

**National Extension Urban Leadership  
North Central Region Network Conference Agenda  
May 18 & 19, 2020**

**May 18, 2020**

**9:00am-9:45am (CDT): Plenary Session**

Welcome from Nicole DeBose, NCR Network Chair  
Robin Shepard, Executive Director, North Central Cooperative Extension Association (NCCEA)  
Award Presentation

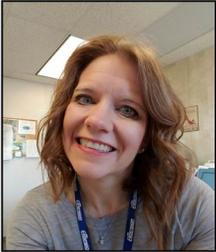
**10:00am-11:00am: Breakout Session 1**

Room	Topic	Presenter
1	<p style="text-align: center;"><b>I Talk Too Much: Building Walls that Prevent Success</b></p> <p>When I entered a room, I would shake hands, smile and begin talking. I would share stories, thoughts and jokes. People would laugh. They would say complementary things. I controlled the situation and got the results I wanted but. I would put up walls and help those in pursuit navigate the maze I had just built so that they could find my end. This model restricts diversity, curtails growth and it makes one intimidating. Who want's that? In this presentation I will break down my model for engagement as a peaceful practitioner and explain how I develop a sense of vulnerability as the convener of a group. I will explain my model of systemic development that places each person's role on a level plane. Participants will learn how to quickly develop a cohesive group prepared for success.</p>	 <p style="text-align: center;">Tony Staubach, Ohio State University Extension - Hamilton County</p>
2	<p style="text-align: center;"><b>Cass Clay Food Partners: Impactful Food Systems Policies</b></p> <p>The Cass Clay Food Partners is an integrated food network serving Cass County, North Dakota, and Clay County, Minnesota, through the combined work of a food policy council, action network, and steering committee. During this presentation I will describe the evolution of the network from project-based work to policy development to a partnership that integrates both programs and policy for greater impact. I will also highlight the many types of boundaries the network has navigated in order to attain success in advancing alternative food systems for the Red River Valley community including political borders such as the state line between North Dakota and Minnesota, as well as philosophical divisions between stakeholders and decision-makers. In addition, I will highlight the pitfalls faced and lessons learned by the network during this process. I will end with the current efforts of the Cass Clay Food Partners which include a social network analysis.</p> <p style="text-align: center;"><b>The Importance of Farmers Markets and Data Collection</b></p> <p>Farmers markets serve many audiences in a variety of ways. Effective data collection and reporting helps markets and vendors achieve their goals and strengthen relationships in their communities. This session reviews some history of marketplaces and data collection. I then show how markets have collected data to show their value to vendors, partners, and community members.</p>	 <p style="text-align: center;">Kayla Carlson, North Dakota State University Extension</p>  <p style="text-align: center;">Alfonso Morales &amp; Emma Peterson, University of Wisconsin- Madison</p>
3	<p style="text-align: center;"><b>4-H is Moving In: What you Can Do to Expand 4-H From Rural to Urban</b></p> <p>People typically respond to 4-H with either feelings of nostalgia or a lack of recognition. While the first 4-H clubs began in 1912 and were formalized with the Clover symbol by 1924, many people are unaware of what this youth development organization truly does. In Missouri, we have traditionally had community clubs that are family based and operate outside of any particular school, church or other identifying community. There is a large section of the population who has not found 4-H within this model. <i>4-H: All Access</i> is one solution for reaching new audiences by bringing 4-H to students in before and after care</p>	 <p style="text-align: center;">Sarah Morefield, University of Missouri</p>

