

**BEGROWCREATE** *e*xtension



2008 National **eXtension** Community of Practice Conference

**June 24th-27th**

**The Brown Hotel  
Louisville, Kentucky**

# Conference Agenda

## Tuesday, June 24

**2:00 – 5:00 pm** Content Management Board Meeting - Broadway A (3rd floor)

**4:00 - 8 pm** Registration - Bluegrass Room Foyer (2nd floor)

**6:00 - 8:00 pm** Welcome Reception - Bluegrass Room (2nd floor)

## Wednesday, June 25

**7:00 am** Breakfast Buffet - The Gallery (16th floor)

**7:00 - 11:45 am** Registration - The Gallery Foyer (16th floor)

**8:00 – 11:45 am** General Session - The Gallery (16th floor)

- Welcome to Kentucky - Dr. Jimmy Henning, Associate Dean for Extension, University of Kentucky College of Agriculture
- eXtension - The Transformation of Cooperative Extension - Dr. Dalton McAfee - Extension Administrator, Alcorn State University and Chair of eXtension Governing Committee
- Keynote Presentation: Mediated Culture: Tales from New Guinea and New Media - Dr. Michael Wesch, Kansas State University

*Using examples from fieldwork in Papua New Guinea, YouTube, and “the future,” this presentation will demonstrate the profound ways in which media are pervasive in our lives, mediating our relationships in ways we often do not recognize.*

**9:45 - 10:15 am** Break

- Meet your eXtension National Team
- CoP Showcase – Insight and hindsight

**11:45 am** Lunch - Citation (1st floor)

**1:00 – 6:00 pm** Breakout Tracks

- eXtension Tools and Technology - Broadway A (3rd floor)
- CoP Best Management Practices - Broadway B (3rd floor)
- Core Conversations - Broadway C (3rd floor)
- Access Point - The Gallery (16th floor)

**6:00 pm** Adjourn for the day – Dinner on your own

## Thursday, June 26, 2008

**7:00 am** Breakfast Buffet - The Gallery (16th floor)

**8:00 am – 9:45 am** General Session - The Gallery (16th floor)

- The Scholarship of eXtension - Dr. Carla Craycraft, Associate Director of Content, eXtension
- Recognition of eXtension Contributions at the Institutional Level - Dr Paul Coreil, Vice Chancellor and Director, Louisiana Cooperative Extension Service; Panel Discussion including Ms. Karen Hinton, Director Nevada Cooperative Extension and Dr. Dalton McAfee, Administrator, Alcorn State University

*Search Engine Marketing 101 - Christy Wright and Andy Barnett, Fleishman Hillard Fleishman-Hillard will provide their perspective on harnessing search engines to build awareness and drive site traffic. The session will cover the basics including the importance of search, the evolution of the major search engines, and fundamental strategies to improving the search engine visibility of eXtension.org.*

**9:45 - 10:15 am** Break

**10:15 am - 12:15 pm** Breakout Tracks

- eXtension Tools and Technology - Broadway A (3rd floor)
- CoP Best Management Practices - Broadway B (3rd floor)
- Core Conversations - Broadway C (3rd floor)
- Access Point - The Gallery (16th floor)

**12:15 - 2:00 pm** Luncheon - Citation (1st floor)

- The eXtension Long Range Strategic Plan Highlights - Dan Cotton, Director of eXtension

**2:00 - 6:00 pm** Breakout Tracks

- eXtension Tools and Technology - Broadway A (3rd floor)
- CoP Best Management Practices - Broadway B (3rd floor)
- Core Conversations - Broadway C (3rd floor)
- Access Point - The Gallery (16th floor)

**6:00 pm** Adjourn for the Day – Dinner on your own

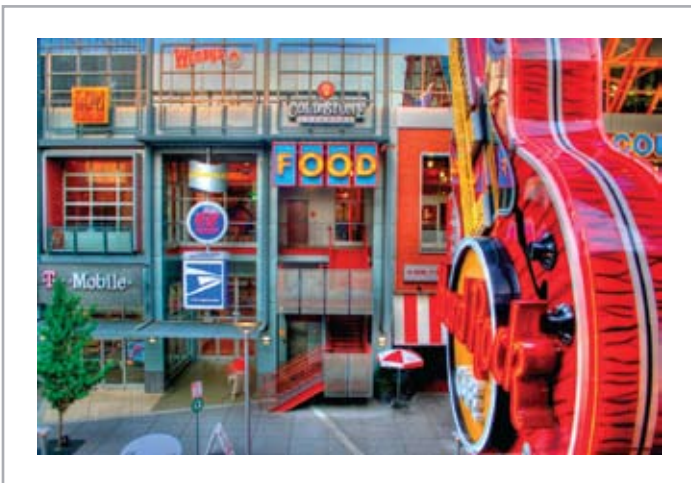
**Friday, June 27, 2008**

**7:00 am** Breakfast Buffet - The Gallery (16th floor)

**8:00 am – 11:45 am** General Session - The Gallery Ballroom (16th floor)

- Maximizing CoP Success: Discussion Panel of CoP Members
- Effective engagement of CoP Administrative Advisors and CSREES National Program Leaders
  - Dr. Jane Schuchardt, CSREES National Program Leader
  - Dr. Nancy Valentine, CSREES National Program Leader
  - Dr. Robert Hughes, Department Head, Department of Human and Community Development, University of Illinois UC
  - Ms. Karen Hinton, Dean and Director, University of Nevada Cooperative Extension
- Future of eXtension & Discussion Panel with eXtension staff
- Closing Comments
  - Ms. Karen Hinton, Dean and Director, University of Nevada Cooperative Extension and incoming chair eXtension Governing Committee

**Noon Conference Adjourns**



*Photos by: Daniel Light, [www.daniel-light.com](http://www.daniel-light.com)*

## Breakouts by Tracks

NOTE: Sessions highlighted in *Green* are Recommended for New and Prospective Communities of Practice.

