



# 17th Annual NACDEP Conference

May 17 – May 19, 2021



# Welcome

Welcome to the 2021 NACDEP Conference!

We are so excited that you were able to join us this year and we have a great line-up of speakers and sessions. I can't thank our conference planning team enough for all their hard work and willingness to shift from an in-person conference to a virtual one. After last year's successful virtual conference I am certain this year's will not disappoint.

Community Development will be more important in the coming post-pandemic world than it ever was before. All communities have found themselves struggling in different ways this past year and while social media and the virtual world have kept us connected together, it seems to also have driven us farther apart. Once it is safe to do so it is imperative we engage communities another again in real spaces and places. This virtual world may be adequate for much of what we do and certainly gives some people access they might not otherwise have but it is certainly not ideal. There is no replacement for the energy and excitement, empathy and compassion we have as Community Developers when we are able to be together.

Again, enjoy this year's conference and let's look forward to the time we can be together again outside the virtual realm.



Adam Hodges

President



As conference co-chairs, we would like to welcome you to virtual conference. While we regret that you will not be able to visit the west this year, you can plan on it for 2023! Thank you to the support of a fast-working and excellent virtual conference committee, many of the face-to-face elements of the conference have been converted to an on-line format. Those elements include an opening keynote, a range of session types, and posters. We thank you for your engagement and patience as we learn a new hosting software.

Your Conference Committee Chairs,

Michael Gaffney, WSU

Melinda Grismer, Purdue

Katie McFarland, UI

# Brief Schedule

## NACDEP 2021 Virtual Conference Schedule

All Times in Eastern Daylight Time Zone

### **Friday, May 14, 2021**

11:00 - 12:30 – **Newcomers Session + Hang Out**

1:00-2:30 NACDEP Board Meeting (Board only)

### **Monday, May 17, 2021**

[Optional] 10:00 – 10:30 – *Cooking with Surine*

[Optional] 10:30 – 11:00 – *NACDEP Connects*

**11:00 – 11:15 – PLENARY:** Inspiration; President’s Welcome

11:15 – 12:30– **Concurrent Session #1** (with 4 Breakout options)

12:30 – 12:45– BREAK

12:45 – 2:00 – **Concurrent Session #2** (with 4 Breakout options)

2:00 – 3:00 – **1890’s & 1994’s** meetings (open to all, learn about their work)

3:00 – 3:15 – BREAK

3:15 – 4:15 – **Regional Meetings** (NACDEP’s 4 Regions & Regional Awards!)

[Optional] 4:15 – 5:15 – Game Night – Do you have what it takes to win?

### **Tuesday, May 18, 2021**

[Optional] 10:00 – 10:30 – *Yoga with Jen*

[Optional] 10:30 – 11:00 – *NACDEP Connects*

**11:00 – 11:20 – PLENARY:**

11:20 – 12:30 – **Keynote: “Food Systems, Community Livelihoods and COVID-19”** by Dr. Carolan

12:30 – 12:45 – BREAK

12:45 – 2:00 – **Concurrent Session #3** (with 4 Breakout options)

2:00 – 2:15 – BREAK

2:15 – 3:15 – **NACDEP Business Meeting** (open to all)

3:15 – 3:30 – BREAK

3:30-4:00 – Poster Session Q&A

4:00 – 5:00 – **Concurrent Session #4** (with 4 Breakout options)

[Optional] 5:15 – 5:45 –Social Hour Wine Tasting with incoming President Melinda Grismer

### **Wednesday, May 19, 2021**

**11:00 – 12:00 - Cap-Note: “Expanding Your Leadership Tools”** by Dr. Taulbert

**12:00-12:15- NACDEP Awards**

**12:15 – 12:30 – PLENARY:** Closing challenge & Discussion

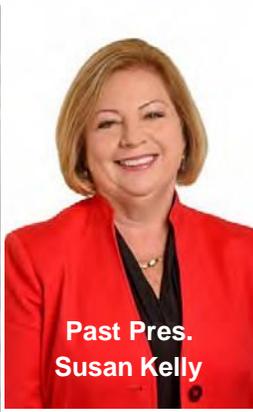
1:00 – 4:00 – **Post Conference Workshop**

1:30- 3:00 **Land Use Community of Practice Meeting**

# 2020-21 NACDEP Board



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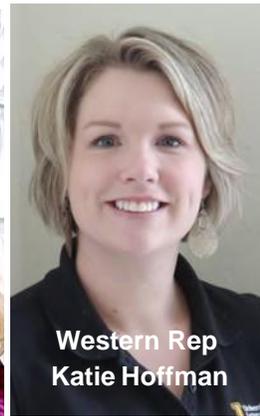
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**Southern Rep  
Susan Jakes**



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Yvonneda (Henry) Thompson, 1994  
Representative CDKC Extension

Ricky Atkins, Association  
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The Association Source

## Committee Chairs 2020-21

Finance - Daniel Eades

Nominations, Resolutions and Policy – Susan Kelly

Communications -Jan Steen and Jaime Menon

Member Services- Michael Dougherty  
Recognition - Rachel Welborn, Tamera Ogle  
2021 Conference – Micheal Gaffney, Melinda  
Grismer, Katie McFarland  
Marketing - Rebekka Dudensing  
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NORTH CENTRAL REGIONAL CENTER  
FOR RURAL DEVELOPMENT



# Plenary Sessions

Monday, May 17 @ 10:00AM

## Cooking with Surine



Winner, winner! Taco pasta for dinner!

## NACDEP CONNECTS

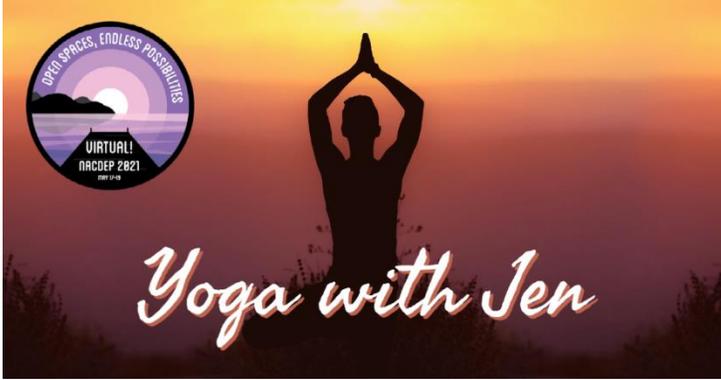


Join us as we connect with friends using We! Connect to kickstart our conversations!

