

October 2020 Virtual Impact Collaborative Summit

October 13 - October 14, 2020

Feedback & Evaluation Report



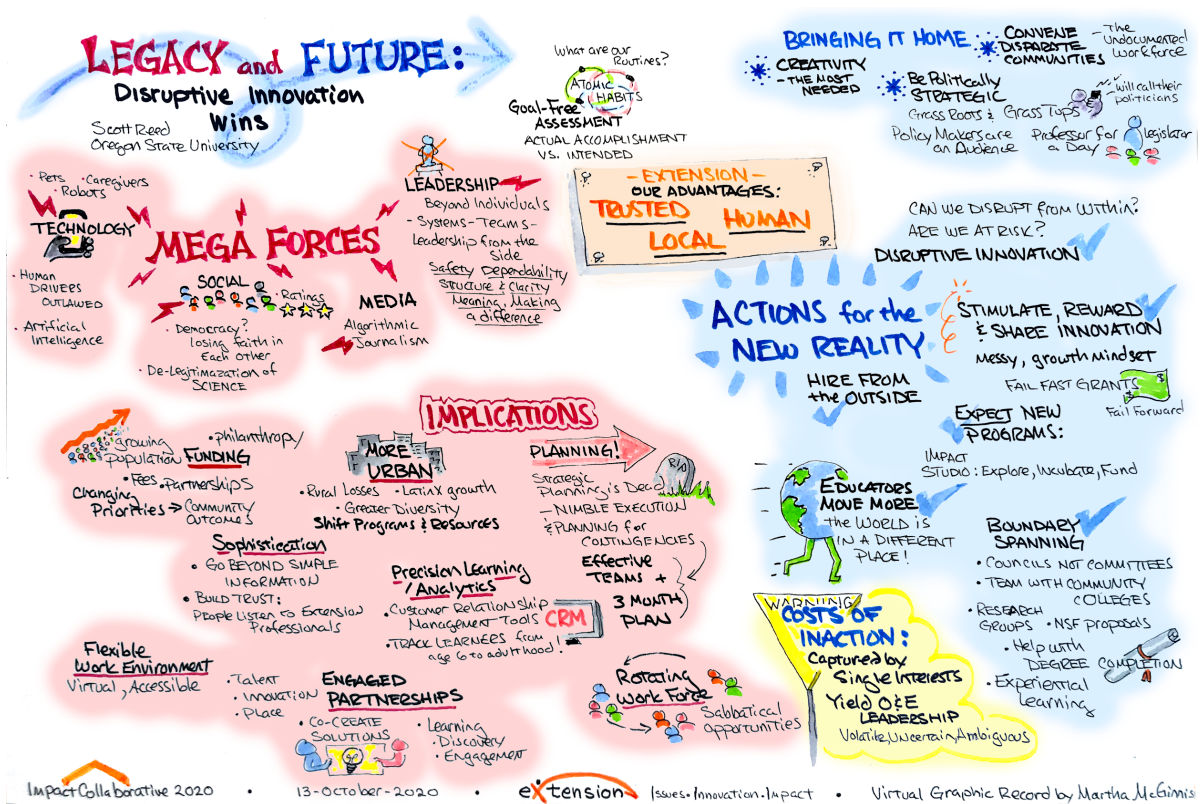


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Overview & Summary

Twenty-five new Project and Program teams across Cooperative Extension representing twenty-four institutions attended the Impact Collaborative via Zoom for a unique opportunity to create impactful results at the local level by increasing Cooperative Extension's organizational readiness and capacity for innovation and change. Teams were connected with skills, tools, resources, Facilitator Coaches, and Key Informants that helped expand and deepen their impact.

Dr. A. Scott Reed, Professor Emeritus College of Forestry, Vice Provost Emeritus, Outreach and Engagement/Extension Service, Oregon State University, inspired Summit participants to consider Cooperative Extension's future through disruptive innovation while considering its roots and the context in which we all operate in his [keynote presentation](#) captured in the graphic below:



Teams that participated in the Summit were provided one-on-one coaching by the Impact Collaborative’s network of Innovation Facilitators, including twenty six coaches. Trained Innovation Facilitator Coaches used the [Impact Collaborative Innovation Skill-Building Kit Workbook](#) and an Impact Collaborative Innovation Skill-Building shared MURAL board to support teams “where they are” throughout the Summit.

