GEN 2016:

GEN: Get Expertise Now – The CCE Virtual Systems Conference

Innovations in Extension

March 8-10, 2016

Conference Brochure
CONFERENCE ORGANIZING COMMITTEE

- Paul Treadwell
- Kimberly Fleming
- Heather Russell

GEN 2016 TRACK LEADERS

- Leadership – Danielle Hautaniemi
- Communication - Lisa Richards
- Technology - Paul Treadwell
- Organizational Development - Kimberly Fleming
- Program and Area Teams - Celeste Carmichael
- Finance - Betty Stoquert
- Human Resources - Melissa Reif
- 4-H Youth Development - Nigel Gannon

Important Web Links

GEN 2016 Registration:  https://cceconferences.wufoo.com/forms/gen-2016/

GEN 2016 Moodle Site: http://moodle.cce.cornell.edu/course/view.php?id=182

The Moodle ‘course’ is your one stop location for all things GEN 2016. Links to webinars (on the days of the conference), additional resources and more are or will be available there. We strongly encourage you to visit the Moodle site once you have registered. There is a forum set up for you to introduce yourself to other conference attendees – we’d love to get to know you a bit before the conference kicks off!

GEN 2016 is a virtual conference!
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**WHAT THE ICONS MEAN:**
- Program related sessions
- Diversity and Inclusion
- 4-H
- Technology
- Social Media/Communications
- Foundations & Leadership
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| 9:00 – 9:45 am | **Building Smart Phone Apps – David Orr**  
*Level: Advanced*  
Over the last year, the Cornell Local Roads Program has built two smart phone apps for iPhone and Android: Stop NY Invasives, and Work Zone NY. In this session, we will share our lessons learned which will help you if you decide to build an app. |
| 10:00 – 10:45 AM | **Program Definition and Standards – Sarah Dayton**  
*Level: Introduction/ Novice/ Beginner, Intermediate, Advanced*  
CCE Program Definition and Standards help Associations establish priorities and decide on funding opportunities. The CCE Program Definition & Standards establishes the current definition and standards for CCE programs in order to provide specific guidance about what comprises “extension work” and identify current standards for high quality, high impact extension programs. |
| 10:00 – 10:45 AM | **Introduction to the Foundation Directory Online – Jim Morris Knowler**  
*Level: Introduction/ Novice/ Beginner*  
This webinar will provide an introduction to the Foundation Directory, the most comprehensive online resources for finding grants and grantmakers throughout the United States, offering detailed profiles of over 100,000 foundations, corporate donors, and grantmaking public charities. Presented by: Jim Morris-Knowler, Outreach & Applied Social Sciences Librarian, Albert R. Mann Library, Cornell University |
| 11:00 – 11:45 AM | **Out and About LGBTQ Youth in 4-H – Eduardo González Jr, others**  
*Level: Introduction/ Novice/ Beginner*  
This presentation will provide an overview of sexual orientation and gender identity - offering ways to think about these two identities as separate from one another in order to support healthy adolescent identity formation. LGBTQIAA terminology will be reviewed as well as steps to creating an inclusive and affirming environment for all youth. |
| 11:00 – 11:45 AM | **Don’t Reinvent the Wheel: A regional approach to sharing program development, delivery and funding – Jennifer Stengle, Joyce DeVries Tomaselli**  
*Level: Intermediate*  
CCE community and resource educators in the lower Hudson Valley have piloted a template for developing regional programs with local outcomes. We’ll talk about the process that allows us to share not only program development and delivery, but funding opportunities as well. Developing it together means we don’t reinvent the wheel. Training local volunteers helps serve our individual counties’ needs. |
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<td>Noon – 12:45 pm</td>
<td><strong>Being Intentional about Diversity &amp; Inclusivity – Nigel Gannon</strong>&lt;br&gt;<em>Level: Introduction/ Novice/ Beginner</em></td>
<td>This webinar will focus on activities and resources for use in youth programming that assist our goal of providing an inclusive environment for all. This work is supported by the 4-H Diversity and Inclusivity Cohort established in the Fall of 2015, consisting of 4-H Educators and Extension Executive Directors from across the state and led by our colleague, Eduardo Gonzalez. The goal of this webinar is to offer tools and resources to help us be intentional about building an inclusive environment that honors and celebrates diversity in all its beautiful manifestations.</td>
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<td>Social Media Special – Paul Treadwell, Lisa Richards, R.J. Anderson</td>
<td>Questions about social media? Join us for this informal q&amp;a session about social media. We'll talk twitter and facebook basics, and take your questions...No experience is needed, just curiosity!</td>
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<td>1:00 pm – 1:45 pm</td>
<td><strong>MOOCs and GROOCs: Online Courses for Training, Networking, and Action – Marianne Krasny</strong>&lt;br&gt;<em>Level: Introduction/ Novice/ Beginner</em></td>
<td>MOOCs, massive open online courses, are not just a means to share content, but also provide a platform where people network with others with similar interests from around the world, and participate in and share action projects. And there are lots of small opportunities for online learning, including hybrid learning where small groups take a MOOC together (GROOCs), and smaller courses. Learn about online courses and their outcomes, including Reclaiming Broken Places: Introduction to Civic Ecology, Urban Environmental Education, Climate Change Communication, and Environmental Education: Transdisciplinary Approaches to Addressing Wicked Problems.</td>
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<td>New Staff Orientation CCE 101: Understanding the CCE System – Kim Fleming, Other CCE Staff <strong>Please note this is session spans 2 time periods (1:00 pm – 2:45pm)</strong></td>
<td>The New Staff Orientation webinars (CCE 101 &amp; CCE 102) target all new association staff hired within the first year of employment who have not already attended the New Staff Orientation at Cornell or online. The purpose is to provide a basic understanding of the CCE System and Extension Administration’s Role. The two webinars each have related online course resources and assignments (in the New Staff Orientation Online Moodle course). Supervisors and staff interested in a refresher are also welcome. Current webinar agendas and recordings are also posted in the online course (link below), as well as upcoming webinar connection details.</td>
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<td>EDEN 201: The Ag Sentinel program and dashboard – Keith Tidball</td>
<td>County Associations wanting to expand their involvement in Extension Disaster Education will learn how they can utilize existing strengths and capacity to assist NYS Ag &amp; Mkts and other state and federal agencies during times of...</td>
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crisis. Use this training as an opportunity to increase your county association’s visibility and viability through extension disaster education when people need it most, during disasters.