President's Welcome

# Plenary Sessions

Tuesday, May 18 @ 10:00AM



11:00 AM



NACDEP  
National Association of Community  
Development Extension Professionals



OPEN SPACES, ENDLESS POSSIBILITIES  
VIRTUAL!  
NACDEP 2021  
MAY 17-18



**KEYNOTE:**  
**DR. MICHAEL CAROLAN**  
"Food Systems,  
Community Livelihoods  
& COVID-19"

Professor of Sociology & Associate Dean of Research  
& Faculty Development for the College of Liberal Arts,  
Colorado State University

# Plenary Sessions

Wednesday, May 19 @ 11:00 AM



**CAPNOTE:**  
**CLIFTON L. TAULBERT**  
*Community Development:  
A Dynamic Process*  
**"Expanding Your  
Leadership Tools"**



**Freemont Corporation, CEO**



**2020 Virtual Conference President's Social Hour**

# Pre-Conference and Post-Conference Meetings

## Friday, May 14, 2021

11:00 AM - 12:30 PM Newcomers Hang Out (all welcome)



## Wednesday, May 19, 2021

1:00 PM - 3:00 PM Post conference workshop

1:30 AM-3:00PM Land Use Community of Practice Meeting

**NACDEP 2021-Full Abstracts of Presentations** -- All times noted are **EASTERN STANDARD Time**.

**Monday, May 17, 2021**

TIME (EDT)	TYPE	SESSION	PRESENTER(S)	DESCRIPTION
11:15 AM - 12:30 PM	Session #1A			
11:15 - 11:40 AM	1A1	COVID-19, Calls for Racial Justice and Political Stress: How a new webinar series has provided support for over 2600 attendees	Crystal Tyler-Mackey and Thomas Woodson, Virginia Tech	Providing a rapid response to needs is critical, but not always easy. When COVID-19 closed schools for the year, a collaborative community development, human development and youth development response was needed. A webinar series entitled Balancing Life was launched and is now held weekly due to continuing demand and has over 2600 attendees. When elevated calls for racial justice rang out this summer, we provided tools to over 600 people through Balancing Life webinars. We also held a 3-part professional development training series to equip 300 youth development professionals and volunteers to engage youth in conversations about race.
11:40 AM - 12:05 PM	1A2	Learning from Anti-Racism Programming During COVID-19	Lori Rothstein and Lisa Hinz, University of Minnesota	University of Minnesota's Leadership and Civic Engagement (LCE) team works directly with communities to design programming that fits their needs. With the onset of COVID-19 LCE pivoted to online programming. When the death of George Floyd occurred, educators and communities worked together to offer timely, relevant opportunities to reach the needs of their leaders and community members. This presentation overviews our approach to cultivating antiracist leadership in Minnesota communities. In specific we will share with you our approaches to building antiracism capacity in communities and what we are learning.
12:05 - 12:30 PM	1A3	Facilitated Learning Model Addressed Implicit Bias through a Diversity Learning Circle in the West Central Mountains of Idaho	Melissa Hamilton, University of Idaho	Civil unrest has been emerging nationally and there is an increasing trend where the public has been focusing on what divides our nation, rather than the uniting principles of our nation. Facilitated community conversations and dialogue can help communities bridge these divisions. A Diversity Learning Circle (DLC) was formed in rural Idaho to address national racial tensions. This group met for six months and formed deeper community connections, meaningful dialogue, and encouraged introspective development surrounding implicit racial bias. The DLC challenged participants to be intentional about being anti-racist in a world where implicit bias and racism is integrated throughout society.

11:15 AM - 12:30 PM	Session #1B			
11:15 - 11:40 AM	1B1	GNAR-ly Problems, Rad Solutions: The GNAR Initiative – A Gateway Community Resource	Jake Powell and Jordan Smith, Utah State University, and Danya Rumore, University of Utah	Gateway communities across the west are facing increasingly complex planning challenges with limited resources. The Gateway and Natural Amenity Region (GNAR) Initiative is a cooperative extension program working to organize and support a network of community leaders, practitioners, and researchers to provide practical, research-based planning and design solutions for GNAR communities. This presentation will explain the formation and unique structure of the Initiative and its growing role in understanding and assisting the resilience of western gateway communities.
11:40 AM - 12:05 PM	1B2	Short-Term Outcomes from USU Extension's Legislatively Funded Remote Work Leadership Course	Paul Hill and Amanda Ali, Utah State University	Remote work is the ability to work from any location outside a central office. With advances in technology and internet speeds, remote work has become a widespread alternative workplace arrangement. A USU Extension needs assessment placed 'well-paying' and 'steady jobs' in the top three priority needs for rural Utah counties. Accordingly, remote work was viewed as a solution and strategy for rural job creation and reducing unemployment. The Master Remote Work Leader (MRWL) certificate course was developed prior to COVID-19 for Utah organizational leaders to influence the adoption of remote work and the supply of remote jobs.
12:05 - 12:30 PM	1B3	Adapting the Master Remote Work Professional Course for the Incarcerated Population: Pilot Implementation Lessons Learned and Outcomes	Cris Meier, Gabriela Murza, Ashley Yaughner, Christina Pay and Jaclyn Miller, Utah State University	Utah State University Extension in conjunction with the Rural Online Initiative, adapted the evidence-based Master Remote Work Professional Certificate Course for use in Utah correctional facilities. This is a blended certificate program, combining online work with interactive workshops, which was implemented in one county jail over five weeks. Weekly field notes were recorded by the program facilitator to assess implementation lessons learned, and a mixed methods program evaluation was conducted of the pilot cohort (n = 3). Lessons learned from implementation point to a need for further adaption and flexibility to meet the needs of participants.
11:15 - 11:40 AM	Session #1C			
11:15 - 11:40 AM	1C1	Arlington, Washington; Resilience in the Era of COVID-19	Martha Aitken, Season Hoard, Trevor Lane, Monica Babine,	COVID-19 has devastated many small businesses. Business success during this time often depends on the ability to adapt to this new environment. A Washington State University Extension Team helped the city of Arlington, WA plan and implement a strategy to support their small businesses through the COVID-19 pandemic and the

