

October 2021 Virtual Impact Collaborative Summit

October 5 - October 7, 2021

Feedback & Evaluation Report



**2021 IMPACT COLLABORATIVE SHOWCASE**

- Affinity for Equity**
  - ESP Toolkit
  - DEI tools & Metrics
  - Everyone a Seat at the Table
- 4H PACE Academy**
  - Diverse Internships In Extension & Relationships Beyond Extension
  - Careers in Extension!
- JESUP WAGON Re-Imagined**
  - a Mobile Unit to Serve Natural Resources & Horticulture
  - Extend our Reach!
- USU Ag Wellness**
  - "I don't want to live..." We Focus on Rural Families
  - Mental Health Resources & Support
  - Remove STIGMA!
- Ready for Life, Ready to Thrive!**
  - College & Career Coaching, Mentoring
  - Social Media
  - Thrive & Help Communities
  - Help with the Burden
- Extension Toolkit for Diabetes Prevention**
  - One-in-3 are PRE-DIABETIC
  - GRAB & GO Toolkit of CDC Info & Tools
- PROJECT DEMETER**
  - URBAN FARMS
  - MINI FARM MODE
  - SCALE & GROW
  - + a Food App!
- GIRLS+**
  - a Program for Middle-School GIRLS of Color
  - Valuable, Worthy and CAPABLE!
- 4H Foundations Program**
  - 5-Weeks
  - Forage Information for Ranchers in Oklahoma
- COCHISE**
  - Community System Thinking
  - Community wide DIALOGUE & PRACTICES
  - HEALTHIEST COUNTY IN ARIZONA!
- HARNETT ENERGY EFFICIENCY PROGRAM**
  - Conserve & Save a HEAP of Money
  - Partnering with Contractors & Utilities
- EXCITE Program**
  - Skip-COVID Kentucky
  - Reach a Vaccine-Hesitant Population
- Zion Healthy Together**
  - Impact Poverty & Obesity
  - Farmers Market
  - School Gardens
  - Exercise...
- Grow & Give!**
  - Colorado: Modern Victory Garden
  - How to Grow & Donate
  - 600 Gardeners + Staff & Volunteers

**EXTENSION FOUNDATION**      **IMPACT COLLABORATIVE**

10-7-21      GRAPHIC RECORD by Martha McGinnis



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## Overview & Summary

Thirteen new Project and Program teams across Cooperative Extension representing twenty-two 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.

Faith Peppers, Director of Communications USDA National Institute of Food & Agriculture (NIFA), inspired Summit participants with the Anatomy of an Impact Statement while teaching about "Telling Your Extension Story" in her [keynote presentation](#) captured in the graphic below:

# Telling Your Extension STORY



Teams that participated in the Summit were provided one-on-one coaching by the Impact Collaborative’s network of Innovation Facilitators, including seventeen 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.

Thirty-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 three 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 a streaming audience via Extension Foundations’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 Foundation 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-two institutions from five regions attended the virtual October 2021 Impact Collaborative Summit. Twenty-three 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. Twelve Extension Foundation staff members were on hand to support all teams, coaches, key informants, and each other during the Summit. Total attendance was 137 participants.

## Teams

The 1890s - 24 attendees (including team members, coaches, key informants)

- Florida A&M University
- Kentucky State University
- Southern University
- Fort Valley State University
- Prairie View A&M University
- South Carolina State University

North Central - 14 attendees (including team members, coaches, key informants)



- University of Illinois
- Purdue University
- University of Nebraska
- South Dakota State University

Northeast - 11 attendees (including team members, coaches, key informants)

- Cornell University
- University of the District of Columbia
- University of Connecticut
- University of New Hampshire
- University of Vermont

Southern - 17 attendees (including team members, coaches, key informants)

- University of Florida
- North Carolina State University
- University of Tennessee
- Mississippi State University
- Oklahoma State University
- Virginia Tech

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

- University of Alaska-Fairbanks
- University of California
- Oregon State University
- Washington State University
- University of Arizona
- Colorado State University
- Utah State University

National - 6 attendees (including key informants)

