



## SPONSORS

# COMMUNICATION WORKSHOPS

ENGAGE IN BETTER INFORMATION EXCHANGE

### JOIN LIVE LINK

[hbsound.com/ndsucomm](https://hbsound.com/ndsucomm)

### REGISTER ONLINE

[COMMworkshopND.com](https://COMMworkshopND.com)

We will dive into communication techniques to improve how we share information and build relationships. Each workshop is professionally live-hosted and encourage participants to interact with each other in the Chat and with panel members using the Q and A. Come and go as you want from these too...that's one great thing about being virtual!

Don't worry, if you can't catch the event live, we will post recordings on the NDSU Soil Health webpage ([COMMworkshopND.com](https://COMMworkshopND.com)).

### Contact:

Dr. Abbey Wick, NDSU Extension Soil Health Specialist, [abbey.wick@ndsu.edu](mailto:abbey.wick@ndsu.edu), 701-850-6458

**JANUARY 5**  
**9:30 – 10:30 CST**

## FINDING YOUR STYLE TO ENGAGE THE AUDIENCE

*Lee Briesse (Central Consulting), Angie Johnson (NDSU), Abbey Wick (NDSU)*

Learn about how to find and refine your style of communication, approaches for connecting with and sharing your content with the audience. Be confident that you can give that audience "one take away" that they can use.

**JANUARY 12**  
**9:30 – 10:30 CST**

## ENCOURAGING INTERACTION WITH ONLINE MEETINGS

*Marisol Berti (NDSU), Abbey Wick (NDSU)*

Meetings don't have to be all about sitting on zoom and watching recordings, they can be and need to be interactive and exciting. We'll go into depth some of those tools that can be used, like Turning Point or other tricks on zoom to make meetings more interactive.

**JANUARY 19**  
**9:30 – 10:30 CST**

## SELECTING AND BUILDING EVALUATION TOOLS FOR COLLECTING USABLE KNOWLEDGE

*Jean Haley (Haley Consulting Services), Abbey Wick (NDSU)*

Evaluation is an incredibly powerful tool, not just for showing impact in reports, but for improving programs. We'll walk you through examples of how evaluation tools were selected, developed, pilot tested and distributed for the NDSU Soil Health program.

**JANUARY 26**  
**9:30 – 10:30 CST**

## INTERPRETING EVALUATION DATA TO GUIDE PROGRAMMING

*Jean Haley (Haley Consulting Services), Abbey Wick (NDSU)*

Once you have completed the evaluation, now it's time to appropriately use the information to guide programming, content or whatever your goal may be. We'll use the NDSU Soil Health program evaluations as an example to show how information collected was interpreted, then used to direct content and delivery of programs.



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## FEBRUARY 2

### 9:30 – 10:30 CST

### SOCIAL MEDIA TO FIT YOUR GOALS

*Tim Hammerich (Cogent Consulting), Woody Van Arkel (farmer, Ontario), Abbey Wick (NDSU)*

Using social media doesn't have to be all or nothing or over complicated. You can pick a platform that works for you and then fine-tune your approach to accomplish your goals or share your message. As an example, we'll do a step-by-step for Twitter to help you accomplish your goals with social media.

## FEBRUARY 9

### 9:30 – 10:30 CST

### APPROACHES TO BE SUCCESSFUL WITH RADIO, TELEVISION AND WRITTEN MEDIA

*Mick Kjar (Ag News 890), Trevor Peterson (AgWeek), Bill Spiegel (Successful Farming)*

It's a good idea to use multiple outlets to share information, but sometimes it's difficult to know how to engage successfully with radio, television or written media. We'll learn from the experts about effective ways to create opportunities for interviews or stories, how to make the most of that opportunity once you have it, and how to keep the lines of communication open for future opportunities.

## FEBRUARY 16

### 9:30 – 10:30 CST

### BUILDING COLLABORATIONS ACROSS ORGANIZATIONS

*Brad Brummond (NDSU), Sarah Johnston (Walsh Co. SCD), Susan Samson-Liebig (NRCS)*

Efforts of an organization can be amplified by collaborating with other organizations. We'll talk about how you can find other groups or individuals and start working with them to achieve a common goal. We'll also share some ideas on the benefits of collaboration and also how to navigate the waters if things get complicated.

## FEBRUARY 23

### 9:30 – 10:30 CST

### ON-FARM DEMONSTRATION APPROACHES AND CONNECTIONS

*Tim Becker (NDSU retired agent, farmer), Kim Melton (Wilkin Co SCD), Miranda Meehan (NDSU)*

Setting up on-farm demonstrations can seem daunting, but it doesn't have to be when you find the right fit for the project. We'll talk about how to take an idea and make it into a full-blown project – from finding the right cooperator(s), to successfully implementing the demonstration site(s) and maximizing how that information is shared with others.