
CONFERENCE

Breakout Session Details



MONDAY, JUNE 24

New Member/First-Time Attendee Welcome Reception

6:00 PM – 6:30 PM

OPENING RECEPTION – Open to All Attendees

6:30 PM – 7:30 PM

TUESDAY, JUNE 25

Welcome – 8:15 AM – 9:00 AM

OPENING REMARKS & KEYNOTE ADDRESS – 9:00 AM

BY MARK SCHAEFER – Marketing reimaged for a world without loyalty

LEARNING COMMUNITY BUSINESS MEETINGS

10:45 AM – 4:30 PM

- **Academic and Research, includes Research Paper Session**

10:45 AM- 12:00 PM

- **Marketing**
- **Electronic Media and Photography**

12:15 PM – 1:30 PM Lunch and Hermance Lecture

BY ALI GOLJAHMOFRAD – “Living at Capacity.”



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Breakout Session Details



TUESDAY, JUNE 25

LEARNING COMMUNITY BUSINESS MEETINGS

1:45 PM – 3:00 PM

- Diversity
- Instructional Design and IT
- Media Relations and Writing
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3:15 PM – 4:30 PM

- Leadership & Management
- Publishing and Graphic Design
- Social Media

WEDNESDAY, JUNE 26

6:00 AM

Joe Marks Fun Run

7:30 AM – 8:00 AM

Continental Breakfast

8:00 AM – 9:00 AM

ACE Leadership Awards Presentation

90 MINUTE - SESSION 9:15 AM – 11:00 AM (includes time for optional break)

Six Thinking Hats: Decision-making from All Points of View	Becky Koch North Dakota State University	How do you make decisions? Do you opt for the quickest or easiest decision rather than thinking through the pros and cons of options? The best decisions usually are the result of taking the time to look at situations from different viewpoints. In this session, participants will be introduced to “Six Thinking Hats” by Edward de Bono, which provides insight about looking at situations from different perspectives to arrive at the best decision. Participants will also work in small groups to apply the process to communications and technology situations. All will go home with enough information to apply the Six Thinking Hats to situations in their work and personal lives.
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45 MINUTE - SESSIONS 9:15 AM – 10:00 AM – CHOOSE ONE

<p>What's Keeping You from Getting Your Message to The Public? Office Depot Print/Promo & Supply Chain Case Studies</p>	<p>Office Depot OfficeMax</p>	<p>As a land grant university, are you looking to increase efficiencies? Reduce total cost of ownership? What about increase awareness and education? As technology advances and options for communicating with the public expand, it's important for land grant universities to take advantage of the tools they have at their disposal to reach these goals. In this session, Office Depot will demonstrate ways they partner with universities to help tailor communications solutions for each university's unique needs, including how to retire obsolete publications/curriculum and transition it into a digital environment, control branding and implement cost recovery.</p>
<p>"Three for Me" -- Self-Development Ideas from ACE Members</p>	<p>Tom Nordlie University of Florida Institute of Food and Agricultural Sciences</p>	<p>This session focuses on presenting, via PPT and handouts, participant feedback gathered from earlier queries soliciting self-development insight from ACE members on the following topic: "Please offer up to three things you are doing to improve your own work performance which might be helpful to other ACE members." The second part of the session will invite audience questions, feedback, discussion and any additional professional insight.</p>
<p>Managing Monsters - How to Evolve From a Bad Website to a State-of-the-Art Digital Footprint</p>	<p>Emery Tschetter Auburn University - Alabama Extension</p>	<p>For those whose websites are out of date, don't meet accessibility requirements and are looking to implement best practices, this session will offer insight on steps your organization can take for a successful refresh. We will discuss how to create streamlined production schedules, use off-the-shelf technology to put your best digital foot forward, editorial staffing to manage a contemporary site and a list of pitfalls to avoid to make your site user-friendly and effective.</p>
<p>Photography in the Real Life</p>	<p>Megan Sprague Michigan Department of Agriculture and Rural Development/Professional Photographer</p>	<p>Calling all photographers! In this session, we invite you to bring your cameras while we present a presentation full of tips to make the most of whatever shooting challenge you face, including non-peak light, inclement weather or other less-than-perfect environmental conditions. All this will be followed by practical, outdoor application in the hot Texas sun.</p>
<p>Stop Reinventing the Wheel - Marketing To People Who Want You To Market To Them</p>	<p>Kirk Salisbury Utah State University</p>	<p>Tired of creating a marketing strategy and/or campaign from scratch every time you have a new event or want to promote a new program? This session will focus on how to easily find low hanging fruit as you consider your existing website visitors, previous registrants, or how other programs attracted participants that your new event or program seeks. We will demonstrate simple and practical things to quickly create a giving campaign and promote new courses, including:</p> <ul style="list-style-type: none"> - Implementing robust, yet simple software to create a catchy email collection form on your site to get reliable contact information from your website visitors. - Using the Facebook Pixel to deliver a social media ad on Facebook and Instagram to those who have visited your website, or a specific page on your website, even if they haven't completed an email collection form.