**What is new with Cornell Garden Based Learning? - Marcia Eames-Sheavly, Fiona Doherty**  
*Level: Introduction/ Novice/ Beginner*

Join Fiona Doherty, new Cornell Garden-Based Learning (CGBL) Program Assistant, and Marcia Eames-Sheavly for a walk around of CBGL programs on the horizon. In this session Fiona will also introduce the audience to the work that she has been involved with at the Franklin Park Conservatory in Ohio, and innovative perspectives she'll bring to NYS. We'll talk about some new program opportunities with CGBL and how you can get involved.

**Civic Making – Paul Treadwell**  
*Level: Introduction/ Novice/ Beginner*

What is the potential of an energized and focused maker movement to help shape community sustainability and development? This webinar will look at making as a community connected activity by exploring an emerging 4-H program here in New York, as well as other examples of civically engaged making.

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**Wednesday, March 09, 2016**

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| 9:00 am – 9:45 am | **How to make friends and influence your social network – Tyler Poole**  
*Level: Intermediate*  
You've got likes, but what does that mean? This session will dive deep into social media metrics and examine the way you should be engaging your followers. |
| 10:00 am – 10:45 am | **CCE Risk Management Basics – Jamie Ferris**  
*Level: Introduction/ Novice/ Beginner*  
All CCE staff are encouraged to attend this special presentation on reducing risks in in CCE. Our guest presenter is Jamie Ferris of the PW Wood Office (our CCE Risk Management and Insurance Office for associations). Jamie will share important considerations in CCE referencing the related topics in FORM Code 1501: Guide to Risk Management and Related Insurance (version 11/2010). Jamie will share some examples of how CCE programming has gotten off track (without specifics as to the association) creating both personal and liability issues for staff and the Association. |
|                 | **Climate Change Communication and Resilience: Lessons for Educators – Anne Armstrong, Bryce DuBois, Marianne Krasny**  
*Level: Intermediate*  
Climate change can be a really difficult topic for educators to approach. It's a large scale, complex issue with both local and global implications: a wicked |
problem. One way of approaching climate change is through the lens of resilience. This presentation will provide educators with some tips for considering their audience’s perceptions of climate change as well as examples of specific climate change communication strategies and resilience-focused examples from educators in New York City.

