ACE 2013 notes

Pre-conference writing workshop
Notes:

- A good narrative always teaches a lesson
- There must be an emotional connection
- Elements of a story
  - Character
    - Their point of view
    - Relates to the audience (Ping the duck, relates to kids for a children’s story)
  - Lesson
  - Details/Scenes
  - Tension
    - Challenge
    - Delay
  - Change/Growth
    - Understanding something new
  - Action
  - Resolution
- When writing reports:
  - Information is key
  - Summary/Narrative
  - Topical Organization
  - Inverted pyramid
  - Direct quotation
  - Traditional news values
- When writing stories:
  - Pattern and experience are key
  - Dramatic narrative
  - Scenic organization
  - Narrative arc structure
  - Dialogue
  - Dramatic values
- A story is a sequence of actions that occur when a sympathetic character encounters confrontation that he solves.
  - Conflict, crisis and resolution
  - Sympathetic character
  - Resourceful
  - Protagonist, the one who takes the lead in every effort or cause
  - Complication, any problem
  - Exposition
  - Rising Action
  - Climax
  - Falling Action

Resources:
- The Readership Institute at Northwestern University [http://www.readership.org/default.asp](http://www.readership.org/default.asp)
SIG leader training
Notes:
- Do we have a website??
- Create outline and topics for Facebook content and discussion
- C&A
  - Need judges that will provide solid critiques
  - Create a rubric for the SIG
- We need 2 volunteers for the professional development committee, 2 year term
- Use of eXtension for SIG training webinars at listen and learn
  - https://learn.extension.org/events/search?utf8=%E2%9C%93&q=ACE&commit=Search
- Media Relations Made Easy series
- Consider quarterly call/e-meeting

How to get them to go – UGA study abroad
Notes:
- Methods
  - Social media
  - Campus transportation
  - Collegian
  - Study abroad coordinator
  - Advisors
  - Campus info fair
- Elements
  - Image
  - Tagline
  - Website
  - Identifier
- Make videos of students
- Picture journal from students
- Students take videos on trip
- Start by making a master list of all department trips and majors/numbers
- Multi-piece plan
  - Generic, small handout
  - More details, tri-fold full page brochure
  - Specific 1-page flier per trip
  - Banner for displays at undergraduate events
  - Student blog, received class credit if they did 3 posts per trip
- blog.caes.uga.edu/studyabroad
- http://students.caes.uga.edu/opportunities/studyabroad/index.cfm

CSS Frameworks for Rapid Site Designs
Social Media Roundtable
- IANLR news service [http://ianrnews.unl.edu/](http://ianrnews.unl.edu/)
- Crop watch newsletter [http://cropwatch.unl.edu/](http://cropwatch.unl.edu/)
- Lecture series
- Events
- Backyard Farmer [http://byf.unl.edu/](http://byf.unl.edu/)
- Tweet Reach [http://tweetreach.com/](http://tweetreach.com/)

Not just another blog – North Carolina State
- WP accounts and county sites were connected with google and other user accounts
- Posts can update to multiple sites at one time
- Every subdomain is unbiased to same server, effectively same file
- Create address on server then create user/account as the site name
- go.ncsu.edu/wordpress

Free Resources
[http://aceisthebest.wordpress.com/](http://aceisthebest.wordpress.com/)