

NDSU

EXTENSION

NORTH CENTRAL
SARE



Sustainable Agriculture
Research & Education

COMMUNICATION WORKSHOP

ENGAGE IN BETTER INFORMATION EXCHANGE

DECEMBER 7, 2020 | VIRTUAL EVENT | 9:00-4:00

REGISTER ONLINE: ndsu.edu/soilhealth

9:00-9:15

ROLL UP YOUR SLEEVES

Abbey Wick (NDSU), Tim Hammerich (Cogent Consulting)

9:15-10:00

DISCUSSIONS FOR BETTER LEARNING ENVIRONMENTS

*Abbey Wick (NDSU), Lee Briesse (Central Consulting), Angie Johnson (NDSU)
Panel Guided by Tim Hammerich*

Find out how to create opportunities for discussion, getting the discussion going and how to share complex information in a relatable way. Then don't forget to follow up with those who attended your discussion, get tips on how to keep in touch and continue that relationship.

10:00-10:30

WHEN YOU CAN'T MEET IN-PERSON, MAKE THE MOST OF ONLINE

*Peter Schott (Genesis Feed Technologies), Marisol Berti (NDSU)
Panel Guided by Abbey Wick*

We all wish we could meet in person, but let's figure out how to make the most of meeting online. You'll learn tips about how to use Zoom to its full potential and other tools, like Turning Point, to increase engagement online and get feedback.

10:30-10:45

BREAK

10:45-11:15

EVALUATION FOR IMPROVING PROGRAMS... PRIORITIZATION AND TOOL SELECTION

Jean Haley (Haley Consulting Services)

Evaluation is an incredibly powerful tool, not just for showing impact in reports, but for improving programs. You'll learn how to identify and prioritize your reasons behind doing an evaluation so that you can pick the right tool for the job.

11:15-11:45

USING SOCIAL MEDIA TO YOUR ADVANTAGE

Abbey Wick (NDSU), Tim Hammerich (Cogent Consulting)

We all think of social media as "one more thing we have to do", but let's talk about how it can actually benefit programming, build connections and facilitate sharing information. You'll learn about the different social platforms and which one is the right fit for the group you want to reach. Then we'll give you some tips for effective information sharing.

11:45-12:30

SOUNDING GREAT ON THE RADIO, TELEVISION AND IN WRITTEN MEDIA

*Mick Kjar (Ag News 890), Trevor Peterson (AgWeek), Bill Spiegel (Successful Farming)
Panel Guided by Tim Hammerich*

As educators, we end up doing a lot of radio and television interviews and are tasked with writing for media outlets. Learn how to be concise but conversational on the radio, putting your best foot forward on the screen and writing tips to make sure you communicate effectively.

12:30-1:15

LUNCH BREAK

1:15-1:30

WHAT DOES A YO-YO HAVE TO DO WITH COMMUNICATING?

Lee Briese (Central Ag Consulting), Abbey Wick (NDSU), Tim Hammerich (Cogent Consulting)

Let's shift gears after lunch and check out Lee Briese's yo-yo skills. You'll see how a message can be communicated in a different way for maximum impact. And we'll have a little fun too!

1:30-2:15

COLLECTING USABLE KNOWLEDGE

Jean Haley (Haley Consulting Services)

Let's continue the evaluation discussion – now that you've identified your goals and selected the evaluation tool, how do you collect and analyze the data to guide programming. As Jean puts it, "if we don't collect usable knowledge, then it's just trivia"

2:15-2:30

BREAK

2:30-3:15

MAKING THE CONNECTION ON-FARM

*Tim Becker (Farmer and NDSU Agent, Retired), Kim Melton (Wilkin Co SCD),
Miranda Meehan (NDSU)
Panel Guided by Abbey Wick*

We know seeing is believing. To share the right message for your area, you need to be strategic and thoughtful in finding cooperating farmers or consultants, identifying what you want to show and how you'll work alongside those individuals to bring science-based, practical information to your area.

3:15-3:45

STOP COORDINATING AND START COLLABORATING

*Brad Brummond (NDSU), Sarah Johnston (Walsh Co. SCD), Susan Samson-Liebig (NRCS)
Panel Guided by Jean Haley*

Being overwhelmed is real, duplicating efforts is common – find out how to find and build partnerships amongst organizations to lighten the load and have more impact! The takeaway is that you do not have to do your programming alone, but make sure you find partners who are on the same page and have the same enthusiasm.

3:45-4:00

WE'LL SEE YOU AGAIN SOON... WHAT'S TO COME

Abbey Wick (NDSU), Tim Hammerich (Cogent Consulting)

Find out how we will continue the discussion in the coming months!