			Anthony Gromko, Brad Gaolach, Christina Sanders, Brian Anderson and Maggie Fasy, Washington State University	ensuing economic recovery. The project encourages businesses to be adaptive to ongoing challenges while also addressing long term community resilience and vision. Working in partnership with city government and the local Chamber of Commerce, the project helped businesses build capacity to embrace e-commerce and social media marketing.
11:40 AM - 12:05 PM	1C2	Conducting Economic Impact Studies in the Era of COVID-19	Shannon Rogers, Casey Porter and Charlie French, University of New Hampshire	We will share the challenges of, and considerations for, conducting economic impact studies during the COVID-19 pandemic. We will use a specific example we are working on in New Hampshire as well as nationwide insights. UNH Cooperative Extension is running an economic impact study for the New Hampshire Statewide Rail Trail Plan. We have had to pivot and adapt several times due to COVID-19 concerns with intercept surveys and the economic impacts of global pandemic. While we will share our insights, we will also have substantial time for Q&A to learn what others are thinking on this important topic.
12:05 - 12:30 PM	1C3	Using Data to Inform Program and Policy at the Community Level During COVID-19	Jennifer Hawkins and Brigid Tuck, University of Minnesota	As the pandemic took hold and restrictions on business activity were put into place, community leaders were seeking real time information to understand the impacts on the firms and where policy and programming could be tailored. This presentation will highlight how the University of Minnesota partnered with a County, Chamber of Commerce and area economic development office to design and deploy a series of business surveys that could help inform their efforts to support businesses during the pandemic.
11:15 - 11:40 AM	Session #1D			
11:15 - 11:40 AM	1D1	Helping Rural Communities Build & Market a High Quality Investment Prospectus: A Key Goal of the Indiana	Bo Beaulieu, Julie Rigrish and Melinda Grismer, Purdue University	The Opportunity Zones program established by Congress in 2017 as part of the the Tax Cuts and Jobs Act, has attracted considerable attention by private investors, especially in urban areas. But, the flow of private sector capital in rural-based Opportunity Zones has been less extensive. With funding from USDA Rural Development, a team from the Purdue Center for Regional Development and the Indiana Office of Community and Rural Affairs launched the Rural Opportunity Zones Initiative (ROZI). Learn about the

		Rural Opportunity Zones Initiative		effort undertaken to assist rural-based Opportunity Zones develop and market a high-quality Investment Prospectus, a critical product for attracting external investment.
11:40 AM - 12:05 PM	1D2	Adapting Strategic Planning to Improve Organizational Clarity for Regional Planning Commissions	Stephen Meno and Penelope Whitman, University of New Hampshire	Changes and pressures due to the Covid-19 pandemic have forced many organizations to reexamine their purpose and mission. Often there is confusion and disconnection between staff, volunteer boards and partners. This session shares the process and findings of a technical assistance intervention in which Extension specialists supported a regional planning commission to help them navigate issues related to organizational mission and identity, future program development, and internal communication through key informant semi-structured interviews and a strategic planning process.
12:05 - 12:30 PM	1D3	Enhancing Local Government Capacity to Address Current and Emerging Issues	Ramona Madhosingh-Hector, Linda Seals and Alicia Betancourt, University of Florida	Local governments are important partners for successful Extension programming and Extension professionals have a responsibility to build capacity of our partners to address current and emerging issues. In this session, attendees will understand the challenges of small local governments and how Extension can provide professional and technical support to build capacity to improve outcomes.
12:30 - 12:45 PM	LUNCH			No zooms!
12:45 - 2:00 PM	Session #2A			
12:45-1:10 PM	2A1	One Community – Many Generations Creating More Livable and Inclusive Communities by Engaging Residents and Community leaders	Peter Wulfhorst, Linda Falcone, Neal Fogle and John Turack, Penn State University	Penn State Extension developed an inter-generational community engagement guide and online community assessment tool that informs and catalyzes the creation of action plans for both quickly implementable community projects and long-term community enhancement and/or transformation.
1:10-1:35 PM	2A2	My Hometown is Cool! Engaging Youth in Community	Lauren Prinzo, Michael Dougherty,	Rural communities are faced with a variety of challenges, many of which have been exacerbated by COVID-19. The My Hometown is Cool initiative engages youth in asset-based community building and entrepreneurial thinking. Through a series of five

		Development and Entrepreneurial Thinking	Daniel Eades, Mollie Toppe, Nila Cobb, David Roberts and Dana Wright, West Virginia University	lessons, students work to assess and reflect on community resources, identify an opportunity, and create a pitch for a new community building initiative. The program is designed to be offered in-person or virtually.
1:35-2:00 PM	2A3	Training to be a Community Coach	Tanya Hall and Tamara Ogle, Purdue University	Extension professionals frequently work with groups addressing complex constant and disruptive changes within their communities. These organizations often need guidance and support to be empowered to achieve their goals, which can be Extension's role - serving as a community coach. Resources and training on how to be a community coach is limited. Purdue Extension has developed an online program to train colleagues and community leaders the principles of practice for community coaching, how to coach effectively and measure their success. This presentation will describe the program, discoveries and the development of a virtual coaching network.
12:45 - 2:00 PM	Session #2B			
12:45-1:10 PM	2B1	Resiliency: Communities and Small Businesses Working Together for Economic Recovery and a Better Future	Molly Donovan and Casey Porter, University of New Hampshire	The pandemic has disrupted the economy, employment, and community vibrancy. Communities and small businesses will benefit by working together for economic recovery from the pandemic. Key will be the resiliency of communities and their businesses to adapt and innovate. The University of New Hampshire Cooperative Extension, working in partnership with the University of New Hampshire Small Business Development Center, has developed online training bringing community leaders and small businesses together to learn to develop resiliency plans. Resiliency planning and implementation strategies learned at Resiliency Academy can help business and community respond to the pandemic and be prepared for future challenges.
1:10-1:35 PM	2B2	Business Retention and Expansion (BRE) for Rural Communities	Sara Siems, Oklahoma State University, and Julianne Dunn,	Business Retention and Expansion (BRE) is an economic development process that captures local business insight. BRE information can be used for economic development decisions and assisting businesses with individual concerns. This presentation illustrates how the model was adapted to better assist rural communities during a multi-state, multi-year pilot program.