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		- Using existing lists to target specific people through social media, and writing an email that your previous consumers want to receive.
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45 MINUTE - SESSIONS 10:15 AM – 11:00 AM – CHOOSE ONE

Stop This Invader! Penn State Ag Comm takes on the Spotted Lanternfly	Mary Wirth Penn State College of Ag Sciences	All crises create opportunities. In this session, we will discuss how a \$450,000 grant to the Penn State Ag Comm and partnership with the Pennsylvania Department of Agriculture and USDA has allowed us to develop an effective communications and public awareness campaign to educate people about the dangers of the spotted lanternfly. The population of this insect, potentially the worst invasive pest since the introduction of the gypsy moth nearly 150 years ago, has expanded significantly since 2014 and has currently caused a quarantine in 3 NJ counties and 13 counties in SE Pennsylvania. We will highlight our calls to action, educational products on management options and discuss how the strategy development and value/impact of the college as part of the solution.
"Uncanned": Using Technology for Food Preservation	Stephen Ward Oregon State University	Times are changing for food preservation educators and students, so technology should follow. In this session, we will discuss how Oregon State University's collaborates with Extension faculty to update the way we work. We will discuss updating traditional food preservation resources, developing an app that streamlines information on canning preparation and processing, and building in opportunity for user feedback. OSU presenters will share insights on the challenges they faced, the technologies they used, and the usage statistics they've gathered.
Managing Camera Gear and Shared Equipment Effectively: An Online Check-out System for Teams and Classes	Kevin Kent University of Florida	Still using Google Calendar or a clipboard to manage your group's camera gear? In this session, participants will learn about Cheqroom, an online equipment management software, how it can be implemented in your classroom or office, and its many beneficial features. We will provide an introduction to the software and discuss how it was integrated with an agricultural communications lab, housing nearly 100 equipment assets for students, faculty and staff.
Landing the Best Photography From Your Drone	Edwin Remsberg University of Maryland	You've figured out how to fly it but what about that camera on your drone? In this session, you will learn how to best work with that tiny sensor, what all those filters are for, and how to process your photos (and video) after landing for the best outputs. We will also revisit some photo basics as they apply to aerial photos, understanding that you first need on-the-ground photography skills in order for your aerial drone photos to impress people.
Work Smarter, Not Harder: Repurposing Content	Jamie Wilson Michigan State University Extension	In today's work climate, we all have a million things to do and not enough time to do it. When you do get something checked off that ol' to-do list, how can you make the most of it and ensure it gets the mileage it deserves? Repurpose and reuse! In this session, you will learn how Michigan State University Extension communicators have successfully reused content for multiple audiences using various platforms. The result? More eyes on the same information, larger audiences, and additional time to be spent on other efforts. We'll leave time at the end for additional sharing so everyone can walk away with ideas they can take home to repurpose their own masterpieces!

