



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

Facilitating Group Discussions | 9:45 am - 10:15 am

Quisto Settle, Oklahoma State University

Every organization needs to hear from its internal and external stakeholders. Ideally, every person in the room is heard, but the more people who are in a room, the more likely it is some folks can be left out. This session will focus on facilitating group discussions with more than 10 people in a manner that ensures as many people can be heard as possible. Basically, the goal is to take a large group discussion and break it down into segments that help facilitators hear from everyone in the room. This session will be hands-on and have attendees participating in the process as they learn about the different aspects of the facilitation.

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

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.

Sunrise—Sunset: Managing Expiring Website Content | 4:00 pm - 4:45 pm

Justin Miller, Alabama Cooperative Extension System

Does your organization's website still have materials on it that were published in the 70s and 80s? Before 2019, that was the case for the Alabama Cooperative Extension System. Upon the launch of their new website, Alabama Extension implemented a process where all educational materials would be reviewed and updated at two-year intervals. In this workshop, we will explore the inner workings of this process, all the way from publishing to reviewing and beyond. We will then discuss how you might implement a similar system within your own organizations. After this workshop, you will have the tools necessary to keep your websites accurate and timely.

The Metaverse and Web 3.0 – Future of Online Engagement and Education? | 5:00 pm - 5:30 pm

Victor Villegas, Oregon State University

The Metaverse. You probably have heard about it by now but, do you really know what it is and its potential as a disruptive technology? This presentation will be an overview of the Metaverse and the next iteration of the internet - what it is, what currently exists, what is being developed and how it might affect marketing, communications and education going into the future. After this session, you will have a better understanding of the platform/s, tools, skills, pros and cons to better understand how to start preparing for the next technological leap.

TUESDAY, JUNE 14, 2021 | 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.

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.

Creating Virtual Reality Programs: Lessons Learned from our First Projects | 10:30 am - 11:00 am

Barbara Chamberlin and Pamela N. Martinez, New Mexico State University

With the newest Virtual Reality headsets, we have found that the price point and ease of technology requirements now made it accessible for learners in Extension. In developing two new projects for VR, we've engaged in a year of research and exploration in specific development of educational programs in VR.

The result is some specific takeaways for determining what kinds of learning tools are best served by VR. We're working on two new projects: one is designed to help students in residency or internships experience similar "in person" interviews in working with clients in a VR world, and the second is a science-based exploration tool for visitors to a national park. In planning the educational tool, we've had to ask some specific educational design questions, including:

- When is video appropriate in VR, and when are other alternatives better (such as 3D rendered characters, still images with voice over)
- What options exist for images regarding 360°, 180° or surround photos, and when is each appropriate?
- What are the best strategies for enabling multiple languages?
- What are the kinds of activities we can use in the VR world for learning, such as picking up items, reading on an object you carry with you, reading on a billboard in an environment, etc.? When are each of these mechanics appropriate for different educational goals?

We'll share our takeaways for those who wish to design educational VR content, as well as those wondering when a VR project is the right choice.

Member Meeting and Honor Awards | 11:00 am - 12:15 pm