- CGFGC Solutions
- National Pesticide Safety Education Center (NPSEC)
- Sustaining Natural Circles, LLC
- Foundation for Family & Community Healing
- NEXUS4change



## Innovation Facilitator Coaches

- Tira Adelman, Extension Foundation
- Laura Biasillo, Cornell University
- Karly Black, University of Nebraska
- Karl Bradley, Extension Foundation
- Tom Buller, Kentucky State University
- Kyle Christensen, Colorado State University
- Emily Gratopp, University of Nebraska
- Steve Hadcock, Cornell University
- Danielle Hautaniemi, Cornell University
- Terri James, University of Nebraska
- Angell Jordan, Southern University
- Kiyana Kelly, Southern University
- MaKelia Mitchell, South Carolina State University
- Cheryl Newberry, Oklahoma State University
- Alda Norris, University of Alaska-Fairbanks
- John Porter, University of Nebraska
- Mark Platten, Colorado State University
- Kittrane Sanders, North Carolina A&T State University
- Bekah Sparks, Mississippi State University
- Chuck Stamper, University of Kentucky
- Laurynn Thieme, Purdue University
- Jennie Till, Oklahoma State University
- Dreamal Worthen, Florida A&M 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 two 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.



- Krystle Allen, Program Leader & Extension Associate, Southern University
- Maritzaida Amador, DEI & Social Justice Advocate & Doctoral Candidate, Vanderbilt University
- Andrea Bjornestad, Associate Professor & Extension Mental Health Specialist, South Dakota State University
- ChaNae Bradley, Senior Communications Specialist, Fort Valley State University
- Shane Bradt, Extension Specialist of Geospatial Technologies, University of New Hampshire
- Nancy Calix, Civil Rights Compliance Officer, Kentucky State University
- Susanna Calvert, Founder & Convener of Mission & Vision, Foundation for Family & Community Healing
- Chrystal Checketts, Managing Partner, CGFGC Solutions
- Beverly Coberly, Chief Operating Officer, Extension Foundation
- Soni Cochran, Interim Disaster Education Coordinator of Community, Wellness, & Engagement, University of Nebraska-Lincoln
- Jen Cushman, Associate Extension Educator, University of Connecticut
- C. Theodor Forde-Stiegler, Executive Director, NEXUS4change
- Christine Geith, Chief Operating Officer, Extension Foundation
- Michael Gaffney, Assistant Extension Director, Washington State University
- Ashley Griffin, Program Manager, Extension Foundation
- Susan Harris, Educator, University of Nebraska-Lincoln
- Rose Hayden-Smith, Emerita, University of California, Extension Foundation
- Lindsey Haynes-Maslow, Associate Professor & Extension Specialist, North Carolina State University
- Cheryl Herrick, Communications Specialist, University of Vermont
- Chuck Hibberd, Catalyst, Extension Foundation
- Megan Hirschman, Partnership & Development Specialist, Extension Foundation
- Timothy Keady, Professional Practice Assistant Professor of Health & Wellness, Utah State University
- Richard Klemme, Catalyst, Extension Foundation
- Vikram Koundinya, Evaluation Specialist, University of California-Davis
- Michelle Krebiel, Youth Development Specialist, University of Nebraska-Lincoln



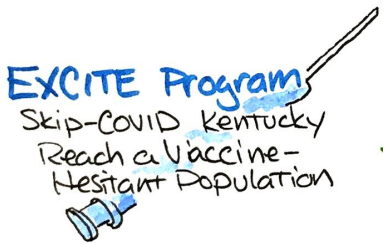

- Mike Lambur, State Leader in Community Learning Through Data Driven Discovery, Virginia Tech
- Jeffrey Lewis, Equity Consultant, Sustaining Natural Circles, LLC
- Kara Maddox, Creative Director, National Pesticide Safety Education Center (NPSEC)
- Patty Merk, Interim Director for Yavapai County & Area Agent for Family, Consumer & Health Sciences in Maricopa County, University of Arizona
- Isabel Osborne, Evaluation & Marketing for EXCITE, Extension Foundation
- Carlin Rafie, Extension Specialist, Virginia Tech
- Michelle Rodgers, Associate Dean & Director, University of Delaware
- Fred Schlutt, Catalyst, Extension Foundation
- Tom Smith, Executive Director, National Pesticide Safety Education Center (NPSEC)
- Stacey Stearns, Educational Program Administrator, University of Connecticut
- Victor Villegas, Technology & Media Support Coordinator, Oregon State University
- Siew Sun Wong, Professor & Extension Nutrition Specialist, Oregon State University
- Emily Zimmerman, Associate Professor, Virginia Commonwealth University