			University of Arkansas	
1:35-2:00 PM	2B3	Enhancing Readiness for Business Succession	Jennifer Hawkins, University of Minnesota	Small businesses are critical to communities. They provide jobs, tax base, and quality of life. Businesses transition for a variety of reasons but there is a special urgency as baby boomer business owners are reaching retirement age. University of Minnesota Extension partnered with a private firm to design and deliver a cohort program for local leaders and business owners in three communities to build capacity and enhance readiness for successful business transitions. This session will review the development, delivery, and outcomes from this pilot project.
12:45 - 2:00 PM	Session #2C			
12:45-1:10 PM	2C1	Developing Food Coalitions and Policy Councils in Idaho	Jennifer Werlin, Colette DePhelps and Lauren Golden, University of Idaho	The goal of a food coalition or food policy council is to gather representatives from food security, health, education, natural resources, government, business, and farmers to find creative solutions for improving resiliency in local and regional food systems. Drawn upon research of Idaho's eight food coalitions, this presentation will highlight best practices for food system leaders and Extension staff working in the development of local food coalitions, particularly in rural areas. Tips for optimal success and evaluating impact will help leaders identify goals and achieve measurable outcomes to improve local food systems.
1:10-1:35 PM	2C2	Food Systems Practitioner and Educational Resource Database: A review of developing a food systems competency resource	Courtney Long and Kaley Hohenshell, Iowa State University	This presentation will showcase the newly developed food systems practitioner and educational resource database developed in partnership with numerous organizations nationwide through a Cooperative Agreement USDA Agricultural Marketing Service. The purpose of the database is to aggregate and identify educational resources, highlight and build awareness for existing practitioners, and improve the competencies of food systems practitioners through various levels of learning that in turn stabilizes and strengthens our food systems workforce.
1:35-2:00 PM	2C3	Participatory Needs Assessments: Engaging with Communities in their Food System	Karie Boone, University of Idaho	Conducting needs assessments serves as a valuable way for extension educators to ensure they are designing programs that meet community needs. This session explores a model used for conducting participatory food system assessments where stakeholder engagement defined assessment priorities. In addition, this presentation will identify characteristics of a participatory assessment process and how it's different from a traditional assessment process, define the dynamic role of an extension educator as a researcher, educator, and facilitator. Participants will have a chance to identify barriers

				and options to a participatory assessment process in their communities. Process guides and resources will be provided.
12:45 - 2:00 PM	Session #2D			
12:45-1:10 PM	2D1	Experiences of a Comprehensive Community Needs Assessment in a Rural Community	Cris Meier and Lendel Narine, Utah State University	Community needs assessments (CNAs) are important for understanding existing resources and areas for growth. However, many published CNAs were conducted in urban environments and might not provide best practices for working with rural communities. We identified best practices for a three-phased CNA process through expert interviews and applied them to work conducted in an isolated rural community. Our experiences showed that relationship and trust building were key to the CNA process. However using this approach also resulted in several ethical and methodological conflicts. Results indicate strong relationships and trust with community organizations can have long-term mutually beneficial impacts.
1:10-1:35 PM	2D2	Using the Housing First Model with Non-Violent Drug Offenders: Community Action Approach	Alicia Espinosa, Carl Erich and Michael Wilcox, Jr., Purdue University	We wanted to understand how often non-violent drug offenders faced housing discrimination and what factors played the biggest role. We built on previous research with a qualitative study where 29 individuals had an opportunity to share their experiences and thoughts. We recruited through a purposive sampling method and found education level to be diverse, ranging from incomplete high school to a Juris Doctor. We concluded that, regardless of their education level, stigma and policy imposed critical barriers to housing stability. With their input, we concluded that solutions could be found through a community action approach when policy reform is lacking.
1:35-2:00 PM	2D3	Mississippi State University Extension's Center for Disease Control and Prevention Community-Based Research Program Engages Communities to Address Health Disparities	Masey Smith and David Buys, Mississippi State University	Mississippi State University Extension Services (MSUES) leverages community assets and offers equitable solutions to build healthy communities. Awarded the Center for Disease Control and Prevention (CDC) High Obesity Program (HOP) 2018-2023 funding, the HOP team applies a community-based participatory research model to opportunities and issues in 12 counties with an adult obesity rate of 40% or greater. Functioning in the food insecurity/obesity paradox, with food insecurity presenting as obesity, HOP combats one of the greatest threats to public health: obesity. The team applies evidence-based strategies and leverages local champion relationships to ensure effective implementation of intervention and prevention measures.

## Tuesday, May 18, 2021

TIME (EDT)	TYPE	SESSION	PRESENTER(S)	DESCRIPTION
12:45 - 2:00 PM	Session #3A			
12:45 - 1:10 PM	3A1	From Programs to Projects: Moving Towards a Policy, Systems and Environmental (PSE) Change Framework for Community Development	Laura Ryser, Clea Rome, Caroline Backman and Rebecca Sero, Washington State University	The Policy, Systems and Environmental (PSE) change framework has emerged within the public health sector to impact difficult public health issues. Applying this framework to community development provides leverage points that create population-level benefits. This presentation will cover the PSE framework and provide examples of high-impact, systems level projects.
1:10 - 1:35 PM	3A2	Expectations vs. Reality: Comparing Community Characteristics and Development Outcomes	Michael Dougherty, West Virginia University	There is an implicit understanding that certain “characteristics” need to be present in a community for it to be ready for development. This perspective is particularly pervasive in the popular press where commentators are known to make assertions based on anecdotal evidence. Often such statements have become accepted as accurate, even though there is generally no empirical evidence to verify (or refute) their claims. This analysis compares the criteria proposed in <i>Our Towns</i> (by James Fallows and Deborah Fallows) with the reality found in West Virginia cities to determine if these observations are accurate or apocryphal.
1:35 - 2:00 PM	3A3	How Did We Adapt: Findings from a national survey of Extension Community Development examining promising practices during COVID-19	Rebecca Sero, Washington State University, Susan Jakes, North Carolina State University, Sarah Rocker and Walt Whitmer,	The impact of COVID-19 on our communities has been wide-ranging and ongoing and Extension Community Resource and Economic Development professionals have been focused on helping communities adapt. This interactive session will give participants an opportunity to hear survey results about promising practices across the US and the tools and techniques used to evaluate those activities. The discussion will center around how to use what we have learned, responded to, and evaluated in 2020 to better prepare for the ongoing programmatic challenges in our communities.