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11:15 AM – 1:15 PM Lunch & Reuben Brigham Lecture and C&A Awards Presentation

45 MINUTE - SESSIONS 1:30 PM – 2:15 PM – CHOOSE ONE

Food Safety Bites: Using Videos to Demonstrate Food Safety	Randy LaBauve LSU AgCenter	From team tailgating to Thanksgiving trimmings, food is the life of the party. But, if meat and other foods are not prepared and handled properly, people could get sick or even die. In this session, we will explore, as part of a food safety campaign, the LSU AgCenter's series of award-winning videos showing consumers how to safely enjoy their time at the table. Food safety specialist Wennie Xiu and video producer Randy LaBauve produced the videos, "Food Safety Bites with Wennie" for use on YouTube and social media — at very little expense. The team offers insight about how they did it and how, you too, can create your own food TV.
Fostering Engagement through Personal Connections in Online Learning	Kati Lawson University of Florida	We all know that teaching online requires a different approach, but it can be daunting to make the leap from teaching in person to teaching online. This session will provide participants with techniques that can be applied to any online class, regardless of content-area focus, and will draw from our success using research-informed practices and student feedback. The main goal of this session is give participants the tools they need to build valuable connections with their students, even online.
Going Live, Socially, to Educate Following Natural Disasters	Dave Deken Oklahoma State University	Social media is a powerful tool for disseminating information to broad audiences and has the ability to allow real-time updates. In this session, participants will learn how live streaming can be used to convey accurate information following a natural disaster, and will educate participants about the equipment and technology the Oklahoma Cooperative Extension Service uses to livestream.
Kickbox Your Way Through Uncharted Waters: Using Adobe's Innovation Process to Generate and Implement New Ideas	David Keto & Tanya Engel University of Wyoming	Looking to shake up your organization or generate and put into place new ideas but just don't know how to get started? In this session, learn about Adobe's Kickbox Innovation process successfully used by University of Wyoming's Extension Communications and Technology to review and overhaul its publications and communications strategy. We will provide an overview of the Kickbox steps, discuss roles our various team members took and present their resulting decisions and new initiatives. Participants will leave with a roadmap to lead innovation while adding value to their organizations.
Leading From Behind: Onboarding New Leaders for Mutual Success	Ruth Berger & Beth Stuever University of Florida, IFAS Communications	In walks your new boss, perhaps it's a new dean, vice president or director. Maybe they are not from your institution—or even from a land-grant university. They have a lot to learn about existing programs and successful onboarding, policies/procedures and prioritizing stakeholder meetings, and you have a lot to share. In this session, participants will learn (through real life examples) about best practices for avoiding pitfalls, strategizing with colleagues, and organization & implementing a successful onboarding experience for leadership and the organization.
Should We Let Consumers Sink In Voluntary Ignorance or Rescue Them With Risk Communication?	Taylor Ruth University of Illinois at Urbana-Champaign	Have you ever heard someone say, "Ignorance is bliss?" Research has shown consumers are choosing to ignore information or recommending that industries not provide them information about food and technology. Industry groups, often learning of subject's desire to NO be informed, contemplate withholding information about production processes, new food technologies, or even diseases. Attendees of this session will discuss the future of risk communication and how to balance consumers' wishes for voluntary ignorance with risk communication. Discussion will also focus on helping industry groups to reason through this delicate balance.

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45 MINUTE - SESSIONS 2:30 – 3:15 PM – CHOOSE ONE