### Afternoon Breakout Tracks for Wednesday June 25

	<b>Track 1: eXtension Tools and Technology</b> Broadway A (3rd floor)	<b>Track 2: CoP Best Management Practices</b> Broadway B (3rd floor)
1:00 pm		Evaluating CoP Impact
2:00 pm	<p>Frequently Asked Question and Ask an Expert Application (Combined Session):</p> <ul style="list-style-type: none"> <li>• Personal Finance FAQs: Creation, Peer-Review, Maintenance, and Evaluation</li> <li>• The eXtension Consumer Horticulture FAQ/ AaE Application</li> </ul>	Keys to CoPs Member Engagement
3:00 pm	An Ode to Google: Writing for the Search Engines	Develop a National Marketing Plan for eXtension Communities
4:00 pm	<p>Breaking into Moodle: eXtension's Learning Management System (Combined Session):</p> <ul style="list-style-type: none"> <li>• Using Course Software to Create a Debtor Education Class</li> <li>• Getting Started</li> </ul>	Growing Basic Content from the Ground Up
5:00 pm	How to Get the Most out of your Virtual News Room	Cracking Google's Code: Link Development Strategies

### Morning Breakout Tracks for Thursday June 26

	<b>Track 1: eXtension Tools and Technology</b> Broadway A (3rd floor)	<b>Track 2: CoP Best Management Practices</b> Broadway B (3rd floor)
10:15 am	Basic Wiki Editing and Intro to Templates	Fully Engaged: Marketing Your CoP With Expert Help
11:15 am	<p>Chat/Web Cast (Combined Session):</p> <ul style="list-style-type: none"> <li>• Webcasting as a Tool to Connect Experts with a National Audience</li> <li>• Chatting Up HorseQuest Users Online</li> </ul>	Challenges of a Small CoP

### Afternoon Breakout Tracks for Thursday June 26

	<b>Track 1: eXtension Tools and Technology</b> Broadway A (3rd floor)	<b>Track 2: CoP Best Management Practices</b> Broadway B (3rd floor)
2:00 pm	Best Practices for Structuring Your Web Content	<p>Community Evaluation (Combined Session):</p> <ul style="list-style-type: none"> <li>• Ramping Up for CoP Evaluation</li> <li>• Putting the Numbers to eXtension Horse Annual Impact</li> </ul>
3:00 pm	Imported Fire Ant Decision Module, a Potentially Useful Tool for other CoP groups	Working with an eXtension Copy Editor
4:00 pm	Best Practices for Creating Online Surveys Using InstantSurvey	eXtension 2.0: Interaction, Participation and Community
5:00 pm	Engaging With Your Communities On Their Own Turf: The Secrets of Social Networking	Put Some Bling Bling in Your Marketing

<b>Track 3: Core Conversations</b> Broadway C (3rd floor)		<b>Track 4: Access Point</b> The Gallery (16th floor)
1:00 pm		A Portal to New Media Literacy Presentation
2:00 pm	Partnerships (Combined Session): <ul style="list-style-type: none"> <li>• Increasing FSA Sustainability Through the FINRA Online Investment Education Project for Farm Households</li> <li>• Building and Sustaining Strategic National Partnerships</li> <li>• Partnering with Established Extension Programs and Industry Collaboration</li> </ul>	Open Internet Access
3:00 pm	Potential CoP Awards Recognition	FAQ/Ask an Expert Follow-up
4:00 pm	Engaging County Staff (Combined Session): <ul style="list-style-type: none"> <li>• Role of Extension Agents and Master Gardeners in eXtension</li> <li>• Integrating Extension: The Just in Time Parenting Approach for Engaging Local Extension Staff</li> </ul>	Open Internet Access
5:00 pm	A New Model for Teaching eXtension Technology	Breaking into Moodle Follow-up

<b>Track 3: Core Conversations</b> Broadway C (3rd floor)		<b>Track 4: Access Point</b> The Gallery (16th floor)
10:15 am	Collaboration with Content Providers (Combined Session): <ul style="list-style-type: none"> <li>• The Experience of Content Groups Within a Community of Practice</li> <li>• Content Collaboration and Management Across Numerous Communities</li> </ul>	Open Internet Access
11:15 am	How Do We Keep CoP Members Engaged?	Basic Wiki Editing and Intro to Templates Follow-up

<b>Track 3: Core Conversations</b> Broadway C (3rd floor)		<b>Track 4: Access Point</b> The Gallery (16th floor)
2:00 pm		Open Internet Access
3:00 pm	Creating CoP Sustainability through Sponsorship Development	Best Practices for Structuring Your Web Content Follow-up
4:00 pm	New or Prospective Community Conversation with eXtension Staff	Open Internet Access
5:00 pm	Going Live: Launching and Maintaining a Community of Practice	InstantSurvey Follow-up