			<p>Penn State University, Scott Chazdon, University of Minnesota, Sreedhar Upendram, University of Tennessee, Josset Gauley, University of Wisconsin, and Michael Dougherty, West Virginia University</p>	
12:45 - 2:00 PM	Session #3B			
12:45 - 1:10 PM	3B1	Fork2Farmer: Capturing Chef and Farmer Relationships Before and During the COVID-19 Pandemic	Hannah Dankbar and Becky Bowen, North Carolina State University	Fork2Farmer is a USDA funded project with a goal of connecting consumers to their food through farm experiences and showing farmer and chef collaborations. Part of this project includes making videos capturing the relationships between farmers and chefs to provide restaurant consumers a backdoor look into the people and places that create their meals. In the face of Covid-19, this project continued to highlight the ways that farmers and chefs support each other. In this session we will provide an overview of the project and process and show a few of our films. This session updates a presentation from 2017.
1:10 - 1:35 PM	3B2	Entrepreneurial Risk Management for Small Packaged Food Business through Share Grounds Mentorship Program	Amanda Philyaw-Perez, University of Arkansas	"If you build it they will come," but not during the wake of a global pandemic. The Share Grounds incubator kitchens, a USDA funded project, opened in the spring of 2020 when many new ventures were put on hold. As a response to this setback, the Local, Regional & Safe Foods Team crafted a mentorship program to attract and recruit small food businesses for one-on-one mentoring and technical assistance with their product concept. This presentation will cover our experience leveraging a Southern Risk

				Management Education Center grant to hedge the start-up risks facing small packaged food businesses during COVID-19.
1:35 - 2:00 PM	3B3	A Local Cornucopia: The Economic Contributions of the Moscow Farmers Market	Colette DePhelps and Steven Peterson, University of Idaho	Local food advocates and community development practitioners often view farmers markets as potential contributors to the economy of a community, in particular downtown corridors. In 2018, University of Idaho Extension and research faculty performed an economic contributions assessment of the Moscow Farmers Market located in the small town of Moscow, Idaho. Using Rapid Market Assessment data, vendor surveys, business interviews, and IMPLAN analysis the research and extension team estimated the economic contribution of the Moscow Farmers Market, including multiplier effects, to exceed \$6.46 million in output. This session will explain, in detail, the research methodology and estimated market economic contributions.
12:45 - 2:00 PM	Session #3C			
12:45 - 1:10 PM	3C1	Latino Health & Workforce Needs Assessment	Melinda Grismer, Purdue University	The Latino Health Needs & Workforce Assessment, funded by the Indiana Minority Health Coalition, safely collected 579, 20-minute interviews in September 2020 during the COVID-19 pandemic. A bilingual team knocked on doors in rural Frankfort, Ind., to discover the health and work-related concerns of local Latino residents. Preliminary results were announced to the community in October 2020 during an outdoor binational health fair. Conference attendees will gain an understanding of how the survey instrument was developed, how the study was conducted and how the findings were analyzed, as well as potential strategies to replicate, pitfalls to avoid, and health interventions to consider.
1:10 - 1:35 PM	3C2	Assessing the Impacts of COVID-19 on Latino Owned Firms	Jennifer Hawkins, Neil Linscheid, Rodolfo Gutierrez, Juan Pablo Higuera, Brigid Tuck and Jocelyn	The economic downturn caused by the COVID 19 pandemic impacted many small businesses. University of Minnesota Extension partnered with a community research organization HACER (Hispanic Advocacy and Community Empowerment through Research) to assess the impacts on Latino-owned firms in rural and metro areas. This presentation will highlight the collaboration as well as the research findings and dissemination strategies.

			Hernandez-Swanson, University of Minnesota	
1:35 - 2:00 PM	3C3	Online and Interactive Economic Opportunity Maps for Economic Development Planning	Craig Carpenter and Rebekka Dudensing, Texas A&M University, Anders Van Sandt, University of Wyoming, Scott Loveridge, Michigan State University, and Linda Niehm, Iowa State University	We demonstrate a new online Economic Opportunity Mapping (EOM) Tool designed for Extension Community Development programs. The EOM includes 27 sectors in counties of the 48 contiguous states. The EOM provides interactive online maps and data to engage users in visualizing potential economic opportunities in their county or region. In addition to county summary statistics, EOM provides a visual representation of predicted versus measured industrial presence. The maps provide a starting point to spur discussion of economic opportunities for different industries, as well as discussions of the important local factors that may be supporting or hindering local industry.
12:45 - 2:00 PM	Session #3D			
12:45 - 1:10 PM	3D1	From innovative collaborations to censorship: The state of climate and extreme weather programming in Extension	Roslynn McCann and Sarah Klain, Utah State University, Jennison Kipp, University of Florida, and	Project Drawdown houses the world's most referenced set of solutions to reduce atmospheric greenhouse gas concentrations. As a national organization designed to serve the public interest and improve quality of life, is Extension adequately addressing climate change and helping to translate Project Drawdown solutions into community action? Our team partnered with eXtension Foundation, Project Drawdown, and Extension Directors from across the country to answer this question. We documented current Extension programs focused on climate/extreme weather, populated a climate/extreme weather programs database, and conducted qualitative interviews to