**CCE Volunteer Risk Management – Jamie Ferris**  
*Level: Introduction/ Novice/ Beginner*

All CCE volunteer managers (at all levels) and administrators are encouraged to attend this special presentation on reducing risks in volunteer involvement in CCE. Our guest presenter is Jamie Ferris of the PW Wood Office (our CCE Risk Management and Insurance Office for associations). Jamie will share important considerations when managing volunteers in CCE referencing the related topics in FORM Code 1501: Guide to Risk Management and Related Insurance (version 11/2010) and the CCE Association Volunteer Involvement Policy and Procedures. Topics will include: screening and selection including the interview and reference checks, the criminal background check, the volunteer agreement and code of conduct, and when to require the Department of Motor Vehicle (DMV) check. Jamie will share some examples of how the volunteer experience has gotten off track (without specifics as to the association) creating both personal and liability issues for staff and the Association.

**Working Effectively: To Multitask or Not to Multitask? -Brenda Bennet**  
*Level: Introduction/ Novice/ Beginner*

This webinar is a peer-to-peer exploration on the effectiveness of multitasking. Participants will look at productivity and how it relates to multitasking. Can you identify when you are multitasking? Can your attention span handle it? And does it depend on the kind of attention you are using? Do you know how to reduce your tendency to multitask? Get some tips on organizing and focusing to be effective and bring what has worked for you.

**4-H Event Policy: New and Improved – Alexa Maille**  
*Level: Introduction/ Novice/ Beginner*

**What is a PWT (Program Work Team) and How do you get involved? – Celeste Carmichael**  
*Level: Introduction/ Novice/ Beginner*

Ever wonder how to make strong campus connections, how to find out about research projects or how to find other counties doing extension work that connects with your research? Many have found PWTs to be the answer. Learn more about opportunities within PWTs to get involved.

Expanding Campus and Community Interaction: Engaged Cornell’s Partnership with Cornell Cooperative Extension—Basil Safi Engaged Cornell

**Bring the Classroom to Reality: CCE Summer Internship Program – Kim Fleming, Connie Kan**
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| 2:00 pm – 2:45 pm | Level: Intermediate<br>The CCE internship program is a collaboration between CCE associations, Cornell Faculty, and Extension Administration, and its funders. The program offers experiential learning and applied research opportunities to Cornell University students. Join us to hear about first-hand experience from those involved. Most importantly, learn what you can do to make it happen for your association.  
Finding your profits through farmers market selection - Laura Biasillo, Galena Ojiem  
Level: Introduction/ Novice/ Beginner  
Farmers' Market Federation of NY is working on a project defining benchmarks for successful selling at farmers' markets as well as a decision tool for finding the farmers market which best fits the needs and goals of a farmer. We are ready to release these and plan to do so through a set of webinars  
Write like you're talking to a bright person who doesn't know anything about your subject – Lisa Richards, RJ Anderson, Tyler Poole  
Level: Intermediate  
We'll cover best practices for writing short pieces that engage the public. We will focus on journalistic style and news writing, touching on research, preparation and interviewing.  
Cross County Collaborations for Nutrition & Garden Education - Larkin Podsiedlik  
| 3:00 pm – 3:45 pm | Introduction to Photoshop CC – Jim Hooper  
Level: Introduction/ Novice/ Beginner  
Are you taking photos of programs and events, and wondering what to do with folders and folders of huge image files? In today's world of digital imaging, everyone is shooting tons of images, some good, and some not so good. You know the one: Tommy is having a great time working on his woodworking project, but his face is green, it’s way too dark, and the saw hanging on the back wall looks like it’s cutting through his head! Don't get stuck using low quality pictures to promote the work you do! This workshop will give you some basic tools to optimize your images for maximum impact. Learn the “right" way to resize images for the web or email, as well as basic photo editing techniques like color balancing, exposure controls, cropping, cloning, selection tools, text editing and more.  
From Roads to Real Life – Jamila Walida Simon  
Level: Introduction/ Novice/ Beginner  
Learn about municipal projects that can be completed in your backyard in order to encourage youth and adults to get involved in citizen science projects. Learn
about the Great Pothole Solution in Binghamton and other projects that will help grow capacity in your community.

Thursday, March 10, 2016

9:00 am – 9:45 am

Difficult Workplace Conversations – Renee Smith

*Level: Intermediate*

Whether you need to let a colleague know that their hygiene is unpleasant, you need to address an employee who has been ‘creative’ with their timecard, or you have to confront someone for failing to meet performance expectations, these conversations can be difficult. However, they do not need to cause you to buy stock in antacid medication! Learn some tips on how to better handle these conversations for the best possible outcome for your employee and your team!

