. Personnel will review outreach activities and achievements such as the following examples: (1) Forest Industry, Forest Landowners, White Pine marketing, Medicinal herbs; (2) Livestock marketing efforts; Rabbit meat products; Beef cattle and product verification; Lamb meat products; Meat goat marketing; (3) Horticulture cooperatives; Berries, Produce auctions.

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