Twenty-five Key Informants from across Extension and other external organizations assisted teams on a range of topics, including catalyzation, innovation, program development and evaluation; community partnerships; communications, marketing and digital engagement; diversity, equity, and inclusion; educational technology and instructional design; visualization; and more.



Capping off two days of hard work, teams participated in a [Presentation Showcase](#) where they presented their project or program to fellow participants, Facilitator Coaches, Key Informants, and, new this year, a streaming audience via eXtension's Facebook channel and Connect Extension.

As part of the Summit, teams were invited to apply for \$5000 seed-funding grants funded by the Impact Collaborative. One grant was awarded to one team from each Cooperative Extension region that applied.

eXtension will continue its support of all project and program teams through Connect Extension and a special Project Accelerator Event created just for this Summit cohort.

Attendance

Teams from twenty-four institutions from five regions attended the virtual October 2020 Impact Collaborative Summit. Twenty-eight Innovation Facilitators from five regions coached teams. Key Informants from all regions and outside of Cooperative Extension institutions asked probing questions as well as gave sage advice for the teams. Ten eXtension staff were on hand to support all teams, coaches, key informants, and each other during the Summit. Total attendance was 185 participants, our largest Summit, yet.

Teams

The 1890s - 45 attendees (including team members, coaches, key informants)

- Florida A&M University
- Kentucky State University
- Southern University
- North Carolina A&T
- Virginia State University
- West Virginia State University
- Langston University
- Prairie View A&M University
- South Carolina State University
- University of Maryland, Eastern Shore
- Delaware State University



North Central - 26 attendees (including team members, coaches, key informants)

- Kansas State University
- University of Minnesota
- University of Nebraska- Lincoln
- Ohio State University
- Purdue University
- University of Illinois

Northeast - 33 attendees (including coaches, key informants)

- Cornell University
- Penn State University
- Rutgers University
- University of Maryland
- University of New Hampshire

Southern - 19 attendees (including team members, coaches, key informants)

- Oklahoma State University
- University of Kentucky
- Virginia Tech
- North Carolina State University

Western - 40 attendees (including team members, coaches, key informants)

- Colorado State University
- New Mexico State
- Oregon State University
- University of California -Davis
- University of Wyoming
- Utah State University
- Washington State University
- Montana State University
- University of Arizona
- University of Guam
- University of Hawaii
- University of Idaho

1994 - 1 attendee (including key informant)

- College of Menominee Nation



Innovation Facilitator Coaches

- Charles E. Stamper, University of Kentucky
- Amy Henschen, University of Illinois
- Tom Buller, Kansas State University
- Monica Esquivel, University of Hawaii
- Kittrane Sanders, North Carolina A&T State University
- Dreamal Worthen, Florida A&M University
- John Porter, University of Nebraska, Lincoln
- Terri James, University of Nebraska, Lincoln
- Bekah Sparks, Mississippi State University
- Karin Bump, Cornell University
- Amanda Benton, New Mexico State University
- Karl Bradley, eXtension Foundation
- Danielle Hautaniemi, Cornell University
- Laurynn Thieme, Purdue University
- Krystle Allen, Southern University
- Mark Platton, Colorado State University
- Craig Wood, University of Kentucky
- Pam Bennett, Ohio State University
- Kiyana Kelly, Southern University
- Emily Gratopp, University of Nebraska, Lincoln
- Siew Sun Wong, Oregon State University
- David Keto, University of Wyoming
- Lacey Taylor, Colorado State University
- Ann Taecker, South Dakota State University
- Molly Soeby, North Dakota State University
- Jean Fischer, University of Nebraska, Lincoln
- Regina McGoff, University of Minnesota
- Laura Biasillo, Cornell University
- LaDonna Hines, Oklahoma State University



Key Informants

All Key Informants were grouped to help teams understand the breadth and depth of assistance was available to them. Teams made 45-minute appointments with Key Informants during “Team Time” on both days of the Summit. The Key Informant volunteers listed below were invited based on the expressed and anticipated needs of the teams attending the Summit.