## Extension Foundation staff



- Tira Adelman, Project Manager
- Karl Bradley, Leadership Specialist
- Lawrence Lippke, Campus Administrator
- 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 Foundation Partner Development Specialist
- Molly Immendorf, Extension Foundation Design Strategist
- Ben MacNeill, User Experience Designer
- Aaron Weibe, Communications & Engagement Manager

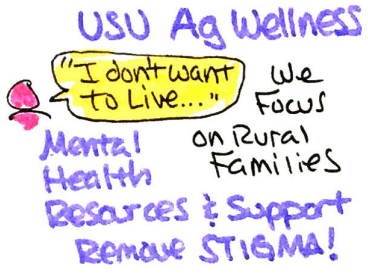
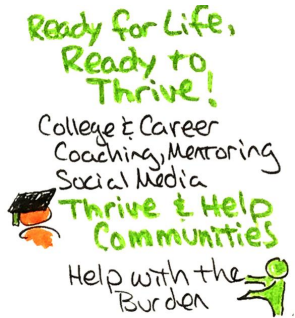



## Team Projects


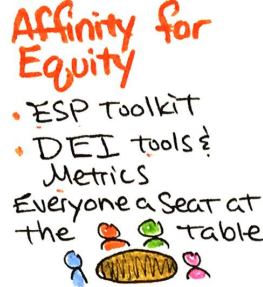
Team Name	Institution(s)	Members **Team Leader ***Coach	Unique Value Proposition (UVP) Description
<b>EXCITE Activity II</b>	University of Kentucky Kentucky State University Florida A&M University	**Allison Young **Natalie Jones Nilima Mishra ***Dreamal Worthen	 <p>The challenge in the state of Kentucky, is the immunization rate is lower than the national average at 43%. The need is to reach out to the vaccine-hesitant population and to foster the informed choices to get vaccinated and reduce vaccine hesitancy. Getting vaccinated will minimize your chances to get infected with COVID and significantly raises your chances of survival if you get exposed to COVID. Who will join our team? <a href="#">Showcase Presentation</a></p>
<b>Zion Healthy Together Project</b>	University of Illinois Southern University Ag Center South Carolina State University	**Dale Kehr Sarah Farley Jesse Davis Joseph Malual Ofelia Delgado ***Angell Jordan ***MaKelia Mitchell	 <p>The issue faced is the community of Zion is disproportionately affected by poverty &amp; obesity rate among low-income</p>

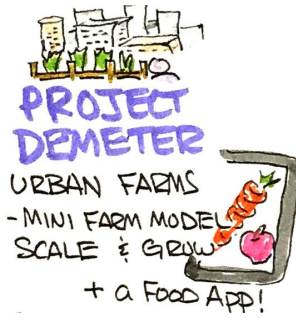

			<p>households at 60% exposing individuals to chronic diseases. As part of the solution, we will collaborate in community capacity to increase access to healthy food by establishing a farmers market and recruiting volunteers to sustain and build community &amp; school gardens, educating and planning activities for nutrition &amp; physical activities in developing a plan to address root causes to achieve health equity. We are seeking collaborations from community partners and residents for community gardens &amp; infrastructure for gardening to accomplish the project goal. <a href="#">Showcase Presentation</a></p>
<p><b>Grow &amp; Give</b></p>	<p>Adams County Extension Colorado State University Kentucky State University Cornell University</p>	<p>**Cassey Anderson Carol O'Meara Amanda McQuade Katie Dunker Susan Carter Kristen Anderson Kayla Birdsong Laura Lavid John Murgel Amy Lentz ***Tom Buller ***Steve Hadcock</p>	 <p>Grow &amp; Give is an interdisciplinary collaborative engagement project on health. Initially developed as a modern victory product during the pandemic last year to connect produce being grown in backyard gardens to those in need across our state. Grow &amp; Give provides resources for people to learn how to grow food and then to help them donate their produce locally. We're asking for your support in order to continue growing this program. We would like additional resources to coordinate local Grow &amp; Give engaged community volunteers, staff, and faculty across divisions and expertise. <a href="#">Showcase Presentation</a></p>