			Paul Lachapelle, Montana State University	unveil successes, challenges, gaps, and opportunities in our climate-related programming portfolio.
1:10 - 1:35 PM	3D2	The National Extension Climate Initiative: Present Plans and Future Possibilities	Jennison Kipp, University of Florida, Paul Lachapelle, Montana State University, Deborah Albin, Look Up LLC (Bozeman, Montana), David Kay, Cornell University, Roslynn McCann, Utah State University, Wendy Hamilton, New Mexico State University, Dave Ripplinger, North Dakota State University,	Founded in 2019, the National Extension Climate Initiative (NECI) links climate change-related education and research across Extension program areas, professional associations, and communities. NECI members envision a future in which education, research, and outreach on climate change solutions are actively promoted by Extension faculty, administrators, and staff. We are committed to providing abundant, diverse, and creative resources and opportunities for learning and engagement that reflect both the urgency and existential nature of the climate crisis as well as the breadth and scale of community mitigation, adaptation, and resilience solutions. Join us to explore NECI's plans and possibilities.

			and Tracy Morgan, Washington State University	
1:35 - 2:00 PM	3D3	Building New Paths: Utah's Trail Master Steward Program	Jake Powell, Utah State University	Trail organizations and volunteers are essential to the cost effective construction and maintenance of trails. However, volunteer training is commonly done on an organization by organization basis and is typically done "on the job". The Utah Trails Master Steward program was developed in response to the growing need for skilled volunteers and trail organization staff to assist in the stewardship and management of Utah's trail resources. This presentation will review the course structure and the results from the first year of its existence.
4:00-5:15 PM	Session #4			
4:00-5:15 PM	4A	Online Ripple Effects Mapping: Explore the Benefits and Challenges of Conducting a Virtual REM Evaluation	Rebecca Sero, Debra Hansen and Carrie Backman, Washington State University, and Lorie Higgins, University of Idaho	This 75-minute workshop will highlight Extension faculty experiences in conducting Ripple Effects Mapping (REM) using a virtual format. REM was first developed using a face-to-face setting to evaluate government, community, and organizational change, but has now been adapted for online delivery. While developed in response to the COVID-19 crisis, the distance format also holds value for future work with geographically dispersed or time-challenged groups. Participants will gain a brief understanding of the core components of REM and view a recorded session of an online REM. A facilitated discussion will include best practices, lessons learned, and how to successfully engage participants.
4:00-5:15 PM	4B	New Insights into Engagement Research and Practice: Expanding Our Toolbox	Walt Whitmer, Penn State University, Cheryl Burkhardt-Kriesel, University of	This interactive workshop will enable participants to gain insight into the major social science themes and concepts in the community engagement literature, connect these concepts to opportunities for creating more effective engagement strategies, and explore ideas for strengthening the land-grant system's capacity for building a stronger research and practice base in community engagement.

			Nebraska, Elizabeth Engle, McDaniel College (Maryland), and Kathryn Brasier, Wheat Belt Power District (Nebraska)	
4:00-5:15 PM	4C	Swimming Against the Tide: How African American Entrepreneurs in Wisconsin Navigate Barriers to Accessing Startup Capital	Diana Hammer, Angie Allen and Christian Schmieder, University of Wisconsin, and Joseph Malual, University of Illinois	Research on Black entrepreneurship tends to focus on financial capital and usually relies on macro data sets which miss small firms. Using a qualitative research approach, we conducted interviews with 48 Black entrepreneurs to assess their experiences with access to capital in Wisconsin. Using the Community Capital Framework (CCF), we examined the role of various community assets in shaping business outcomes. We demonstrate that access to financial capital is inextricably linked with other forms of capitals such that efforts to increase access to one form of capital should address gaps in other capitals to increase business sustainability.
4:00-5:15 PM	4D	Story circles: A story-based method for strengthening group cohesion and promoting deep listening and shared understanding <b>*Limit of 25 participants/no more will be admitted to Zoom room</b>	Nicole Breazeale, University of Kentucky	This workshop introduces participants to <i>story circles</i> , a cultural community development technique popularized by Roadside Theater. A story circle is a group of people who share personal experiences in a structured way based on a specific story-based prompt. The goal is to allow for meaningful expression, deep listening, and connection across difference. This workshop addresses the questions: (1) What are the best practices of facilitating story circles? (2) When are they appropriate and how can they be adapted for virtual audiences? (3) How can story circles be used to stimulate action? Session attendees will participate in a virtual story circle.

## Wednesday, May 19, 2021

TIME (EDT)	TYPE	SESSION	PRESENTER(S)	DESCRIPTION
1:00 - 4:00 PM	Workshop	Learning Together from Anti-Racism Programming During COVID-19	Lori Rothstein and Lisa Hinz, University of Minnesota	University of Minnesota's Leadership and Civic Engagement (LCE) team works directly with communities to design programming that fits their needs. With the onset of COVID-19 LCE pivoted to online programming. When the death of George Floyd occurred, educators and communities worked together to offer timely, relevant opportunities to reach the needs of their leaders and community members. But Minnesota was not alone.
1:30 - 3:00 PM	Meeting	Land Use Community of Practice	Wayne Beyea, Michigan State University	New to NACDEP, but not new to Extension, the Land Use Community of Practice group is hosted this year as part of NACDEP's 2021 Virtual Conference Agenda. Welcome!

# Poster Session

## **Rural Economic Development Innovation (REDI) Planning Effort Supports 8-county Region in Southeast Ohio**

Community Development Educator III Gwynn Stewart MS<sup>1</sup>, Associate Professor and Extension Field Specialist, Community Economics Nancy Bowen MA<sup>2</sup>, Director, Purdue Center for Regional Development Bo Beaulieu PhD<sup>3</sup>, Director, Purdue Center for Regional Development Roberto Gallardo PhD<sup>4</sup>

<sup>1</sup>Ohio State University Extension, Caldwell, OH, USA. <sup>2</sup>Ohio State University Extension, Lima, OH, USA. <sup>3</sup>Purdue University Extension, West Lafayette, IN, USA. <sup>4</sup>Purdue University Extension, West Lafayette, In, USA

### **Abstract**

In coordination with Purdue University's Center for Regional Development/Extension Community Development, University of Kentucky CEDIK and Ohio State University Extension, the southeast Ohio USDA Rural Economic Development Innovation Planning process provided research and a plan to guide a southeast Ohio 8-county region's future development efforts. The project provided five USDA Agriculture & Rural Prosperity Task Force report themes, development of an in-depth data snapshot, technical assistance, coalition development of key stakeholder and public input for a final multi-year regional plan with outcome metrics, programs aligned with REDI Themes and potential funding opportunities.