Catalyst Team

- Chuck Hibbard, eXtension Catalyst
- [Rick Klemme](#), eXtension Catalyst
- [Scott Reed](#), eXtension Catalyst
- Fred Schlutt, eXtension Catalyst

Community Partnerships

- [Susanna Calvert](#)
- [Beverly Coberly](#), eXtension Foundation COO
- [Caroline Crocoll](#), Executive Director, Cooperative Extension/ECOP
- [Megan Hirschman](#), eXtension Partner Development Specialist
- [Ali Mitchell](#), Northeast Extension Directors (NEED)

Innovation Infusion

- [Christine Geith](#), eXtension Foundation CEO
- [Tom Smith](#), Executive Director, National Pesticide Safety Education Center (NPSEC)



Visualization

- [Reneé V. Wallace](#), CEO | Exec. Dir., Doers Consulting Alliance | FoodPLUS Detroit

Communications/Marketing

- [ChaNae Bradley](#), Senior Communications Specialist, Fort Valley State University
- [Rose Hayden-Smith](#), eXtension Digital Engagement Strategist
- [Aaron Weibe](#), eXtension Communications and Engagement Manager

Educational Technology/Instructional Design

- [Shane Bradt](#), Geospatial Technology/Water Quality State Specialist, University of New Hampshire
- [Amy Kohmetscher](#), Instructional Development Specialist, Ohio State University
- [Victor Villegas](#), Technology & Media Support Coordinator, Oregon State University



Program Development and Evaluation



- [Teresa McCoy](#), Director, Learning and Organizational Development, Ohio State University
- [Brian Kowalkowski](#), Dean of Continuing Education, College of Menominee Nation
- [Nav Ghimire](#), Associate Director of UI Extension, University of Idaho
- [Lyla Houglum](#), Executive Director, Western Extension Directors Association (WEDA)
- [Robin Shepard](#), Executive Director, North Central Cooperative Extension Association (NCCEA)
- [Maren Voss](#), Professional Practice Extension Assistant Professor | Health and Wellness | HEART Initiative | Salt Lake & Tooele Counties, Utah State University
- Jami Dellifield, Educator, Family and Consumer Sciences, Ohio State University
- [Brad Gaolach](#), Center Director, Western Center for Metropolitan Research and Extension


eXtension staff



- Tira Adelman, Project Manager
- Karl Bradley, Leadership Specialist
- Beverly Coberly, Ph.D., Chief Operating Officer
- Christine Geith, Ph.D., Chief Executive Officer
- Ashley S. Griffin, Impact Collaborative Program and Facilitation Manager
- Megan Hirschman, eXtension Partner Development Specialist
- Molly Immendorf, Impact Collaborative Lead Design Manager
- Ben MacNeill, User Experience Designer
- Aaron Weibe, Communications & Engagement Manager

Team Projects




Team Name *Seed Funding Awardees	Institution(s)	Members **Team Leader	Unique Value Proposition (UVP) Description
BAYS (Bay Area Youth Staff)	University of California -Davis	Valerie Williams Cheryl Fraser Zeva Cho **Brenda Vales Jen Hensens	 <p>A series of 4-H club officer video trainings for youth officers and club leaders that teach leadership enabling youth to gain self-confidence unlike the paper officer manual. Showcase Presentation</p>
Don't Leave Us Out in the Cold	Cornell University	Gayle Patterson Abigail Luzier Carrie Busekist **Dick Rivers Leann Hodge	



		Tamara Bacho	<p>A "Friends of Extension" group, made up of program alumni, board members, community members, local business leaders and others, to increase awareness and help generate financial and educational support for Cattaraugus County Extension enabling CCE to grow and continue to develop programming to meet the needs of the county, unlike a completely staff driven approach.</p> <p>Showcase Presentation</p>
EPECC	University of Illinois	**Deborah Seiler Evangeline Pianfetti Dee Walls	 <p>A [center] for [Extension and Public Engagement professionals] that [identifies and supports connections among faculty/staff, students, and Illinois residents], enabling [sustainable interdisciplinary collaboration] unlike any other entity on campus. Showcase Presentation</p>
Green Economies-Grow Guam Green	University of Guam	Martha Rubic **Peter Barcinas Cliff Kyota	 <p>Accessing community-based agri-preneurial apprenticeship food systems training programs for individuals with [disabilities] that prepares people to</p>

