ANR Spring Training

Engaging Communities to Assist You in Your Work
Scheman Building, Iowa State Center, Ames, Iowa

Presentation slides, handouts and materials will be available at www.aep.iastate.edu/prodev following the conclusion of the program.

Wednesday, April 5, 2017

8:00 AM
Registration opens, morning refreshments
2nd floor lobby
Cinnamon pull-aparts, whole fruit, coffee, tea and assorted sodas.

8:30 AM – 9:00 AM
Opening comments: Agriculture is changing
John Lawrence, Interim Vice President for Extension and Outreach, Iowa State University
220-240 Scheman
Agriculture faces many uncertainties at international, national, state and local levels. Through this program we will learn a process to help us as Extension professionals understand:
- the forces of change
- our various Extension roles
- the importance of Extension professionals' leadership within “communities”
- how to lead and implement change

9:00 AM – 9:45 AM
Engaging communities in your Extension work
Paul Lasley, professor, Sociology and Extension rural sociologist, Iowa State University
- “Community” defined and described- What is “community”?
- What changes have we seen in our “communities” in the last 30 years?
- Key ingredients for being effective ‘change agents’ in our Extension work/ in our “communities”

9:45 AM – 10:00 AM
Break
2nd floor lobby
Coffee, tea, assorted sodas

Introduction to a five-step model of community change

10:00 AM – 11:50 AM
Introductory comments
Craig Chase, program manager, Local Foods, Iowa State University Extension and Outreach
220-240 Scheman

Step One: Determining the issue and understanding the context
Dave Peters, associate professor, Sociology, and Extension rural sociologist, Iowa State University; Chad Hart, associate professor, Economics and Extension ag economist, Iowa State University
Environmental scanning: What does the data tell us about the status of the state or local situations? What are the trends? Community and agricultural data and trends will be presented.

Step Two: Analyzing the community
Patrick Gunn, assistant professor, Animal Science and Extension beef specialist, Iowa State University; Denise Schwab, Extension field beef specialist, Iowa State University Extension and Outreach
- Who are the members or potential members?
- What are the existing networks?
- What are the concerns and priorities of everyone?
- What do people have in common?
- Do they share similar values?
- Is the “pain” sufficient to cause people to act?
Step Three: Convergence of interest and legitimization – Who knows who?
Teresa Wiemerslage, regional program coordinator, Food Systems, Iowa State University Extension and Outreach
– Who can legitimize a project? Formal and informal leaders.
– Who are the skeptics? Identify the blockers.

Mid-morning stretch break

Step Four: Moving from “our project” to the "community’s project"
Courtney Long, program coordinator, Local Foods, Iowa State University Extension and Outreach; Pat Howard, communications coordinator, Ag & Natural Resources Extension, Iowa State University
– Building trust, and convening to share concerns, frustrations, and dreams.
– Introduction to methods and strategies for getting the word out. (table discussion)
– Getting the word out: Building communication channels.

11:50 AM – 12:00 PM Presentation of County Professional Excellence in ANR Programming Awards
Jay Harmon, interim director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University

12:00 PM – 12:45 PM Lunch (provided)
2nd floor lobby
Meat lasagna, chicken alfredo w/ broccoli, penne pasta with sundried tomato cream, steamed green beans, salad, garlic breadsticks, iced tea, coffee.

12:45 PM – 1:15 PM Step Five: Formalizing an action plan
Jay Harmon, interim director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University; Paul Lasley, professor, Sociology, Iowa State University
220-240 Scheman
– What is to be achieved?
– How will it be achieved?
– Who is involved?
– When will the project start?
– What did we learn?

Pulling it all together: Learning about the model for community change

1:15 PM – 3:00 PM Using the Iowa Monarch Conservation Consortium as an example of community change
Bob Hartzler, professor, Agronomy and Extension weed specialist, Iowa State University; Paul Lasley, professor, Sociology, Iowa State University
By focusing on the Iowa Monarch Conservation Consortium project as a case example, we’ll gain understanding of the Five Step Model for Community Change by seeing it applied to this important contemporary topic.

Demonstrating how the model for community change works
Step 1- Determining the issue and understanding the context
Step 2- Analyzing the community
Step 3- Convergence of interest and legitimization – Who knows who?