## **Video-based FAQ Marketed Through Social Media**

Ms Haley Kinney MS Ag Education, Ms Kinsey McDougald MS Ag Leadership, Mr Brad Raven Assoc of Applied Science, Dr. Notie Lansford PhD, Ag Economics

Oklahoma State University, Stillwater, OK, USA

### **Abstract**

Who isn't on social media! This poster discusses the strategic planning of a video-based marketing campaign to deliver educational materials on Facebook. This poster proposes new techniques to virtual education by using interactive platforms to capture audiences. Learn to replicate a social media video series within their respective programs and discuss in-depth techniques used and program results within our integrated marketing campaign.

## **Strategic Budget Planning for Local Governments**

Ms. Twinkle Singh<sup>1</sup>, Dr. Rebekka Dudensing PhD<sup>2</sup>

<sup>1</sup>Texas A&M University, College Station, TX, USA. <sup>2</sup>Texas A&M AgriLife Extension Service, College Station, TX, USA

### **Abstract**

County and other local budgets are created annually based on expected revenues, but many needs require multi-year planning. Kaufman County partnered with Texas A&M AgriLife Extension to conduct a replicable strategic budget planning (SBP) process. Almost all officials estimated conservative spending projections, and combined budgets fell within expected budget estimates. The SBP process may help departments think more creatively and collaboratively to address long-run rather than single-year needs. Purposeful, planned investments and bulk purchases could facilitate savings across county government. The process also facilitates fairness in light of differences in department's budgeting approaches.

## **Storytelling for Leading Community Development**

Eric Kaufman PhD, Dalton Nelson BS

Virginia Tech, Blacksburg, VA, USA

### **Abstract**

Recall a time when you were inspired to invest in a cause. At the heart of that experience was a story—one that you heard from someone else or one that you told yourself. Stories are a powerful tool for leadership and community development. This poster will highlight reasons for telling stories, explain the potential for various types of stories, and help participants develop or refine a story in support of a community development initiative. Additional attention will be given to resources that support public impact communication, including the power of stories told by a community rather than an individual.

## **How the Pandemic is Forcing Women out of the Workforce and How Extension's Workforce Development Programs Can Respond**

Extension Educator Meghan Thoreau M.R.P.

OSU Extension, Circleville, OH, USA

### **Abstract**

While the COVID-19 pandemic has reshaped the lives of all Americans, the changes at home and at work have hit women particularly hard, and even worse for women of color. An exodus of women from the workforce occurred at the beginning of the pandemic. Some 2,651,000 women left the workforce and women's unemployment shot up. Many women eventually returned to work, but a huge number are leaving their careers entirely to fill gaps in childcare and K-12 education. This calls into question whose time we value, and whose is dispensable? How can Extension support women in the workforce?

## **Southern Ohio Farm Show: Extension Education Through Television and Digital Media**

Dr. Brooke Beam PhD<sup>1</sup>, James Morris B.S.<sup>2</sup>, Gigi Neal M.S.<sup>3</sup>

<sup>1</sup>The Ohio State University Extension, Hillsboro, OH, USA. <sup>2</sup>The Ohio State University Extension, Georgetown, OH, USA. <sup>3</sup>The Ohio State University Extension, Owensville, OH, USA

### **Abstract**

Prior to the COVID-19 pandemic, the vast majority of Extension programming in southern Ohio was conducted via face-to-face instruction. However, when the pandemic caused the Extension offices in Brown, Clermont, and Highland Counties to switch to virtual education, the Extension educators utilized a combination of teaching methods to form the Southern Ohio Farm Show as an alternative to traditional education. Broadcasted weekly via Zoom, Facebook, YouTube, blogs, and several local access channels, the Southern Ohio Farm Show has grown to have an average viewership of over 1,700 people per week. The reach of the program includes multi-state and international viewership.

## **Broadband Action Teams (BAT): How Extension can Engage Your Community Using the BAT Model**

WSU Professor and Stevens County Extension Director Debra Hansen<sup>1</sup>, UI Associate Professor and Valley County Extension Director Melissa Hamilton<sup>2</sup>, WSU Associate Professor, Statewide Specialist and Ferry County Director Trevor Lane Ed.D<sup>3</sup>, WSU Assistant Professor and Snohomish County Extension Director Anthony Gromko<sup>4</sup>

<sup>1</sup>Washington State University, Colville, WA, USA. <sup>2</sup>University of Idaho, McCall, ID, USA.

<sup>3</sup>Washington State University Extension, Republic, WA, USA. <sup>4</sup>Washington State University Extension, Everett, WA, USA

### **Abstract**

Broadband access is a critical concern for rural communities and leadership is needed to bridge this digital divide. Extension educators are expert conveners of community stakeholders to address wicked problems. We will share best practices and pitfalls of organizing a local Broadband Action Team (BAT) including concrete examples of Washington's broadband planning tools and possible funding sources. Facilitated discussion will generate rich conversation related to Extension's response to this pivotal issue. Public / private partnerships can be a solution and participants will better understand community action teams as they work toward accomplishing access to broadband in their communities.

## **Our Future Online: Improving Practice for Engaging Audiences**

Brian Raison PhD

The Ohio State University Extension, Columbus, OH, USA

### **Abstract**

When the COVID-19 crisis hit in March 2020, Extension and CD educators needed tools to better connect and engage audiences online. As in-person programming slowly returns, our future work will continue to include hybrid and online offerings (for cost-savings and expanded reach). This presentation will provide tools, ideas, and inspiration attendees can use to improve online and hybrid teaching and engagement.

## **Community Summits Move Communities to Action**

Extension Educator Katie McFarland

## **Abstract**

Rural communities face many challenges. A small town in Idaho was able to use community summits to address concerns about education and food insecurity. The summits resulted in action that brought in grants, non-profit development and local business development. Summits can be replicated to address rural community challenges.