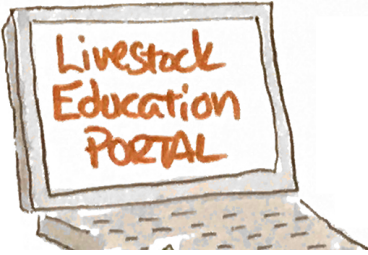
			<p>explore self-employment opportunities in the food system by participating in hands-on training and job coaching to support self-employment outcomes and employment opportunities to exit the poverty cycle unlike the dependency on existing supportive services. Showcase Presentation</p>
<p>Healthy Houston Team</p>	<p>Prairie View A&M University</p>	<p>**Guadalupe Castro Amber Foster Kristen Wells-Lewis Jarren Small Cynthia Pierfax Jeremy Peaches</p>	 <p>Healthy Houston Initiative aims to improve the quality of life for underserved communities by providing health, nutrition, and wellness practices that cultivate and teach educational programs to enable families to understand the impact of food on their health, prevent diseases, and enhance their family resource management, unlike organizations without collaborative partnerships with Extension and City support. Showcase Presentation</p>
<p>*Globalizing Extension Innovation Network</p>	<p>Virginia Tech Ohio State University South Carolina State University University of Kentucky Montana State University</p>	<p>Chris Igodan Lamin E. Drammeh **Ben Grove Rachel Noble Stephanie Davison Jose Cisneros Harriett Paul John Vreyens Deanna Behring Carla Snyder</p>	 <p>A Globalizing Extension Innovation Network for the US CES community which creates space for collaboration and</p>



	North Carolina State University Florida A&M University, University of Minnesota, Penn State University Purdue University	Amanda Dickson	connection, enabling global engagement, impact sharing, visibility, advocacy, and resource acquisition unlike standalone efforts. Showcase Presentation
Langston African American Athletes Program	Langston University	**Rashell Campbell-Daughty Keisha Scott Joshua Davis Joshua Todd Shar Carter	 Showcase Presentation
Langston University 4-H Ext. Team	Langston University	**Dorothy Wilson Sonya Moore-Davis Micah Anderson Sheila Stevenson Melvin Williams Eric McHenry Jeremiah Wilson Jewellena Golden	 <p>A traveling (roadshow) 4-H volunteer recruitment/community engagement 'push-in' program through existing groups/organizations (virtual or in person) tiered - for each audience (parents; community leaders; and teen leaders) - that educates and excites each audience about the endless hands-on opportunities and life-long value of 4-H - in order to enable greater volunteer recruitment; community buy-in; access to more programming and scholarship funding streams - unlike traditional 4-H recruitment and engagement programs.</p> Showcase Presentation


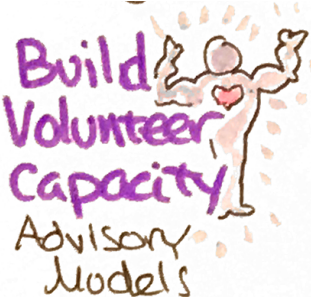
<p>*CCE Livingston County Collaborative Learning Lab</p>	<p>Cornell University</p>	<p>Mark Wittmeyer Jennifer Schwab **Jolie Spiers Bernadette Harwood Renee Hopkins</p>	 <p>Livingston County Collaborative Learning Lab LivCo Rocks! represents Cornell Cooperative Extension of Livingston County the beautiful Finger Lakes region of New York. Our office is located on 138 park-like acres which is ripe for transformation into a space for experiential learning. We propose that experiential learning provides a catalyst for individual growth, purpose and connectedness which fosters an overall sense of place, a place where people feel part of a larger and stronger community. A key component of our experiential learning hub involves collaborating with community partners to provide hands-on learning opportunities. In addition to engaging traditional extension audiences like 4-H, farmers and Master Gardener volunteers, we also plan to reach out to seniors, returning citizens, veterans, artists, and latinx families. We currently have the support of our county government and will also invite NGOs and private industry to talk about how experiential learning can impact nutrition, workforce development, job training and personal growth. We ask that you join us; bring your ideas, resources and support to this new model. Help our community experience extension and experience transformation. Showcase Presentation</p>
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Mindful Engagement Project	Colorado State University	**Sue Schneider Tony Lynch Lisa Auer	 <p>A community well-being project leveraging community champions looking to affect social change through mindful engagement practices toward individual & collective compassionate resilience.</p> <p>Showcase Presentation</p>
OSU Extension Disaster Preparedness and Biosecurity Workgroup	Oklahoma State University	**Amy Hagerman Marty Montague Kris Hiney Ruth Inman Derrell Peel Barry Whitworth	 <p>When communities and households are prepared for an emergency or disaster, they become more resilient to negative outcomes and recover faster. An integrated program for OSU Extension, Oklahoma communities and households that enhances preparedness, response and recovery for regionally specific emergency and disaster events, enabling an: all-hazards, bottom-up approach using engaging activities unlike the stagnant, silo approach. Showcase Presentation</p>
Poultry medicine training for veterinarians	University of Kentucky	Anthony Pescatore **Jacqueline Jacob	 <p>An online poultry medicine training for veterinarians providing CEUs that expand</p>