	<p style="text-align: center;"><b>Growing a Program in an Urban Garden</b></p> <p>In this program we will be looking at some of the best practices and recount how the 4-H program in Minnehaha County, South Dakota has changed its practices. In 2013 this program was a struggling program that was faced with budget cuts, lack of stakeholder support, and lack of vision of what to do with the program. Today the program has recovered and has recorded seven straight years of growth in the program.</p>	 <p>Charles Martinell, South Dakota State University</p>
4	<p style="text-align: center;"><b>Visualizing People and Places with Data, Maps and Reports</b></p> <p>The Center for Applied Research and Engagement Systems (CARES) at the University of Missouri develops and supports data, mapping, and reporting, tools that enable public and nonprofit sector organizations to effectively address emerging issues. Our team integrates tools to better serve communities and regions across the US, including vulnerable and underserved populations. The oral presentation will focus first on a national website called the CARES Engagement Network (CEN) (<a href="http://engagementnetwork.org">engagementnetwork.org</a>), which includes over 33,000 publicly available GIS map layers that can be used for any community or region in the United States. The second part of the oral presentation will focus on an Extension-specific “Hub” of CEN called, “All Things Missouri” (<a href="http://allthingsmissouri.org">allthingsmissouri.org</a>). The portal is designed to support Extension professionals and partner organizations in accessing, analyzing, and visualizing data to better understand people and place and enhance leadership capacity for emerging issues. The All Things Missouri (ATMO) website provides Extension professionals with value-add data, maps, and tools to better understand community needs and the allocation of resources. The site focuses on addressing four impact areas in Missouri – agriculture &amp; environment, business &amp; community, health &amp; safety, and youth &amp; family. While CEN only offers national secondary-source data, ATMO provides state, regional, and local/primary – level data collection capabilities. Learning objectives include an exposure to data, mapping, and reporting tools: Attendees will have open access to these tools and can be applied to their areas in the North Central Region.</p>	 <p>Chris Fulcher, University of Missouri Extension CARES</p>  <p>Jamie Kleinsorge, University of Missouri Extension CARES</p>
5	<p style="text-align: center;"><b>Inclusive Community Engagement for Local Government</b></p> <p>This session will share how Dane County UW-Extension assisted local county government elected officials to:</p> <ul style="list-style-type: none"> <li>• Identify successful public participation strategies</li> <li>• Develop the capacity of local officials to effectively engage diverse community members through a pilot project</li> <li>• Build on current and past effective engagement efforts</li> <li>• Strengthen the overall consistency and effectiveness of county local government’s public engagement on important issues</li> <li>• Provide evaluation tools to measure effectiveness and change</li> </ul> <p style="text-align: center;"><b>Apprenticeship 101</b></p> <p>Learn how MSUE, partnered with local Workforce Development Boards and school districts to develop and deliver experiential learning materials highlighting United States Department of Labor (USDOL) Registered Apprenticeships as a career option. With the growth of apprenticeships nationwide, Apprenticeship 101 program helps serve as a pipeline to meet this growing demand by creating awareness and interest in the over 1000 occupations that are registered with the USDOL. Participants will gain access to the five engaging activities created, along with instructional videos, and website resources. The presentation will also emphasize lessons learned, funding options, and program impacts to date.</p>	 <p>Mindy Habecker, University of Wisconsin Extension</p>  <p>Kathy Jamieson, Michigan State University Extension</p>

