



ACE Annual Conference Agenda - VIRTUAL

MONDAY, JUNE 13, 2022 | 7:30 am - 5:30 pm

Welcome and Introductions | 8:15 am - 8:30 am

Keynote Speaker | 8:30 am - 9:30 am

Chandra Livingston, CASC, MAOM, CPA | Holistic Self-Leadership Coach, Management Consultant & Healthy Living Advocate at It's Your Time to Flourish, LLC

The Land-Grant Mission: What do Faculty Think? | 9:45 am - 10:15 am

Audrey E. H. King, Oklahoma State University and **Anissa Zagonel**, University of Florida

You know that the land-grant mission is noble, worthwhile, and exciting, but what do faculty members at LGIs really think about the mission? How does it affect their everyday life? Are they on fire for the mission or just here for a paycheck? Past studies have indicated some personnel are unaware of pieces of the land-grant mission. Join this session to learn about the results of a recent focus group study examining faculty members' perceptions, understanding of, and attitudes toward the land-grant mission. Results of this study reveal an uneven understanding of the land-grant mission's three pillars and multiple definitions of the land-grant mission. Although the land-grant mission did not specifically influence which behaviors faculty members engaged in, it did seem to affect how faculty members worked. After insights into faculty members' perceptions are shared, engage in an interactive brainstorming and best-practices sharing session to share ideas about how to increase internal awareness and understanding of the land-grant mission at our land-grant institutions.

The role of research in improving communication practices | *LSUAgCenter sponsored session* | 10:30 am - 11:15 am

Kristina Boone, Ohio State ATI; **Frankie Gould**, Associate Vice President and Professor, Strategic Communications, LSU AgCenter; **Latasha Ford**, Research Communications Specialist, Fort Valley State University; **Blair Fannin**, Executive and Internal Communication, Texas A&M AgriLife; and **Beth Forbes**, Science Communication Director and Continuing Lecturer, Purdue

Agricultural Communication research is presented at a number of different venues, including the Association of Communication Excellence (ACE) as well as the National Agricultural Communication Symposium (NACS). While the research presented is theoretically based, it often has practical applications. Topics from the most recent NACS meeting (February 2022) included work in crisis

communication, social media influencers, women's experiences in agriculture, source credibility, stakeholder perceptions of Extension through branding, and more. This proposed panel discussion will focus on how professional/applied communicators (not researchers) use or implement what they learn from participating in research conferences and reviewing journals and how others might apply research content in real world experiences. Practical ideas using research and networking with researchers will be shared from the professional communicators' perspectives.

Setting the Mood; Using Mood Boards, Storyboarding to Plan and Pitch | 11:30 am - 12:00 pm

Edwin Remsberg and Lena McBean, Remsberg Inc.

Do the hard work before the shooting even starts. How to plan out video projects using mood boards, storyboards, and shot lists to streamline workflow. Connect with visual thinkers, using programs such as Canva, Milanote, and Power Point to illustrate data and information. Come away with the knowledge of how illustrating concepts makes life easier for you and your team in the long run.

Lunch and C&A Awards Presentation | 12:00 pm - 1:45 pm

The Western Region Strategic Communications Playbook | *Western Association of Extension Directors/ Western Association of Experiment Stations Sponsored Session* | 2:00 pm - 2:45 pm

Jennifer Alexander, Oregon State and Bret Hess, Western Association of Agricultural Experiment Station Directors

America's land-grant universities account for the majority of all agricultural research, education, and outreach conducted in the nation. This work enhances lives and livelihoods through discoveries and programs that benefit local communities, the nation, and the world. Yet, most people are unaware of the impact that their land-grant system has in their everyday lives.

The Western Regional Extension and Agricultural Experiment Station Joint Enterprise is engaging in a collaborative, strategic process to better "tell its story" to key stakeholders, from community leaders to national policymakers. To do that, we want to involve the agricultural, natural resources, and life sciences evaluators and communicators— ACE members – in a strategic discussion about increasing awareness of research and Extension activities, strengthening partnerships and collaborative relationships, and increasing support for research and Extension programs in the West. If you are a communicator or evaluator from the Western Region (<https://www.waaesd.org/about/regional-map>), this meetup is for you. Please join your communication and evaluation colleagues and leaders from this region to discuss and design a communications playbook to excellence.