<p><b>Back-to-Basics Forage Program</b></p>	<p>Oklahoma State University Cornell University</p>	<p>**Michael Trammell **Taylor Denman Justin McDaniel Keegan Varner ***Laura Biasillo</p>	 <p>This is a five to seven week educational series that serves as an introduction of forage management looking at all different areas such as forages, soil, fertility, pasture establishment, etc. This is foundational information that we can provide to producers in the Southeastern Oklahoma area. <a href="#">Showcase Presentation</a></p>
<p><b>An Extension Toolkit for Diabetes Prevention</b></p>	<p>University of Arizona Washington State University North Carolina State University University of Tennessee Oklahoma State University University of Nebraska-Lincoln</p>	<p>**Vanessa da Silva Zena Edwards Jennifer Brown Soghra Jarvandi ***Jennie Till ***Emily Grattop</p>	 <p>Diabetes is a public health crisis. 1/10 Americans have diabetes and 3x's more people have pre-diabetes than diabetes. The good news is, the CDC has a lifestyle change program that is proven to cut the risk for diabetes in half and it's perfect for Extension. We are creating a grab-and-go toolkit for Extension Professionals because Extension is uniquely positioned to have a national impact on diabetes. Will you join us and become a diabetes prevention champion? <a href="#">Showcase Presentation</a></p>

<p><b>Utah Ag Wellness- Rural Mental Health</b></p>	<p>Utah State University University of Kentucky</p>	<p>**Tasha Howard Jacob Hadfield Josh Dallin Paige Wray ***Chuck Stamper</p>	 <p>With Utah ranking last in the MHA rankings for 2021, there's a desperate need for mental health resources. Though this statistic includes all adults across the state, through needs assessments &amp; secondary data, it became evident that a focus was needed on rural communities and agricultural producers. Our approach focuses not just on the individual, but on the entire family by creating a targeted series, including podcasts, online resources, and in-person instruction, participants will learn to talk &amp; listen to those who are struggling and connect them with valuable resources. <a href="#">Showcase Presentation</a></p>
<p><b>Ready for Life, Ready to Thrive</b></p>	<p>University of Illinois Colorado State University</p>	<p>**Marilu Andon ***Kyle Christiansen</p>	 <p>According to a survey from the National 4-H Council, 7/10 teens are experiencing struggles &amp; 64% of teens believe that COVID-19 will have a lasting impact on their generations mental health. Through</p>

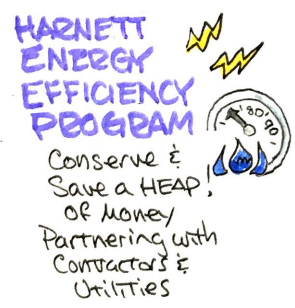
			<p>the Ready for Life, Ready to Thrive program, teens will participate in college &amp; career implementation that includes (but not limited) to coaching &amp; mentoring; personal accountability; and social media, while increasing their knowledge in social &amp; emotional learning in order to thrive and positively contribute to their communities. I'm asking for your collaboration and partnership in accessing funding for this program. <a href="#">Showcase Presentation</a></p>
<p><b>JESUP Wagon Re-Imagined</b></p>	<p>Kentucky State University Purdue University</p>	<p>**Sheri Crabtree Jeremy Sandifer ***Laurynn Thieme</p>	<p><i>JESUP WAGON Re-Imagined</i> a Mobile Unit to serve NATURAL RESOURCES &amp; HOETICULTURE Extend our Reach!</p>  <p>The Jesup Wagon was first used by George Washington-Carver at the Tuskegee Institute to provide hands-on educational opportunities for farmers who were unable to travel. We're taking this idea &amp; proposing a mobile program unit for small or limited resource and beginning farmers that provides an individualized approach and brings resources to underserved audiences, enabling greater access &amp; increased revenue expanding on traditional Extension programs &amp; services. <a href="#">Showcase Presentation</a></p>