**11:30pm-12:30pm: Breakout Session 2**

Room	Topic	Presenter
1	<p align="center"><b>How to Bond Client Residents to Extension: Lessons Learned from 20 years in Urban Private Practice</b></p> <p>A small business practice environment brings a high level of competition for clients, not unlike what Extension faces in urban environments. Clients have choices, and an organization that is not nimble is disadvantaged. What can Extension learn from this client bonding, relationship developing process? Extension has a great story to tell, with multiple program areas that once linked can positively affect audiences from early age through their senior years. Learn how Extension can tell their story to create a lifelong bond by developing an integrated team -first approach, leveraging all four program areas and fostering a culture of collaboration where each team member is contributing to the overall health of the entire organization.</p>	 <p>Timothy McDermott, Ohio State University Extension</p>
	<p align="center"><b>Promoting Youth Development &amp; Successes in Urban Areas via Effective Partnership Collaborations</b></p> <p>A workshop that combines strategies in urban programming as well as relationship building and networking. This workshop will share a case study of relationship building between two organizations: higher education and non-profit. The workshop will also highlight strategies and combined resources that proved effective in ensuring that youth, in urban areas, had access to and received effective programming and resources needed to maximize programmatic reach and impact. The presenter will share specific services offered to youth, the growth and development that occurred, the successes realized, and plans for future collaboration, because of the effective partnership.</p> <p>From this workshop, participants will gain the knowledge to create access to non-traditional activities/services for youth; how to set agreed-upon goals that foster student interest and success; and how to develop win-win partnerships that continue to increase program participation.</p>	 <p>Michelle Cox, University of Illinois Extension</p>
2	<p align="center"><b>Embedding Food System Goals in Community Comprehensive Planning</b></p> <p>This session will describe two case studies where success has been achieved in incorporating food system considerations into community comprehensive plans. The Douglas County Food Policy Council, a joint advisory body to the City of Lawrence, Kansas and Douglas County, Kansas, developed a Food System Plan that was adopted by commissions for each municipality and was incorporated into the recently-adopted City/County 20-year comprehensive plan. The Madison Food Policy Council (Madison, WI) contributed to the City's comprehensive planning process and the Dane County Food Council plans to implement a similar process in the County's upcoming plan. Extension efforts to partner with community planners was key in incorporating community perspectives on the future of urban food systems into comprehensive planning documents.</p>	 <p>Marlin Bates, K-State Research and Extension – Douglas County</p>  <p>Carrie Edgar, UW- Madison Extension Dane County</p>  <p>Jess Calkins, UW-Madison Extension Dane County</p>

<p>3</p>	<p align="center"><b>Brown County 4-H Urban STEM Outreach</b></p> <p>Brown County is the 4<sup>th</sup> largest county in Wisconsin, with a population of more than 260,000. Of that, 24% are young people. With 13 major cities, the majority of the youth and adult population reside in the urban center of Green Bay (more than 108,000). In 2010, although there were 17 4-H clubs and groups in the county, there was a notable gap as none were inside the Green Bay city limits, where the urban center was located. Between 2010 and 2019, the 4-H program expanded to the heart of Green Bay through a multitude of programs, including a robust afterschool program reaching annually approximately 1,000 unduplicated urban, diverse and low income students.</p> <p>In addition, STEM (Science, Technology, Engineering and Math) was identified through local conversations as a high priority skill to be learned by students in Brown County. Brown County 4-H responded by incorporating STEM into the afterschool program at the school district level, developing STEM community programs, community robotics education programs and STEM summer camps. As a result, participation in the 4-H programming jumped from 533 participants in 2013 to 1,187 youth participants in 2019. In addition, by expanding programming to more youth, the racial and ethnic diversity of the program increased to reach parity and reflect the county demographics.</p> <p>During this session, you will learn how the programming began, the partnerships established, and strategies for success and replication of efforts.</p>	 <p>Melinda Pollen, University of Wisconsin -Madison Extension Brown County</p>
	<p align="center"><b>To Infinity and Beyond! Using Space to Inspire Youth</b></p> <p>Expeditions are journeys made by people who share a definite purpose and specific experiences. To make expeditions successful, NASA works with astronaut crews on skills that prepare them to live and work together during space missions. Some of these same skills are useful in everyday life here on Earth. Learn how 4-H and NASA have partnered to create activities designed to take youth through various educational expeditions that will help them learn and practice skills they can apply in almost every aspect of life.</p>	 <p>Robin Stone, Ohio State University Extension - Cuyahoga County</p>
<p>4</p>	<p align="center"><b>Combating Housing NIMBYism with a Study Group</b></p> <p>In the Summer of 2018, and after several decades of rising home prices and median household incomes, one Madison area farming-community-turned-upscale-suburb found itself in the crossfire between a developer seeking to demolish a block of modest homes for a luxury apartment building and residents who organized to preserve their working class neighborhood. The controversy raged over the course of the summer, exposing tensions between residents favoring continued high-end development and those favoring controls on development and home prices.</p> <p>The village approached the University of Wisconsin-Extension to help ease tensions and identify a shared vision for housing. In response, Extension crafted a plan for a facilitated study group consisting of a representative group of village residents willing to immerse themselves in the issue and make data-grounded recommendations. The resulting report shifted Village policy, resulted in a community development authority to address the issue, and has attracted private partners willing to develop housing across all incomes. Eighteen months after the study group start, work is underway to approve a mixed-income subdivision targeting households at 60-80% of area median income, and an apartment complex targeting households at 20-50% of area median income.</p> <p>Participants in this interactive session will walk through the steps involved in selecting participants, identifying university researchers and community experts, and making data-informed policy recommendations. Participants will leave with a sample schedule, annotated copy of the study group's housing report and list of publicly available data sources that were used in the project.</p>	 <p>Kristin Runge, University of Wisconsin - Madison Extension</p>  <p>Sharon Lezberg, University of Wisconsin - Madison Extension Dane County</p>