<p>How to Develop Strategic Partnerships Before You Need Them</p>	<p>Beth Stuever & Megan Sprague Michigan State University Extension</p>	<p>Someone on your leadership team wants you to get a joint message out to a stakeholder partner. Another leader is curious as to why a government agency got ahead of your college on an important message. And yet another is asking why he didn't know about a key issue before it hit the media. What's a communicator to do? Developing strategic partnerships before you need them can make your job easier and more enjoyable. In this guided discussion communicators will share success stories, and offer advice about making the first move in creating key counterpart relationships throughout your organization and across the state. Participants will have small-group discussions, share successes and go home with materials to help you cultivate partnerships.</p>
<p>Badges, Certificates, and Micro-Credentialing Opportunities in Higher Education – What Role Can Communication Units Play?</p>	<p>Mary Wirth Penn State College of Ag Sciences</p>	<p>Historically our colleges have provided credit (degree) and non-credit (namely extension) educational programs. But in today's world those lines are being blurred and some in higher education are exploring the possibilities of lifelong learning in various formats. The possibilities are endless for those who are innovative and open to change. This session will explore and discuss opportunities for colleges and communication units using Penn State 2025 as an example of an initiative that integrates lifelong learning and learning platforms.</p>
<p>Pocket Journalism: Making your Phone the Ultimate Tool</p>	<p>Jessica Holt University of Georgia</p>	<p>It has been said the best camera a photographer can buy is the one he/she has on them constantly. Today, smart phone cameras, apps, and convenience make phones the ultimate tool for journalists. In this session, we'll explore technology to turn your phone into a professional camera, video camera, and editing device for all your journalistic needs. We will share tips and tricks to you to consider before buying equipment to add to your pocket. Some of the equipment covered will be phone stabilizers, add-on lenses, and apps for editing.</p>
<p>The Golden Rule is Trash: Helpful Hints and Tricks for Audience Analysis</p>	<p>Audrey E. H. King Oklahoma State University</p>	<p>Audience analysis is often overlooked when crafting messages that will resonate with them. Communicators often begin message creation with an idea of "What would I like to see?" This is where the Golden Rule we learned as children becomes a trap. Rather than thinking, "How would I like to be treated?" let's begin with, "How would my audience like to be treated?" By starting with the Platinum Rule, "Treat others the way THEY want to be treated," intentional communication is cultivated. In this session, participants will practice empathetic audience analysis, learn what questions communicators should be asking prior to message building, and brainstorm ways to tailor current communication efforts toward their intended audiences.</p>
<p>Why Can't We All Just Get Along?: Tips for Successful Co-Worker Communication</p>	<p>Cassie Wandersee Kansas Forest Service</p>	<p>As communication professionals we dedicate a majority of our energy to understanding the audiences we serve. It is just as important to dedicate time to understand our coworkers and build internal communication processes. In this session, we will focus on understanding the preferred communication methods, working styles and pet peeves of our coworkers and how to have a non-emotionally charged conversation about our preferences. You will also have an opportunity to share your experiences and receive group feedback. Bring your team and work through a Workplace User Manual to facilitate a conversation when you return to the rest of your team. Those without team members will role-play with other attendees and leave ready work efficiently with colleagues.</p>

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45 MINUTE - SESSIONS 3:30 PM – 4:15 PM – CHOOSE ONE

A Framework for Engaging Land-Grant Faculty in Science Communication	Taylor Ruth University of Illinois at Urbana-Champaign	Scientists are consumers' most trusted sources of science communication and could help address issues in society related to science literacy, but they are not always the ones on the frontlines communicating with the public. Faculty at land-grant universities may not engage in effective science communication for a variety of reasons – they do not have the time, they do not think it matters for promotion and tenure, or they simply do not think they possess the skills necessary to effectively communicate with the public about their science. As communication practitioners, we have the opportunity to help scientists overcome all of these barriers. This session will share a framework to understand land-grant faculty's engagement in science communication and the role of communication specialists. The proposed framework is based on recent research findings as well as an extensive literature review and will provide attendees a holistic understanding for how to engage faculty in science communication and fulfill the land-grant mission. Participants will discuss how to apply the framework at their own institution/organization and review best practices for helping facilitate science communication between scientists and the public.
Cell Phone Safari: Making the Most of Your Mobile Phone Photos	Edwin Remsberg University of Maryland	The best camera you have may well be the one in your pocket. In this session, we will explore the latest advances in mobile phone cameras and accessories, and how to make the most of that tiny mobile phone sensor. Participants will also learn how to manage the content post-shoot using the latest content management workflows that make your life easier.
Check the Box: A Six Section Checklist for Online Instructional Design	Nellie Hill Texas Tech University	Agricultural communications online education offerings continue to grow, and with them, the expectation and desire of instructors to soundly structure their coursework to remove obstacles to student participation. In this session, a six-section checklist that allows instructors to develop a sound online course framework for building quality online experiences for students will be reviewed. We will also provide a checklist of agricultural communications online course structure standards, examples of implementation, and stories of improvement evidenced by courses that utilized the checklist. There will be time for participants to ask questions and consider how to integrate these practices into their courses.
Diving into Motion Graphics	Bridget Brown Alabama Cooperative Extension System	Motion-graphics have continued to gain momentum and popularity, and are a great tool to grab your audience's attention and keep it. Even though they are great to have, they can be a daunting task and time-consuming even for experienced editors. During this session we will discuss what makes a good motion-graphic, tips and tools to use when creating motion-graphics (how to choose colors pallets, websites for templates, subscriptions, workflow techniques, etc.), and how to save time by creating non-destructive templates in After Effects that other editors or colleagues can use in their own projects.
Edutainment for Creative Communications, Education and Marketing	Victor Villegas Oregon State University	Ready to tickle your creative funny bone? Join Victor Villegas, ACE Professional Development Director, for an entertaining session on how he uses music, comedy, puppetry and social media to reach diverse audiences. He will also highlight how other individuals and organizations use tools borrowed from the entertainment industry to communicate and how you too can use "Edutainment" techniques in your work.
Trends in Extension Publishing and a Look Toward the Future	Lori Greiner Virginia Tech/Virginia	Publications have been a primary means of disseminating information for Cooperative Extension since its beginning. Over time, we have been challenged to distribute materials in a variety of ways including print, PDF, and, most recently, in a digital format. We are under pressure to have accessible, high-quality, audience-specific content, that is mobile-friendly, searchable, and discoverable. In this session,