			<p>their knowledge of backyard poultry enabling them to expand their clientele base and provide new services to existing clientele unlike participation with in person courses that require taking time away from the practice. Showcase Presentation</p>
jAGtech	Southern University	Gerald Williams Joshua McDonald **Marlin Ford	 <p>An agriculture technology program seeking to provide innovative educational training to enhance small scale limited resource and socially disadvantaged farmers and landowners in the State of Louisiana. Showcase Presentation</p>
Athletes for Computer Science	Prairie View A&M University	Jordan Pelydyak Madelynne Cera **Sayako Seymour Kristen Wells-Lewis	 <p>Athletes for computer science is an online based block coding computer science program developed through the platform code.org. Initially created by retired NFL athlete Ellis Wymys, with hopes to expand this program regionally and nationally. Our target audience includes limited resource youth grade 3rd-12th grade in the state of Texas regardless of gender or race. The program benefits are to increase interest in STEM careers and 4-H enrollment statewide and nationally. Educators host each class online and help student's</p>


			<p>complete session module's. Laptops or electronic devices are required to participate. Unlike other STEM programs AFCS has a variety of delivery methods, virtually, face to face with groups/or self-paced. Each lesson series last 6-8 weeks per program. Our goals are to expose limited resource youth to STEM careers, and create local, regional, or national events related to the program curriculum. Showcase Presentation</p>
<p>Rutgers Livestock Team</p>	<p>Rutgers University</p>	<p>**Stephen Komar Hank Bignell Melissa Bravo</p>	 <p>A NJ Livestock Ed. Portal accessible for Rutgers extension professionals that will facilitate strategic program goals, focus areas and grant objectives further enabling the sharing of presentations, links, and events with producers, consumers, industry and regulatory entities to service livestock clientele collectively unlike the individual efforts currently utilized to service the diverse community. Showcase Presentation</p>

<p>Rutgers Nursery Working Group</p>	<p>Rutgers University</p>	<p>Hemant Gohil Sal Mangiafico William Errickson **Tim Waller Steven Rettke Nick Polanin</p>	 <p>A recommendation guide for the commercial nursery industry in NJ that offers a science-based holistic approach, enabling growers to improve quality, marketability, and sustainability, unlike existing recommendations. Showcase Presentation</p>
<p>*Bulldog Tenacity Youth Intervention and Prevention Support</p>	<p>South Carolina State University</p>	<p>**Ronnie Rhodes Derrick Wise MaKelia Mitchell</p>	 <p>An at-risk intervention program for non-violent and unintentional contact youth that reduces recidivism rates and further contact with DJJ and/or any other law enforcement agencies by providing support, intervention and education programs based upon evidence, research-based best practices enabling citizenship, financial literacy, college and career readiness (who unintentionally by offense come in contact with DJJ and/or any other law enforcement agencies by providing support, intervention and education programs) {remove based upon practices} Showcase Presentation</p>

