

ACE 2013 highlights
Sarah Hancock

June 12

E-book trends (hard copy of slides available)

Thea Glidden, Va Tech, and Lori Greiner, Virginia Cooperative Ext. Comm. Manager

Demographics weren't new, but it was good to hear what they have done to experiment with e-books. They started with their most popular pubs. Released 5 e-books in 2012, 3 in Jan. 2013. Promoted new releases with social media and news releases; pubs group has a twitter account. Print numbers have increased because of increased promotion.

Challenges: Getting updated content from authors, turnaround not as quick as they hoped. What's next: E-book bundles (topic-specific groupings of one-page fact sheets), subscriptions, using the iBookstore and iTunes U (not doing iBooks right now except upon special request/grant), and possibly apps.

15-min showcases

Public-facing online search tool to show how research funds are spent

Melissa MacKay, U. of Guelph

Very interesting concept—like the KAES system but with plain-language summaries that are searchable and can be used by anyone.

Clemson's Mobile Marketing Campaign

Donna Bowen, Walker Massey, and Peter Togel

24-ft trailer to drive around the state. Designed to be versatile so many programs can use it.

Project Agreement

Jennifer Alexander et al., Oregon State U. (Samples and hard copy of slides available)

Good solution for addressing problems in publishing workflow that result from clients who don't meet deadlines.

Storytelling

Catherine Dehdashti, U. of Minnesota

Refreshingly humanities-oriented workshop on telling Extension stories. Cited Story Wars by Jonah Sachs—"empowerment marketing" as opposed to inadequacy marketing. The hero of the story doesn't have to be US—we are mentors and helpers (see Joseph Campbell's monomyth—The Hero's Journey). We can't hammer a community into shape. A community grows from the inside. We experience a "vigorous reciprocity." Our narrative arcs won't always be perfect (exposition, rising action, crisis, climax, resolution with transformation) because our funders aren't funding what's done, but what we are GOING to do. We need messengers—leaders, youth, anyone who can't speak about our programs—because we can't just post stories and expect people to read them!



New Vision for Extension: Penn State Extension and Ag Communications Partner to Redefine a Business Model for the Future
Mary Wirth, Penn State

This is fascinating stuff, and exactly the kind of thing we should be considering. This is a strategic approach to plummeting budgets. See hard copies of slides and course catalog. Key points: using data to determine how to best reach stakeholders to show relevance. LOTS of social media and watching what customers are saying. (Also thinking of CUSTOMERS and using CRM-type approach.) We can't cover everything: use outside sources (national and state) when appropriate. BREAK DOWN DIVISIONS BETWEEN UNITS. USE A COMMON DATABASE FOR PROJECT MANAGEMENT. (all caps = this is highly applicable to KSRE!!)

June 13

Telling the Extension Story through Infographics
Donna Bowen and Walker Massey, Clemson

Presenters recounted a tale of their dean wishing to respond to the “agriculture degrees are useless story on Yahoo! Response was long, text-heavy, not web friendly. Described process of wireframing, finding the correct concepts and data, choosing a theme, tying end to beginning, going from global to granular. Infographics should tell a story, and artwork and research should support that story. Readers must be able to understand the data and its representation immediately. Focus on readability and sharability. Lynda.com has classes on infographics and wireframing.

This one is great and WE SHOULD DO THIS!

http://www.clemson.edu/cafls/news_research/news/agricultural_science_majors_hardly_a_useless_pursuit.html

AGRICULTURE sustains *life*



food



fibers



raw materials



fuel

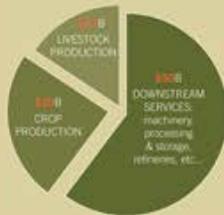
GLOBAL

to feed **9.1 billion** people by **2050** we need to...

increase food production by **70%**



invest **\$83 billion** annually in developing countries



UNITED STATES

in 1940 **1** farmer could feed **19** people



in 2011 **1** farmer could feed **155** people



SOUTH CAROLINA

agriculture has a direct economic impact of **\$33.9 billion** a year



92% of land in South Carolina is farm or forest

280,000 Jobs Created and Supported



27,000 farms



4.9M farm acres



CLEMSON UNIVERSITY

has been sustaining agriculture for nearly **125** years.

Thos. G. Clemson

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Communication Audits

PIE Center (Tracy Irani)

We should do this—described a process to evaluate all communications. It's a step-by-step framework and is simple enough. Should be performed by a third party (or a group of students, maybe?!) Helps identify target audience, goals, collect samples, assess consistency of design, alignment with mission, identify missing pieces, and provides usability testing of online communication.

See www.centerpie.com/tools/communicate

Roadmap for Developing Effective Messages

PIE Center (Tracy Irani)

Workshop demonstrating PIE Center process for identifying audience and developing messages (ethical vs. logical vs. emotional appeals and the like). Good information; not much different from what you learn in a decent class on persuasive writing, but nicely packaged. See PIE Center handout and www.piecenter.com/tools

Back to the Kitchen: Planning, Implementation, and Impact of an Extension Social Media Campaign

Jamie Seger, The Ohio State U.

This was fabulous—dovetails nicely with what Elaine, Joe, and I have tried to develop for our agents with our Communication Strategy annual conference session and follow-up. Jamie did something similar, but she provided a social media toolkit and calendar for a planned-out month of social media activities for participating educators. The campaign was for National Childhood Obesity Month. She provided a campaign timeline, a posting schedule, a promotional YouTube video, and evaluation plan, a press release, a Basecamp project site, and a Facebook group page. She provided sample wording and found that educators used her wording the first week and used their own later. Used lots of sharable images with text on them (followed social media best practices). Used analytics to trace results, which were good (lots of info here—ask me if you'd like more). **Sharolyn was in this session and was fired up! She wants to do this for Walk Kansas and asked me to help. Let's do it! From a training perspective, this is a great way to get educators excited about using social media and to make it fun.**