<p><b>4-H PACE Academy</b></p>	<p>Prairie View A&amp;M University Oklahoma State University University of Alaska-Fairban ks</p>	<p>**Guadalupe Castro Rukeia Draw-Hood Jordan Peldyak Cynthia Pierfax Russell Ford Hendrix Broussard Sayako Seymour ***Cheryl Newberry ***Alda Norris</p>	 <p>PACE: Preparing for A Career in Extension. Students from diverse communities will receive incentives to serve as volunteer interns. The program will prepare them for a career in Extension while also helping increase diversity in Extension’s workforce with a more intense level of training than other programs that can reach beyond the Extension system. The goal is to create sustainable relationships with our other colleges and community partners through financial support from the National 4-H Council &amp; the Kellogg Foundation. Help us get young leaders included in professional networking and share the secrets of how Extension can change lives. <a href="#">Showcase Presentation</a></p>
<p><b>Affinity for Equity</b></p>	<p>University of Florida Washington State University University of Tennessee Southern University</p>	<p>**Ramona Madhosingh-Hector Martha Aitken Henry Mayer Alyssa Bowers Linda Seals Karen Sergent ***Kiyana Kelly</p>	 <p>We want to help Extension Professionals create an organizational shift where everyone has a seat at the table. We will create an operational equity toolkit for ESP members, Extension Professionals, &amp; partners that offers strategies to ensure our work encompasses principles of diversity, equity, &amp; inclusion, and will</p>

			<p>provide metrics for measuring success. Come join us &amp; help us build this innovative equity toolkit.</p> <p><a href="#">Showcase Presentation</a></p>
<p><b>Project Demeter</b></p>	<p>University of the District of Columbia Mississippi State University</p>	<p>**Andrew Carson Haroun Hallack Thomas Wheet ***Bekah Sparks</p>	 <p>A big problem for us is to make sure all the people in the city &amp; in other urban areas get enough healthy food to eat. We have gotten pretty good at developing technology that can do this work with urban farms, but it's how to scale that. We propose to create an urban mini-farm model that can be scaled up &amp; franchised out through a for-profit corporation. We will train the farmers through a course on campus and connect the growing product from the mini-farms out to the consumers through a food app. <a href="#">Showcase Presentation</a></p>
<p><b>Girls +</b></p>	<p>Southern University Cornell University</p>	<p>**Jasmin Plowe Trinity Johnson Teresa Burns ***Danielle Hautaniemi</p>	 <p>Children of color suffer substantially higher rates of adversity during childhood than their white peers, which can significantly</p>

			<p>impact physical &amp; mental health, as well as educational &amp; economic outcomes. The idea is to develop a program for middle school girls of color that provides culturally relevant educational resources and social support. Girls of color will gain a sense of belonging and enhance their emotional intelligence. We are welcoming everyone to engage with us &amp; discuss any resources, contacts, and additional collaborators that will help advance our efforts. <a href="#">Showcase Presentation</a></p>
<p><b>Cochise on the Move</b></p>	<p>University of Arizona University of Nebraska Colorado State University</p>	<p>**Evelyn Whitmer Charlotte Taylor Liza Quinones ***John Porter ***Mark Platten ***Karly Black</p>	 <p>A facilitated community led system thinking program, which impacts communities, individuals, landscapes, &amp; policy for 11 communities throughout Cochise County, Arizona. By leveraging local champions to enhance resiliency to facilitate community wide dialogue, partnerships, &amp; best practices, this program will enable the county to be the healthiest county in Arizona. <a href="#">Showcase Presentation</a></p>



<p><b>HEAP: Harnett Energy Efficiency Program</b></p>	<p>North Carolina A&amp;T State University Fort Valley State University North Carolina State</p>	<p>**Kitt Sanders **Billy Brown</p>	 <p>HEAP is a program offered to low income North Carolina residents supplying them with workshops that will provide energy education to help reduce their home energy consumption and save money for other essential household needs as well as be better informed about their budgeting and credit practices. <a href="#">Showcase Presentation</a></p>
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## Project Growth Because of the Summit Participation

Fifty-four participants provided responses to a daily feedback form<sup>1</sup>, as well as provided twenty-two responses to the post-Summit feedback form<sup>2</sup>. The reports have a total of twenty-two possible dimensions of growth broken down into three areas:

- I Like...
- I Wish...
- I Wonder...