<b>5</b>	<p><b>Defining Opportunities for Extension that Connect Urban and Rural America</b></p> <p>Declining urban and rural communities experience many of the same problems of crime, inadequate housing, discrimination, unemployment, poverty and hunger. This session will provide an overview of the most prevalent areas of rural-urban interdependencies, summarize the similarities and connections between rural and urban community challenges, and present possible Extension programmatic strengths and opportunities to address the areas of urban-rural interdependencies.</p>	 <p>Marie Ruemenapp, Michigan State University</p>
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**May 19**

**9:00am-9:45am: Plenary**

Welcome back from Nicole DeBose, NCR NUEL Network Chair

Setting Priorities, Marie Ruemenapp, NUEL Chair

**10:00am-11:00am Breakout Session 3**

Room	Topic	Presenter
<b>1</b>	<p style="text-align: center;"><b>Urban Discovery Forums</b></p> <p>In an effort to discover how current and future Extension programs intersect in the Twin Cities (Minneapolis/St. Paul) core and develop strategies on how to be more cross-collaborative, the University of Minnesota Extension leadership team facilitated two forums for Extension professionals in 2019. The learning forums have now transitioned to an online network discussing urban Extension response to COVID-19. Over thirty Extension staff from all Extension disciplines and employee classification are actively engaged. Conversations have focused on getting to know who is in the room, exploring network mapping, and sharing best practices for urban programming. The session will outline the design process for the forums and urban Extension network convenings.</p>	 <p>Tammy McCulloch, University of Minnesota Extension</p>  <p>Sharon Powell, University of Minnesota Extension</p>
<b>2</b>	<p style="text-align: center;"><b>Supporting Healthy School Communities through PSE</b></p> <p>The UW-Extension FoodWise program is committed to reducing diet-related disparities and improving quality of life among Wisconsin residents with limited incomes. Historically, FoodWise has supported schools across the state through direct education alone, in student classrooms and with parent groups. Understanding that environments have a significant influence over the food and physical activity choices people make, particularly in urban areas, we recognize that education alone is not sufficient to change behavior. As a result, FoodWise now supports policy, systems and environmental (PSE) change initiatives to encourage the voluntary adoption of healthy eating and physical activity practices within schools. This presentation will focus on unique approaches to school wellness in the cities of Madison and Milwaukee, and how our program is aligning PSE change strategies with educational concepts for higher impact. FoodWise Healthy Communities Coordinators will share examples of their work with K-12 schools that serve primarily African American and Latino families. We will share assessment processes used to measure a school's commitment to health, and how these assessments are used as tools to start conversations with schools and surrounding communities. We will share how the community engagement and relationship building process is then used to shape school wellness policy, which in turn informs and directs systems and environmental level changes. We will also share the process of engaging with other stakeholders and partners that come to form a school wellness team that furthers the school's progress towards health goals.</p>	 <p>Claire Mance, University of Wisconsin - Madison Extension Dane County</p>  <p>Danielle Nabak, University of Wisconsin - Madison Extension Milwaukee County</p>

