

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>

- University of Chicago Press <http://www.press.uchicago.edu/books.html>
- Plum Island, book written by Nelson DeMille about livestock disease

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

<http://www.slideshare.net/chillnc/>

Social Media Roundtable

- IANLR news service <http://ianrnews.unl.edu/>
- Crop watch newsletter <http://cropwatch.unl.edu/>
- Lecture series
- Events
- Backyard Farmer <http://byf.unl.edu/>
- Tweet Reach <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/>