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	Cooperative Extension	participants will learn about the latest in digital publishing trends and how Extension is tackling this challenge. We will discuss what is happening at Extension units across the country and share some of the tools and processes that your colleagues are using to get things done.
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90 MINUTE - SESSIONS 4:30 PM – 6:00 PM – CHOOSE ONE

Let's Have a DAM Conversation: Digital Asset Management Roundtable	Karen Zimmermann Oregon State University	Digital Asset Management isn't new anymore, the reality is we all have some sort of system to manage our photos, video, and other digital assets. In this roundtable session, participants will have the opportunity to learn from one another and offer ideas of how to effectively manage digital assets. Using a shared digital space/whiteboard, we'll add insights learned from the national DAM conference, discussing topics including: software solutions; RFP process; using consultants; cost; metadata collection; data storage; AI; onboarding users; video usage, generating reports; measuring impact, and more.
Multimedia Mania: Getting Out of Our Silos to Bring It All Together	Becky Koch North Dakota State University	Too often we get so busy with our own job responsibilities, we forget to work with others to pull together similar content in different formats. But people learn in different ways, and we communicators can repurpose information in multiple formats to meet those learner needs. Please come prepared to share how you use teams, technologies, content calendars and other resources to get out of your silos to cooperatively develop multimedia projects. Our goal is to facilitate sharing so we all go home with ideas of how to break down the silos to create multimedia projects.

45 MINUTE - SESSIONS 4:30 PM – 5:15 PM – CHOOSE ONE

Make It Personal: How to Write Feature Stories on Ag and Natural Resources	Samantha Grenrock UF/IFAS	You probably know a news story when you see one, but could you be missing opportunities for feature stories that put a human face on agriculture and natural resources? This session will give participants tools to identify and write feature-style news releases. The presentation will cover important feature writing skills, such as how to find story ideas, ask the right questions, craft a compelling lede and ultimately promote your story. These concepts will be paired with examples of successful feature stories and how they were developed, as well as a handout outlining essential feature writing tips covered in the session.
Marketing Extension Through On-Campus Collaborations	Stacey Stearns University of Connecticut Extension	Cooperative Extension Systems across the country have transformed to meet the changing needs of the populations that we serve, but many are still unaware of what Extension is or the services provided. In this session, we will share strategies used by UConn Extension to develop a relationship with the marketing department and improve Extension's marketing efforts by strengthening current messages and developing new strategies to reach audiences. We will discuss relationship building, partnerships that provided marketing materials for Extension, and how we plan to continue collaborating with the marketing department in the future. Participants will learn how the collaborative projects have further developed marketing communications despite budget challenges, and how to offer innovative strategies to move initiatives forward.