## **Extension Education Exceeds Half a Million**

Extension Agent Hannah Wooten

UF/IFAS, Orlando, FL, USA

## **Abstract**

Extension faces challenges communicating science to new, diverse audiences. When the demand for a hydroponics class exceeded the supply beginning in 2017 an easily searchable, science-based, YouTube video entitled “Hydroponic Lettuce Hannah Wooten” (<https://www.youtube.com/watch?v=GQey35Tt24I>) was published in February 2018. The video supports existing clientele’s adoption of practices, while expanding reach to audiences beyond local extension. The result is over 550,000 views with an average view duration exceeding 5 minutes. In conclusion, extension engagement in YouTube delivers science-based information supporting existing clienteles’ adoption of practices beyond the classroom, while also catering to new and diverse audiences.

## **An Assessment of the Use of Social Media and Digital Marketing in Labor and Workforce Development program at MU Extension**

Dr. Amy Patillo Ed.D. Educational Leadership and Policy Analysis<sup>1</sup>, Matt Pezold M.A., M.S.<sup>2</sup>

<sup>1</sup>University of Missouri, Springfield, MO, USA. <sup>2</sup>University of Missouri, Columbia, MO, USA

## **Abstract**

Engaging audiences through digital content with webinars, videos, and social media allows us to be present and engage with stakeholders even when we cannot meet in person with the general public. COVID-19 changed the way people accessed information and illustrated the need for Extension to intentionally develop and expand its digital engagement. Mastering the Digital Pivot increases access to a more diverse and geographically dispersed audience. The poster will demonstrate how self-directed exploration leveraged digital tools and techniques to create an integrated marketing campaign for delivery across multiple platforms.

## **Sparkling Entrepreneurship: What would you do with \$100,000? Check out Small Business Innovation Research Grants through USDA**

Ms. Kyle White MBA

The Ohio State University, Medina, Ohio, USA

## Abstract

The USDA offers Small Business Innovation Research (SBIR) grants to budding entrepreneurs, Phase I \$100,000 for 8 months of research and development, Phase II \$600,000 for 24 months further developing Phase I research with an end goal of going to market. This poster will tell you where to start, where to learn more, and about some prior winners. The goal is to build technology and JOBS. Learn more and spread the word!

## County Associations of Government Natural Resource Congressional Briefing Tour – A Case Study from Central Utah

Associate Extension Professor, South-Central Utah Area and Sevier County Jody A. Gale MS<sup>1</sup>, Executive Director Travis Kyhl MML<sup>2</sup>

<sup>1</sup>Utah State University – Extension, Richfield, UT, USA. <sup>2</sup>Six County Association of Government, Richfield, UT, USA

## Abstract

Utah State University Extension is a partner with the county commissioners and staff of Associations of Government for 11 of Utah's 29 counties. For 19 years we have provided an annual educational, ATV tour of public land natural resource issues for congressional members and their staff. Recently we have included staff members of US House and Senate natural resource committees. This poster will discuss the concepts of who are extension's students, how to use partnerships and collaborations, and how informal extension education and active networking can help teach those who can affect change.

# Virtual Fun and Connection!



**May 17 @ 4:15 PM – 5:15 PM**



# 2021 NACDEP

## Mask Competition!

Information and entry form can be found on the Scavenger Hunt site:  
[tinyurl.com/2021NACDEPScavengerHunt](http://tinyurl.com/2021NACDEPScavengerHunt)



# 2021 NACDEP SCAVENGER HUNT

FRIDAY, MAY 14, 2021. INSTRUCTIONS AND THE ENTRY FORM CAN BE FOUND AT:  
[TINYURL.COM/2021NACDEPSCAVENGERHUNT](http://TINYURL.COM/2021NACDEPSCAVENGERHUNT)





With Melinda Grismer & Washington State's Dr. Thomas Henick-Kling

# *Wines*

Join us for  
**OF THE WEST**

Tues., May 18th,  
 5:15-5:45 PM ET

# 2021 *Awards*

## **NACDEP Diversity Award**

Neighborhood Leadership Fellows,  
University of Missouri

## **NACDEP Excellence in Teamwork Award**

Connecting Entrepreneurial Communities - A Multi-State Showcase,  
Michigan State University Extension

## **NACDEP Excellence in Community Development Programming**

### *Individual Winner*

Moving Online - Helping Extension & CD Practitioners  
Engage Audiences,  
Brian Raison, Ohio State University Extension

### *Team Winner*

Entrepreneurial Community Activation Program -  
Facilitating Community Change,  
University of Nebraska-Lincoln

## **NACDEP Cross Program Award**

Food For A Long Life: Partnering to Improve Community  
Food Access,  
Virginia Cooperative Extension

- continued



# 2021 *Awards*

## **NACDEP Educational Materials Awards**

### *Individual Winner*

Extending Extension to 500,000,  
Hannah Wooten, University of Florida IFAS

### *Team Winner - Tie*

Learning Virtually, Leading Actively,  
University of Minnesota Extension

### *Team Winner - Tie*

My Hometown is Cool,  
West Virginia University Extension Service

## **NACDEP Innovation and Creativity Awards**

### *Individual Winner*

Hydroponics in Jail,  
Hannah Wooten, University of Florida IFAS

### *Team Winner*

Sidewalk Subway,  
University of Kentucky CEDIK/Winchester Design Studio

## **NACDEP Distinguished Career Award**

Cheryl Burkhart-Kriesel, University of Nebraska-Lincoln

## **JCEP Creative Excellence Award**

Paul Hill, Utah State University

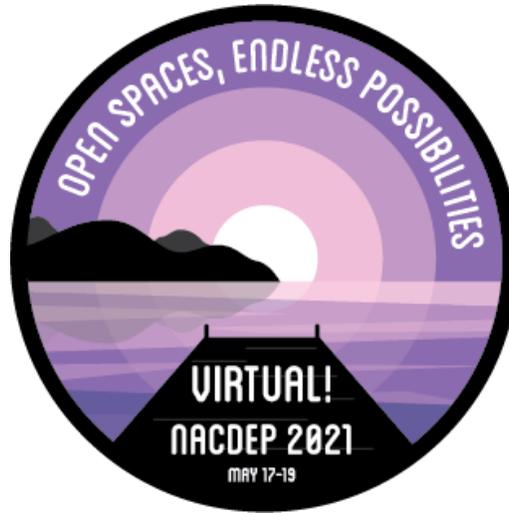


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