<p>Spanish-speaker Engagement Arizona and Beyond</p>	<p>University of Arizona</p>	<p>**Eva Romero Gerardo Lopez Maria Torres</p>	 <p>A National network for cooperative extension professionals teaching spanish-speaking audiences that provides a database to house and share translated resources enabling high-quality translated materials in spanish for all Extension institutions to better engage spanish-speaking audiences unlike individualized approaches where each institution funds and creates translated materials Showcase Presentation</p>
<p>Strengthening Advisory Councils</p>	<p>North Carolina State University</p>	<p>**Mark Blevins Harriett Edwards Karen Zika Cameron Lowe</p>	 <p>A reimagined culture for the NC State Extension Advisory Leadership System that equips and engages members, ensuring that Extension remains relevant, responsive, and agile, unlike the existing static advisory council model. Showcase Presentation</p>

<p>*Malheur Workforce Readiness</p>	<p>Oregon State University</p>	<p>**Barbara Brody Erin Carpenter Nickie Shira Melodie Wilson</p>	 <p>A workforce readiness program for underserved youth that connects the learning needs of youth to the talent needs of industry resulting in a more inclusive and vibrant local economy by equipping youth with job-ready skills breaking the cycle of poverty, unlike traditional Career Technical Education programs that end when students graduate from high school. Showcase Presentation</p>
<p>*Tioga County Youth Workforce</p>	<p>Cornell University</p>	<p>Lisa J Bialy **Melissa Watkins</p>	 <p>A training program for people, ages 14-24, that connects individuals with disabilities to a community collaboration enabling; education, engagement, and workforce goals unlike current structures that see many young people fall through the cracks. Showcase Presentation</p>

<p>California 4-H Foundation</p>	<p>University of California-Davis</p>	<p>Russell Hill Liliana Vega Josh Davy Nate Caeton **Mary Ciricillo</p>	 <p>Showcase Presentation</p>
<p>*Cook County Composting Initiative</p>	<p>University of Illinois</p>	<p>Amy DeLorenzo **Kathryn Pereira Sue Gasper</p>	 <p>As the second most populous county in the nation, we believe Cook County can take the lead in reducing methane gas emissions from landfills by diverting organic waste through composting initiatives, thus helping to mitigate climate change and enhance the quality of our environment. Showcase Presentation</p>
<p>UME Thrive Naturally</p>	<p>University of Maryland</p>	<p>**Gretchen Sumbrum Amy Lang Ann Sherrard Christine Allred</p>	

			<p>Maryland 4-H Thrive Naturally is experiential, environmentally-focused curriculum for 4-H members and other youth interested in nature that aligns to NGSS and Thriving outcomes and inspires interest and appreciation for the natural world unlike classroom-based education.</p> <p>Showcase Presentation</p>
<p>At-risk youth outdoor career exploration program</p>	<p>West Virginia State University</p>	<p>Elizabeth Moss Kaysha Jackson **Adam Hodges</p>	 <p>An immersive hybrid program of virtual and experiential learning for urban, underserved WV high school students with an interest in the natural world that introduces them to green space and opportunities in natural resources in their communities and state. This will enable students to make connections and inform them of related career paths for higher education. Our project idea is unlike typical Extension and Upward Bound in that we will target youth associated with the WVSU Grandfamilies program and those underserved youth affected by the opioid epidemic. We are also bringing together efforts from all four units of Extension, as well as both service agency partners and professionals in the natural resources industries.</p> <p>Showcase Presentation</p>

Project Growth Because of the Summit Participation

Team leaders provided responses to a pre/post Innovation Skill-Building Checklist.¹ Sixteen team leaders provided both a pre-Summit checklist and a post-Summit checklist. The checklist has a total of thirty possible dimensions of project growth broken down into eight areas:

- Community Issue, Motivation, Why, and Need
- Program/Project Idea
- Target Audience, Stakeholders, and Partners
- Targeted Impacts
- Pilots, Prototypes, and Iteration
- The Ask
- Implementation
- Reporting

Of the sixteen respondents, all teams showed growth in as few as four and as many as twenty dimensions. Notably, all sixteen teams gained in telling their story using a 1-min pitch and identifying next steps post-Summit.