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Testing the Waters: Helping You Wade into Continuous Response Measurement	Lauren La Grande Texas Tech University	Videos are a popular medium to share content with audience members, which can be used to change public opinion about an organization, service, product, or policy. Understanding how the public is consuming and interpreting messages is crucial in developing effective messages. This session will share the results of a recent research project measuring trust in an agricultural message to showcase strengths and weaknesses of dial testing, or continuous response measurement. Participants will gain an understanding of how to implement dial testing when developing messages along with the logistical and methodological considerations of using dials. Individuals will leave this session with knowledge of a new communication research tool that can make a splash in tailoring and crafting effective messages.
Using Sysomos to Make Data-Driven Decisions for Social Media Campaigns	Ashley McLeod- Morin University of Florida	As social media continues to be a large component of communication efforts at land-grant institutions, data and insights must remain at the forefront. At this session, participants will learn how the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) applied Sysomos, an insights-driven social platform that allows users to search, listen, engage, and analyze online conversations, to discover influencers, trends, and content related to agricultural and natural resource topics. We will discuss how social media analytics were used to inform and evaluate an online, risk communication campaign as well as other topics studied at the PIE Center. Attendees will discuss best practices, software limitations, and other applications of Sysomos to guide future social media campaigns.

THURSDAY, JUNE 27, 2019

7:30 AM – 8:00 AM Continental Breakfast

8:00 AM – 9:30 AM Member Business Meeting

90 MINUTE – SESSIONS 9:45 AM – 11:30 AM – CHOOSE ONE (includes time for optional break)

Utilizing Interactive PDFs for Interactive Lessons Online	Kati Lawson University of Florida	<p>In this session, participants will learn about interactive PDFs and how to create, apply, and utilize them to enhance online learning, or in-person learning if using a computer component in classes. Interactive PDFs can enhance syllabi, readings, student navigability, and learner engagement, while also allowing the instructor to personalize lessons for individual students. Interactive PDFs allow instructors to facilitate complex learning in a dynamic way and their creation requires little effort on the front end but allows instructors to have quality, interactive documents available indefinitely.</p> <p>Takeaways for Participants include:</p> <ul style="list-style-type: none">- Understand the concept and design behind interactive PDFs- Learn various avenues to utilize interactive PDFs in teaching- Create an interactive PDF based on the syllabus of individual participants- Attendees will also receive access to a tutorial presented in interactive PDF format to use for reference
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		<p>after the conclusion of the presentation.</p> <p>-The lesson will serve as a model to use for classroom instruction, so participants can create a lesson for student participants at his or her home institution. A sample rubric and lesson will be provided for this purpose.</p>
<p>What are the Characteristics of U.S. Land-Grant Communication Units?</p>	<p>Kelsey Hall Utah State University</p>	<p>Understanding the current status and future direction of land grant university (LGU) communication units can serve as the basis for strategic decision making and conversations with university administrators. With support from the ACE Leadership and Management Learning Community, we are conducting a benchmarking survey of LGU communication directors in early 2019. The survey includes 1862, 1890, and tribal LGUs. In this session, we'll share results of this research, including organizational structures, staffing, skill sets, funding, objectives/purpose, opportunities, and challenges. We'll also facilitate discussion among attendees on reactions to the data and implications for their communication units. With this information, unit leaders can be better positioned to understand their unit in relation to peers and overall trends, collaboratively identify and address shared challenges and opportunities, and prepare for strategic conversations with administrators about the purpose, priorities, and resourcing for their units.</p>

