2017 JCEP Poster Summary

Poster Symposium

1) Sustainable Kenosha County
Leigh Presley, Amy Greil
Kenosha County UW-Extension educators across multiple program areas are positioning Cooperative Extension as a vital educational resource within county government through an effort called Sustainable Kenosha County. This effort unites county departments with unique perspectives around the shared goals of increasing the efficiency of county operations and empowering county employees to implement sustainable practices to improve their home and work environments. To date, Sustainable Kenosha County has focused on the following core initiatives: 1) Employee education via quarterly e-newsletters, lunch and learns, and educational walks 2) Demonstrating sustainability in county facilities and on county campuses through energy efficiency projects and sustainable site improvements; and 3) Employee engagement through Cool Choices, an online program designed to increase and reinforce energy efficient behavior in the workplace and in the home. While UW-Extension provides leadership and coordination of Sustainable Kenosha County, priorities for programming are informed by a team of employees from a variety of county divisions. The effort has helped increase awareness of UW-Extension among a unique audience for our work - our own county colleagues. It has also helped strengthen our political effectiveness with local elected officials who especially appreciate cost-savings associated with the energy efficiency projects implemented.

2) Across Program Area Office Work with County Vision 2020
Patrick Nehring, Mary Ann Schilling
Learn about how the UW-Extension Waushara County Office has provided education about economic security, the local food system, and food access through involvement with the local Vision 2020 Committee. The Waushara County Prevention Council’s Vision 2020 Committee works to engage and mobilize individuals, families and organizations in efforts to build a community of opportunity through awareness, education, and action. The program areas in the Waushara County UW-Extension Office: FoodWIse, Family Living, CNRED, Agriculture, and 4-H Youth Development, have coordinated and worked together to provide education and organizational assistance to the Vision 2020 Committee, its various subcommittees, and utilized the Vision 2020 projects for additional related educational programs. UW-Extension has assisted Vision 2020 with 1) organizational development, 2) informing the community of economic security conditions, 3) local food system and food accessibility, 4) personal finance management education, and 5) informing those in need about local resources. The Waushara County UW-Extension Office has utilized an approach of small group discussions, informal inter-office communication, and definition of roles and areas of expertise to provide an efficient and integrated approach to economic security issues in Waushara County.
3) Role of Evaluation in Decision Making and Program Improvement: Case Study of a Volunteer Stream Monitoring Program
Amulya Rao, Vikram Koundinya, Peggy Compton
Water Action Volunteers (WAV), administered by UW-Extension and the Department of Natural Resources, is a statewide stream monitoring program for citizens who want to learn about and improve the quality of streams and rivers in Wisconsin. An evaluation of the WAV program is being conducted to: 1) Inform decisions related to the program’s sustainability, and 2) Identify ways in which WAV can better serve its volunteers. To meet these goals, the evaluation was designed using Fitzpatrick et al.’s (2004) management and participant-oriented evaluation approaches, employing qualitative data collection (interviews) with eleven WAV stakeholders who were purposefully selected by program administrators for their familiarity with the program and its audience. This approach, involving program administrators, Advisory Team members and the volunteers ensures that diverse perspectives are engaged in decision making. A management-oriented approach will guide program administrators to make important decisions to ensure the future sustainability of the program, while a participant-oriented approach ensures that better service will be provided to the program volunteers. By presenting this case study, we will demonstrate the important role evaluation plays in decision making and program improvement.

4) Evaluating a Marketing Campaign on a Budget
Courtney Robinson, Jenna Klink, Vikram Koundinya
When is a marketing campaign useful for outreach projects and how can we evaluate one? Marketing campaigns have been typically used by the private industry with significant funding; however, marketing campaigns can prove useful for public sector projects with smaller budgets as well. Browning and Herrick (2014) have successfully used a marketing campaign on a limited budget to promote West Virginia State University and Extension’s West Virginia Urban Agriculture Conference. Using a $50,000 email and direct mail campaign to farmers and the agricultural advisors as an example, this poster will show how to incorporate a marketing campaign into project and evaluation plans, even when you’re on a limited budget. The poster will include a description of different types of marketing and media campaigns, how to find marketing partners on a budget, partnership best practices, data collection and analysis techniques (e.g. open/click rates and Google Analytics), and lessons learned. Come away from the poster session knowing when it may be appropriate and useful to conduct and evaluate a marketing campaign, and how best to do it.
5) Techniques to Engage Extension Educators and the Public
Nancy Crevier, Jeni Appleby
We all have content areas of focus through our work. Sometimes our topic areas sound intriguing to a variety of audiences. Other times people aren’t necessarily looking for the information we have to share, but with attention to language choices, presentation, content, method of delivery and the moment, the level of engagement can be influenced. We’ll share ways we have effectively communicated “boring” health insurance information to Extension educators and the public.

1) The Connecting to Coverage and Care Google+ Community for Extension Educators has 111 members and weekly posts.
2) Over 20 consumer-tested how-to sheets have been created to help people better understand and use their healthcare. These handouts have been designed using proven techniques to reach all audiences: using action steps, iconic images, large fonts, white space, universal design principles, and plain language. During our pilot study, participants increased their knowledge by 14-15% in three target areas after being presented with the how-to sheets.
3) Symposium attendees will receive a checklist to reference when creating or evaluating materials for their own program area.
4) Posts to the Family Living Programs Facebook page using brightly colored thumbnail images have reached as many as 990 people per post.

6) Text Messages Support Co-Parenting
Renee Koenig
This poster will meet the JCEP objective of learning from the accomplishments of others. This poster will give participants the opportunity to learn one way that text messages have been successfully used in eParenting Co-Parenting educational programming. This poster addresses an emerging need of reaching our audiences with digital technology. Participants will learn new technology used to send mass text messages and a novel way to collect evaluation feedback. The poster describes the effectiveness of text messages through the results of the eParenting Co-Parenting pilot conducted in 2015 and 2016. Colleagues will learn tips to incorporate text messages in their own unique programming to expand or enhance their educational reach.