Team & Innovation Growth Because of the Summit Participation²

Increased Focus and Clarity

- “FINALLY some momentum around something we’ve just been talking about.”
- “Tons of material in a quick time frame. It forces clarity!”
- “Focus.. Focus... LASER focus.”
- “Wonderful support to build and guide our team to our program”

Increased Innovation and Ideas

- “New perspectives on project and ways to deliver the programming.”
- “eXtension has incredible resources and supports! And our team has the determination, will and experience to make our project happen.”
- “Seeing the team coming together and putting the time aside and the effort in to make participating in the Impact Collaborative literally ‘impactful’”

¹ Oct 2020 Pre-Summit and Oct 2020 Post-Summit Checklists, 16 complete responses (both pre and post)

² 2020 October Summit Tuesday Feedback, 41 responses



- “We came in with little more than idea, but were given some great advice for places to start the process of moving forward.”

Results³:

I will recommend the Impact Collaborative Summit to others.

95.5% Yes

4.5% Maybe or Other

Which aspects of the Impact Collaborative Summit did you find most helpful? Select all that apply:

Top 3 responses-

1. Team Time 83.7%
2. Team Coach 83.7%
3. Key Informants 79.1%

What did the Impact Collaborative Summit provide that you can't get anywhere else?

40 Responses - responses fell into these categories

Resources and Support:

- “One-stop-shop for personalized feedback and advice from subject matter experts without having to contract without having to secure the services of an external consultant.”
- “Wisdom and experience from key informants, facilitation and experience from coach, dedicated time to invest in project planning, a process and materials to help move the process forward.”

Structure/organization of event:

³ Impact Collaborative Summit Event Evaluation October 2020, 43 responses

- “The lock down kind of time needed to take something from an idea to a fleshed out project/program.”
- “A space and a coach to walk us through the process of forming and brainstorming.”

Content:

- “focused time around a single opportunity with interested colleagues and volunteers; tools specifically designed to hone in on strategies to address issues”
- “Visual representation of framework for a grant proposal (Mural)”

Did you get what you needed over the last two days? (43 responses)
100% Yes and Other responses that were positive about the experience

What would have improved your experience?

- Some wish it was face-to-face rather than virtual
- More time for preparation and during Summit

Do you have any additional thoughts, comments, feedback, or shout outs to someone/something you’d like to share? If so, please share below:⁴

Structure/organization of the event

- “While I enjoyed the format and received valuable information, spreading this across 3 days may be more beneficial for future virtual summits.”
- “More scheduled team time between Key Informant Meetings to debrief and readjust thinking about project. More time pre-summit to complete forms and study materials.”

Shout Outs

Kudos were shared for teammates, Key informants Renee Wallace, Scott Reed, Brad Geolach, Megan Hirschman, coaches Karin Bump, Amanda Benton, David Keto, Tom Buller, and Tech Host Ben MacNeill.

⁴ Impact Collaborative Summit Event Evaluation October 2020, 35 responses



- “Great job to the Design Team, all coaches and KIs. It's a great example of innovative teamwork! “
- “Great job fostering focused effort in an online environment -- coaches and key informants were awesome”
- “AWESOME Job to everyone involved in making this happen! Really got a lot out of it!”

General Thanks

- “This experience far exceeded my expectations. I'm amazed at all of the resources available to us. Thank you so much!”
- “I didn't know what to expect from the two day virtual summit, but I am re-energized and motivated to take our project to the next level.”
- “Thank you for providing this unique opportunity.”

Conclusion

The October 2020 Virtual Impact Collaborative Summit was a success for everyone who attended. Everyone learned regardless of Summit role. The virtual convening afforded larger attendance plus some innovations that are new to the Summit such as collaborative virtual whiteboards (MURAL) and dedicated Innovation Facilitator Coaches for each team. Relationships were formed and/or strengthened during this event. Progress on important internal innovations and community-focused projects were made by all teams even though most teams were brand new (both as a team and attending an Impact Collaborative Summit. There was value in creating an experience that met teams where they were developmentally both in team dynamics and project/program maturity. For 2021, the Impact Collaborative Summit will continue to be offered virtually and expanded to three days. The Impact Collaborative Summit will again strive to meet teams and participants “where they are” to maximize potential local positive impact. The 2021 Impact Collaborative Summit will be October 5-7, 2021. Save the date and start forming your teams. We look forward to helping your teams make a difference in your community.