45 MINUTE - SESSIONS 9:45 AM – 10:30 AM – CHOOSE ONE

<p>Bringing Sexy Back to Science</p>	<p>Faith Peppers University of Georgia</p>	<p>The University of Georgia has one of the nation's leading agricultural research programs. How would anybody know? We rarely promoted our research or marketed our success beyond standard news releases and award announcements. In this session, we will provide a case study of how we recently implemented a strategic brand plan to raise the university's profile, internally and externally, of our research program. We'll also offer insight into how we generated excitement around our researchers and their discoveries across multiple platforms. We will also outline a graduate student research project now underway to measure the effectiveness and impact of the brand program on the brand recognition and reputation of the UGA ag research program.</p>
<p>Introducing the Academic Discipline of Agricultural Communications to the UK</p>	<p>Jefferson Miller University of Arkansas</p>	<p>A recent survey of UK agricultural communications professionals and agricultural faculty and students indicates a strong interest in establishing the academic discipline of agricultural communications in the United Kingdom (Maples, 2018). Though the professional discipline has existed there for decades, there is no single academic program that prepares students to work as agricultural communications professionals. As a result, most are either trained academically in agriculture then acquire the communications skills on-the-job, or are trained in communications and acquire the agricultural knowledge on the job sharing. This session will include presentation of data demonstrating the need for an academic program in ag communications in the UK and will end with a discussion of what such a program might look like in the UK higher education system.</p>
<p>Out With the Old: Communications Strategies for Rebranding</p>	<p>Aaron Weibe eXtension Foundation</p>	<p>The purpose of this session is to discuss rebranding an organization or program to better meet the needs of its stakeholders from a communications and engagement point-of-view. This session will explore how to align internal communications, strategic messaging, stakeholder engagement, and products/services to begin rebranding your organization or program. It will discuss the role of social media, story-writing, email marketing, print materials, and more during a rebranding effort. During the session, participants will</p>

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		look at a real-world example, the eXtension Foundation, and how it is rebranding from a technology resource toward a focus on bringing innovation to the Cooperative Extension System.
Photography: The Basics of Manual Mode	Megan Sprague Michigan Department of Agriculture and Rural Development/Professional Photographer	Turn your camera dial to “M” and get ready to micromanage your camera's settings! Learning your way around manual mode on a DSLR can chart a new creative course for any beginner photographer. This session will feature a refresher on some of the basics of photography – aperture, ISO, and shutter speed, shot composition, white balance, and focus- so bring your cameras for some time to practice as a group!

45 MINUTE - SESSIONS 10:45 AM – 11:30 AM – CHOOSE ONE

Extension LIVE: Reaching New Audiences with Live Video	Marta Nielsen Utah State University Extension	The goal of this session is to share the why and the how of live video. Content will include best practices for going live, lessons learned from USU Extension's Facebook live show, and the impacts and benefits of going live.
Lessons Learned from Oklahoma Wildfires	Lindsey Davidson Oklahoma State University	Oklahoma has experienced back-to-back years of devastating wildfires. During this time, Oklahoma Cooperative Extension educators emerged as the boots on the ground for disseminating timely information, coordinating agricultural donations from all over the country, and serving our state like never before. During this session, participants will learn how the Oklahoma State University Agricultural Communications Services team advanced and elevated its crisis communications skills to meet the changing media landscape, including reaching over 1,860,000 people with wildfire-related messaging via social media alone (Facebook, Twitter and Instagram). Additional strategy garnered earned media, supported colleagues with media relations and owned media development through various platforms, and provided insight to leadership during and after the event.
Managing Issues to Avoiding Crises	Beth Stuever Michigan State University Extension	“Meh. We don’t need to worry about that. It will blow over quickly.” Have you ever heard someone on your leadership team utter those words only to watch a small issue become a Titanic-size crisis? How do you navigate the waters to keep small matters small, and avoid capsizing from a flood of problems later? In this session, you’ll learn from two seasoned professionals who use transparency and planning to tackle issues of all sizes. Learn how to find opportunities to prove the value of strategically addressing the icebergs under the surface to keep your people, and your institution’s reputation, safe and sail worthy.
The Good, the Bad and the Published: Project Redesign and Management	Tobie Blanchard LSU AgCenter/LSU College of Agriculture	When content, style, new staff or new goals dictate the need for a publication redesign, where do you begin? In this session, participants will learn how the LSU AgCenter and the LSU College of Agriculture recently rebranded their fundraising news publication, going from a 20-page newsletter to a 48-page magazine that now includes student, global, faculty and alumni news. The session will include challenges faced, the ins and outs of strategic planning and tips for how to marry the needs of internal departments with the organization’s overall mission. This session covers everything from budgeting and branding to artwork and voice, with a specific focus on organization and project management for a magazine launch.

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