Of the twenty-two respondents, 41% strongly agree, 41% agree, and 18% are neutral that their teams have accelerated project/program development during the Summit. Notably, all thirteen teams gained in telling their story using a 1-min pitch and identifying next steps post-Summit.

<sup>1</sup> 2021 Impact Collaborative Project Acceleration Summit Daily Feedback, 54 responses

<sup>2</sup> Impact Collaborative Project Acceleration Summit Event Evaluation October 2021, 22 responses



## Team & Innovation Growth Because of the Summit Participation

### Increased Focus and Clarity

- “The checklist helped us a lot to identify gaps & strengths.”
- “Tools to organize thoughts as a Team are great!”
- “The biggest takeaway from the second day was clarity on ideas/value prop”
- “More concrete vision of project”

### Increased Innovation and Ideas

- “I loved the opportunity to jumpstart the process of our project and really appreciated our daily reminders from our coach on structuring our team time.”
- “My biggest takeaway on the first day was learning more specific details regarding our project and how we all play a role in the overall goals.”
- “I like having the opportunity to brainstorm together.”
- “Our teamwork has been awesome. It really has advanced our project.”

### Results<sup>3</sup>:

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 86.4%
2. Team Coach 86.4%
3. Key Informants 86.4%

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

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<sup>3</sup> Impact Collaborative Project Acceleration Summit Event Evaluation October 2021, 22 responses



20 Responses - responses fell into these categories

### Resources and Support:

- “Tools in one place with coaches to help use them, and dedicated time for the team to work together.”
- “Key informants who helped us focus our idea.”

### Structure/organization of event:

- “Structured use of time to maximize team effort! Access to experts while brainstorming instead of being distracted with scheduling, requesting, and waiting, it’s an all-in-one shop for extension innovation!”
- “Uninterrupted time to focus, and a framework for honoring our ideas. ”

### Content:

- “REAL and MEANINGFUL collaboration both with our team and with coaches/informants from across the country.”
- “Expert advice. Bigger ideas from people who have experience and big ideas”

Did you get what you needed during the Summit? (22 responses)  
100% Yes and Other responses that were positive about the experience

### What would have improved your experience?

- “Different schedule times and breaks”
- “Want more time with key informant to help advance ideas”

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

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<sup>4</sup> Impact Collaborative Project Acceleration Summit Event Evaluation October 2021, 22 responses



## Structure/organization of the event

- “The toolkit worksheets will be really helpful to continue work with NTAE.”
- “I was only able to attend Thursday, but wish I could have been here for the entire session. This was a super helpful experience for our team.”
- “Please keep this going. We are going to try and spread the news about what you are doing. This is truly an asset.”

## Shout Outs

- “Chuck is the best coach! I attended in Indianapolis and the coach definitely makes a difference. Such a better experience this year!”
- “Angell C. Jordan was very helpful and kept us on task.”
- “Emily and Jennie were awesome!”

## General Thanks

- “This was an amazing experience. Thanks for allowing us to be a part of it!”
- “I want to thank Extension Foundation for making this happen! It has been an incredible experience. Cannot wait for the next one!”
- “Keep the momentum going.”

## Conclusion

The October 2021 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 expanding the event to an entire three days and experienced Key Informants to assist in answering questions regarding projects. 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 2022, the Impact Collaborative Summit will continue to



be offered virtually and will begin having themes to help tie everything together as a community. The Impact Collaborative Summit will again strive to meet teams and participants “where they are” to maximize potential local positive impact. The 2022 Impact Collaborative Summit will be January 18-20, 2022. Save the date and start forming your teams. We look forward to helping your teams make a difference in your community.