Office 365 or How I Learned to Stop Worrying and Love the Thing – Cate Sirek

*Level: Introduction/ Novice/ Beginner*

The desktop version of Office is familiar to most, but did you know that with Office 365 you can use the online versions of favorites like Word and Excel, collaborate with team members on Sharepoint sites, and participate in networking on Yammer? This session will give an overview of how to access and use the various components of Office 365 -- making Office and your documents available wherever you have internet!

10:00 am – 10:45 AM

Jr. Iron Chef – Nigel Gannon, Vicki Fleming

*Level: Introduction/ Novice/ Beginner, Intermediate*

In this webinar, we will learn about a program in 4-H that comes out of CCE-Suffolk in which youth create recipes and compete in a one-day cooking challenge to be the top Junior Iron Chefs. The event hopes to encourage youth to learn new skills in cooking and lead a healthier lifestyle; promote the use of local food to support our local farmers and environment; and create new healthy vegetarian or vegan-based recipes that use local ingredients. A version of Junior Iron Chef was featured in the 4-H Youth Building at State Fair in 2015. Our goal in 2016 is to implement more Junior Chef programs across the state and to link county or district events to the “statewide” event at Fair.

Building an Effective Diversity Strategy for Employee Recruitment and Retention - Connie Kan, Edgar Johnson, Krystal Dunn

*Level: Intermediate*

Looking for ways to enhance the diversity of your search pool? Join us to learn useful skill sets to build your own effective recruitment strategy.
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| 11:00 am – 11:45 am | **4-H Ag in the Classroom Programs** – Alexa Maille, Tanya Nickerson, Katie Bigness  
*Level: Introduction/Novice/Beginner, Intermediate, Advanced*  
Interested in starting Ag in the Classroom programs with your local school? Come learn from CCE Wyoming County’s and the state Ag in the Classroom Coordinator’s experience! We’ll talk about ag literacy and program goals, different program models and curriculum, building school partnerships, and possible funding opportunities. |
| Noon – 12:45 pm | **Boring to Bling: Coping with Content** – Lisa Richards, Tyler Poole  
*Level: Intermediate*  
We will walk you through the COPE (Create Once Publish Everywhere) process using success stories that are submitted to us annually by county associations. Take a dry old report and turn it into snappy copy that you can tweet or transform into a social media post or press release. |
| 1:00 pm – 1:45 pm | **Hemlock Initiative: Saving the Finger Lakes’ Hemlocks** – Caroline Marschner  
*Level: Introduction/Novice/Beginner, Intermediate*  
Hemlocks are a vital part of our landscape and ecology. Learn how the Finger Lakes region is responding to Hemlock Woolly Adelgid, and how your county can participate. |
| 1:00 pm – 2:45 pm | **New Staff Orientation - CCE 102: Understanding CCE Administration’s Role**– Kim Fleming, Other CCE Staff  
*Please note this is session spans 2 time periods (1:00 pm – 2:45pm)**  
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| 2:00 pm – 2:45 pm | **Donkeys: They are not horses: basics on donkey veterinary care** – Linda Mittell, Erin Goodrich  
*Level: Introduction/Novice/Beginner, Intermediate*  
Discuss the differences in donkeys from anatomical, behaviour, and medical/veterinary care for veterinarians who may treat or consult on donkeys. Discuss humanitarian concerns and information for the donkey in underdeveloped countries. |
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| 3:00 am – 3:45 am | Practical Program Planning Promotions - Tyler Poole, Lisa Richardson, RJ Anderson  
*Level: Introduction/ Novice/ Beginner, Intermediate*  
Join us for a round table discussion as we discuss the program promotion pipeline. |
|            | Workplace Bullying & Impact on Teams – Sarah Dayton  
*Level: Introduction/ Novice/ Beginner*  
Workplace bullying, hidden harassment, or incivility; whatever name we use, we know it has an impact on employee motivation, creativity, productivity, team success, and employee turnover and is one of the leading causes of workplace dissatisfaction. |
|            | Improve Your Outlook! – Cate Sirek  
*Level: Introduction/ Novice/ Beginner*  
Tame your inbox and organize your day -- this session will provide tips and tricks to make Outlook your go-to program. You will learn techniques for managing your email, how to set reminders for yourself, using the task function, and how to "calendar" like a pro! |