<p>3</p>	<p align="center"><b>Engaging Teens in Foster Care in Learning Opportunities</b></p> <p>In 2017, 36 percent of youth in foster care in the United States were between the ages of 11 and 20. (KIDS COUNT Data Center) There is an increasing recognition in the gap of services to prepare this population to live on their own after aging out of foster care. This is reflected in the high rates of social, economic and health problems with this population. University of Wisconsin-Madison Division of Extension Brown County partners with local organizations serving teens in foster care to help improve outcomes for this underserved population. Initiatives have included surveying organizations in Brown County to determine who provides services to teens in foster care, assisting in the creation of a county coalition to coordinate efforts, delivering educational programs and developing a teen market garden.</p>	 <p>Judy Knudsen, University of Wisconsin-Madison Extension</p>  <p>Melinda Pollen, University of Wisconsin-Madison Extension</p>  <p>Margaret Franchino, UW-Madison Extension</p>
<p>4</p>	<p align="center"><b>Our Current Drug Culture, Addiction and Ways to Intervene</b></p> <p>This program will assist participants to gain a better understanding of what addiction is and describe the 4 top current drugs most utilized by our youth as well as their effects. We will identify current statistics and trends related to drug use and abuse. Participants will be provided ways they can intervene in youth drug use and abuse.</p>	 <p>Lisa Sicliano-Miller MSSA, Ohio State University Extension-Lake County</p>
<p>5</p>	<p align="center"><b>Understanding the Capacity Building Needs of Non-Profits</b></p> <p>Dane County, WI has a thriving non-profit sector, with over 3,000 organizations addressing a myriad of issues including arts, environment, social services, youth education, and community development. Non-profits address urgent community issues, catalyze change, and build the places where people live, play, and thrive. Non-profit organizations also generate income that is invested in communities, and provide employment for residents. Yet, in order for the sector to thrive, organization leaders need to look internally to assure the sustainability and well-being of the organization itself. The ability of nonprofits to make substantial and lasting impacts on the community in which they operate depends on their organizational capacity and the skills and training of staff. Dane County Extension staff wanted to explore how non-profit organizations were building capacity. We partnered with the Madison Community Foundation to develop a participant informed research initiative to learn about organizational needs and to map out assets to support this sector. After a year of research including surveys, community conversations, brainstorming conversations, and systematic analysis of our findings, we have a clearer sense of how non-profit managers identify the capacity building needs in their sector. Our response to these needs will include peer cohort training programs, advocating for the development of a non-profit information hub, and targeted funding for capacity building.</p> <p>Participants in this session will learn about our research protocol and our findings, and will participate in a mini community conversation to identify capacity building needs of non-profits within their own communities. Participants will leave with a summary report.</p>	 <p>Sharon Lezberg, University of Wisconsin - Madison Extension Dane County</p>