3:00 PM – 3:15 PM Break
2nd floor lobby
Assorted cookies, coffee, assorted sodas.

3:15 PM – 4:00 PM Demonstrating the model (continued)
220-240 Scheman
Step 4- Moving from ‘our project’ to the community’s project
Step 5- Formalizing an action plan
4:00 PM – 4:30 PM  **Summary of the day and looking to tomorrow**  
*Jay Harmon, interim director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University; and ANR Spring Training planning committee*

**Evening social**

4:30 PM  **Social and refreshments**  
2nd floor lobby  
Mix and mingle with your Extension colleagues. Cash bar and light snacks available.

5:30 PM – 6:30 PM  **Dinner (provided)**  
Story County Cattlemen will be grilling beef burgers to go with baked beans, potato salad, spring salad, potato chips, iced tea, lemonade and milk.

6:30 PM – 8:00 PM  **Iowa Agricultural Extension Association (IAEA) meeting**  
220-230 Scheman

6:30 PM – 8:00 PM  **Planning committee meeting**  
240 Scheman

**Thursday, April 6, 2017**

7:30 AM  **Morning refreshments**  
2nd floor lobby  
Maple bites, coffee, tea, assorted sodas

7:30 AM – 8:15 AM  **Area Ag Team leaders meeting**  
240 Scheman

8:30 AM – 9:00 AM  **Opening comments: Recap of day 1**  
*John Lawrence, Interim Vice President for Extension and Outreach, Iowa State University*  
220-240 Scheman  
– learn about the new ANR Strategic Plan and how the Community Change Model Process can help with progress toward strategic plan goals.  
– instructions and explanation of the mission for day two  
– apply the Model for Community Change to projects related to the three goals in the ANR Strategic Plan

9:00 AM – 12:00 PM  **Introduction to ANR Strategic Plan and application of the Model for Community Change to projects that address three of the four ANR Strategic Plan goals**  
*John Lawrence, Interim Vice President for Extension and Outreach, Iowa State University; Paul Lasley, professor, Sociology, Iowa State University*  
Attendees will be assigned to a Goal group prior to the meeting. Team leaders will distribute their members across the goals to provide a diverse range of viewpoints in each group. Those already working on projects listed will be assigned to that project.

**Goal 1: Educate Iowans about clean water and healthy habitats**

Proposed discussion topics:  
– Nitrogen management using on-farm demonstration cooperators  
– Watershed projects
Goal 2: Educate about strategies that foster profitable and resilient farms, and thriving rural communities
Proposed discussion topics:
– Research Farms' Board of Directors
– Start to Farm groups
– Women land owners
– On-farm cooperators

Goal 3: Educate producers and the food industry on practices to promote a secure food system
Proposed discussion topics:
– Local food systems
– Resistance management
– Emergency preparedness: Educational programming
– Challenges of a consumer driven food system

12:00 PM – 1:00 PM  **Lunch (provided)**
2nd floor lobby
Assorted sliced deli meats and cheeses, sandwich toppings, buns and sliced breads, potato salad, coleslaw, kettle potato chips.

1:00 PM – 1:30 PM  **Presentation of ANR Extension Team Award and ANR Programming Innovation Award**
*Jay Harmon, interim director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University*

220-240 Scheman
Recognition of achievements by ANR faculty and staff.

1:30 PM – 2:00 PM  **Discussion groups prepare preliminary action plans**
Guiding questions:
– What went well?
– Where did you get stuck and how are you solving it?
– What were the issues and what was problematic?

2:00 PM – 2:15 PM  **Break**
2nd floor lobby
Cookies, lemonade, coffee

2:15 PM – 3:30 PM  **Discussion groups present reports**
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3:30 PM – 4:00 PM  **Next steps: Implications for ANR teams**
*Jay Harmon, interim director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University; John Lawrence, Interim Vice President for Extension and Outreach, Iowa State University*
ANR Teams convene and discuss their experience with the Model for Community Change process with a focus on ideas and insights on how to apply the Model to team programming.

4:00 PM  **Spring training adjourns**
Thank you for being a part of this year's Spring Training. Safe travels.