Putting the "Social" in Social Media: Building Community Among Social Media Managers | 3:00 pm - 3:45 pm

Amy Muise, New Mexico State University, Department of Innovative Media, Research & Extension and Jeffrey Buras, New Mexico State University Cooperative Extension Service

Organizing social media efforts at land-grant universities can be a challenge. With many distinct audiences and outreach channels, sometimes we're not sure how best to support one another. In this How-To session, participants will learn strategies for building community among social media accounts – and reflect on what works best for their own situation. Connect with other ACE members who are managing social media accounts for Extension, research, or academics. Learn strategies for building community, sharing content among programs, understanding goals/needs of different programs, facilitating conversations, and fostering engagement that leads to real-world participation from your audience. Those of us in media roles can empower Extension and research personnel through direct outreach (phone, email, DMs), peer support groups (of agents, content specialists, or both), and multimedia specialist groups. We will discuss specific techniques for using social networks for educational outreach, and how to measure results. The session will be rich in information but will encourage participation and discussion. The format will include quick online polls during the session to learn about attendees' social media efforts and audiences. Participants are encouraged to help contextualize the presentation with examples from their social media accounts. During the session, we will work together in community to grow our networks in real-time. Participants will leave the session with a set of actionable next steps for social media managers in their organization or region to work together on reaching audiences and fostering engagement.

How to Create Engaging Social Media Content | 4:00 pm - 4:45 pm

Anna Ribbeck, LSU AgCenter

Creating engaging social media content can feel daunting and overwhelming at times, especially when a post's performance is lower than what you expected it to be. We have all been there!

This presentation aims to provide tips on how to create engaging social media content for your organization. Anna Ribbeck, the first-ever social media strategist for the LSU AgCenter, will discuss strategies on developing social media content, posting content and maximizing your reach. She will provide examples of content strategies that worked well for the AgCenter, successful campaigns, along with useful content management tools. In 2021, the LSU AgCenter grew by over 26K followers on social media with over 145K link clicks to the AgCenter's website.

Participants will experience strategies for effective social media content creation and driving engagement. They will also gain insight into helpful social media tools used for content management, scheduling and social listening.

More than a pretty package: Creating online toolkits to amplify outreach efforts | 5:00 pm - 5:30 pm

Lauri Baker, University of Florida; Cheryl R. Boyer, Kansas State University, Angie Lindsey, Fredy Ballen, Anissa M. Zagonel, Michaela Kandzer, Meredith Ogelsby, Sydney Honeycutt, Valentina Castano, Jarred Shellhouse, Ashley McLeod-Morin, Phillip Stokes, Christa Court, and Trent Blare, University of Florida; Hikaru Peterson and Gigi Digiaco, University of Minnesota; Lindsey Day Farnsworth, Michelle Miller, and Andrew Stevens, University of Wisconsin; Li Zhang and Gustavo Oliveira, University of California Davis

Amplifying outreach efforts is a noble goal for all Extension communicators, but time and limited capacity can make this taxing. In this session team members from the Center for Rural Enterprise Engagement, UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources, and an AFRI/NIFA grant supported project will share a model for building online toolkits that maximize efforts throughout the life of a project and beyond. Online toolkits are built with the end user in mind and can contain factsheets, infographics, videos, webinars, short courses, research highlights, social media graphics, and downloadable and customizable graphics. These can be paired with email signups and email campaigns to maximize engagement with a specific project or an entire organization. We will share examples of online toolkits we have developed, language and budget for including these in grant proposals, and a work plan for delivering virtual toolkits at the perfect time for maximum engagement.

TUESDAY, JUNE 14, 2022 | 8:15 am – 12:30 pm

Hermance Speaker | 8:15 am - 9:15 am

Named in memory of [1992 ACE President Gary Hermance](#), this speaker represents Hermance's character and personality with creativity, innovation, determination, humor, or inspiration.

Dr. Tanisha Lemelle, CEO & Chief Strategist - The Clever Site

Handling the Hate: When to Respond, When to Ignore and When to See Your Therapist | 9:30 am - 10:15 am

Beth Stuever, Michigan State University Extension

From virtual programming and DEI initiatives to mask mandates and vaccine cards ... MSU Extension has been through it all in the last two years, and each step forward results in some naysayers who want their voices heard. Nasty emails, social media posts and phone calls can throw your colleagues in the field for a loop. How can you help them decide next steps? This interactive session will use real live examples, giving you a chance to determine how to best handle the hate.

Effective media training: What it looks like and how to implement it | 10:30 am - 11:00 am

Samantha Murray and Chris Vivian, UF/IFAS

Media training is more than preparing your experts for interviews; it's also critical for promoting and protecting your brand. This session provides an overview of media training best practices and introduces a framework for developing a media training program at your institution. The presentation will cover the goals of media training, what to include in your training and tips for recruiting experts to participate in media trainings. Presenters will also address the role of the communications professional in pitching stories and vetting media inquiries. This session is appropriate for any communicator who works with the news media, whether that's on an occasional or more regular basis.

Member Meeting and Honor Awards | 11:15 am - 12:30 pm