**11:30am-12:30pm: Breakout Session 4**

Room	Topic	Presenter
	<p align="center"><b>Agriculture Anew: Metro Ag Ed Without Silos</b></p> <p>This presentation, offered to stimulate thought and discussion about our Extension community, will highlight one Extension Educator’s evolution, experiences and projects after six years as the Agriculture and Natural Resources Educator in Hennepin County, the most populous county in MN --where the number of actual farmers is statistically zero. The “silo” reference is a double entendre meaning limited “conventional” educational programming and the interdisciplinary and multi-cultural nature of the new agriculture landscape. Having previously understood “agriculture” to be synonymous with “farming”, Hakanson, like so many of us, has come to embrace a much broader sense of the word. We have a whole new vocabulary: Emerging, immigrant, indigenous farmers; food insecurity; equity; privilege; food sovereignty; culturally appropriate food; food hubs; biomimicry; nature as guide; land access. Climate catastrophe. Eating as an agricultural, cultural and ecological act. This new world invites everyone to the table but it does not have well-defined pathways and support systems as with conventional farming communities. We are making the road as we walk it. This makes it challenging for Extension Educators. Hakanson says he is rarely the “expert” on the topics he now deals with, having previously worked 20+ years in rural WI working primarily on agriculture and water quality. The value of being the facilitator, coordinator and the connector, as opposed to the “expert model”, can serve Extension well. The highlighted programs will showcase examples of navigating new audiences and new realities, and being a productive Extension Educator in the Metro environ.</p>	 <p>Karl Hakanson, University of Minnesota Extension - Hennepin County</p>
<p align="center"><b>2</b></p>	<p align="center"><b>Meeting the Educational Needs of Urban Farming Communities</b></p> <p>Urban farmers often face challenges in continuing education because they must fit courses into unpredictable schedules and may also live and work in remote locations. Historically, Purdue University Cooperative Extension Services (Purdue Extension) programming has featured in-person, county-based learning events to meet the needs of Indiana stakeholders. For example, current urban agriculture programming teaches hands on farming activities in cities, such as Gary, IN. This program focuses on cohort-building and networking while learning practical new skills ranging from constructing raised beds to amending soils to improve crop productivity. One way for Extension to meet the needs of historically underserved populations is to offer in-person trainings coupled with online programs which provide students the flexibility to learn anywhere, anytime while maintaining experiential learning opportunities. Purdue Extension’s Urban Agriculture Certificate is a new program that focuses on in-depth instruction on urban crop production, management, and business development while allowing to take the courses asynchronously at any time. At the same time, the Urban Farmer Signature Program provides growers an immersive in-person opportunity to learn basic, practical agricultural skills with no online component. We acknowledge that there are many benefits to online programming such as convenience and often reduced tuition costs. However, many urban growers may struggle to learn new skills and gain knowledge without hands-on experiential learning and networking opportunities from cohort participation. Therefore, we recognize the benefit of creating multiple tiers of urban agriculture to address the diverse professional needs and socioeconomic limitations of all stakeholders.</p>	 <p>Nathan Shoaf, Purdue University Cooperative Extension</p>  <p>Janet Reed, Purdue University Cooperative Extension</p>  <p>Brooke Alford, Purdue University Cooperative Extension</p>

### Building Financial Capability in Urban Settings

Explore creative examples utilized by the Dane County, WI Financial Education team to carry out Extension's commitment to strong community collaboration and increased partner capacity, along with using evidence based solutions for direct services to lower income, hard-to-reach audiences. We will discuss the vision behind the creation of the Financial Education Center in Madison and the programming model used to maximize community partnerships to engage target audiences through awareness campaigns, workshops, financial coaching and asset building services such as free tax assistance.



Deb Neubauer, UW-Madison  
Extension Dane County



Karina Mendoza, UW-  
Madison Extension

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### A 3-Tiered Technology Approach to Youth Financial Education

In this 30 minute presentation, attendees will learn about the webinars, online games, and website resources used to educate youth around financial literacy topics in the state of Michigan. These technology platforms allowed for broader youth engagement due to 24/7 access to learning content and online game challenges. Partnerships and sponsorships were utilized to expand the reach and provide financial support. Attendees will leave the presentation with new technology approaches and partnership ideas they can use in their programming with urban audiences. Results from 1st and 2nd year programs will be shared in the presentation as well as lessons learned.



Kathy Jamieson, Michigan  
State University Extension



Laurie Rivetto, Michigan State  
University

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### Engaging Students in Local Government: UniverCity Year @ UW

This session will introduce a model of teaching about public aspects of disciplines through local government (LG) partnerships. Learn about an international adaptable partnership model at University of Wisconsin-Madison that happens in partnership with the Division of Extension as a part of a cross-campus network (called UniverCity Alliance). Evaluation results show that communities have experience impacts as early as 6 months after the intervention. Students also learn more about their disciplines, enjoy working with LGs, and have more commitment to public problem-solving. Participants learn about the international group epicn.org that offers support in replicating this model. Participants will reflect on how this work is an entry-point into urban structural solutions to inequality and as a model for campus/Extension partnerships.



Gavin Luter, University of  
Wisconsin Madison



Kristin Runge, University of  
Wisconsin - Madison  
Extension

12:30pm: Adjourn