

# Approved Practices for Conducting Extension Programs

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Cooking Up Successful Extension Programs



COLORADO STATE UNIVERSITY  
EXTENSION

## Annie's Project Four Core Values

### **SAFE HARBOR**

- All questions or situations are welcome for sharing and open discussion.

### **CONNECTION**

- Facilitators help women connect with each other and to professionals introduced in class.

# Annie's Project Four Core Values

## SHARED EXPERIENCE

- There is often a woman in the audience who knows more about the subject being presented than the instructor and is willing to share her experience.

## DISCOVERY

- Skills practice and discussion lead to moments when things begin to make sense.

# Research-Based Information (RBI)

- Annie's Project teaches research-based information
  - RBI is
    - Trusted
    - Reliable
  - No sales pitches
  - No adversarial or advocacy positions

## Challenges

- Sample controversial areas
  - Food safety
  - Water quality
  - GMO's
  - Organic production
- Properly identify appropriate and authoritative sources for your participants



## Speaker Vetting

**The quality of your guest presenters can make or break you. Choose them carefully.**

## Why You Must Vet

- You are presenting the presenter/guest speaker as a trusted local person
- The quality of their presentation reflects on you, the facilitator, and Annie's Project (CSUE)
- A poor presentation wastes everybody's time!

## Speaker Recruitment Process

- Check qualifications *before* scheduling a visit
  - Background appropriate for topic(s)
- Face-to-face visit to
  - Determine the quality of their service and/or communication skills
  - Share community need to be addressed
  - Share your expectations of them
  - Offer material support
- Follow-up call and letter

## Prepare to Visit with Speakers

- Bring
  - Brochures for the class
  - Example handouts for the topic
  - Information on the program
  - Speaker/agenda matrix
  - Example of evaluation results from previous programs

## Speaker Qualifications

- Professional with topical expertise
- Excellent communication skills
- Willing to respect our requirements to use research-based information
- Willing to respect our “no sales pitch” rule

## Topics of Discussion with Speakers

- Steering committee recommendation
- Sponsors of your program
- Participants have paid a registration fee (optional)
- Tell how many have pre-registered or about the kinds of people who will participate

## Determining Qualifications

- Decide if the potential speaker has the capacity to present the topic
  - Discuss the topic; ask about speaker's thoughts on a current issue in that topic
  - Ask about decision tools his or her organization uses with program participants
  - If you decide she/he is not the right person, guide the conversation to communicate respectfully that she/he is not suited as a presenter

## Discuss Parameters

- How long is the session
- PowerPoint is not required, but may be used
- Guest presenter will speak, then answer questions or lead the group in an activity
- Discuss handouts
- If the guest speaker qualifies, use the speaker matrix to schedule the time for her presentation
- Offer to set up a time to listen to the presentation or review materials

## Beginning a Program

- First Session Tasks
  - Send e-mail to everyone prior to the course to welcome them
    - May provide link to pre-course evaluation
  - Pass out class agenda/program materials
  - Collect pre-course evaluations if they weren't done online before start of the program

## Ending a Program

- Post-Course Tasks
  - Conduct post-course evaluation
  - Prepare post-course news story for local paper
  - Write thank you notes to speakers
  - Write success stories for supervisors, sponsors, grantors...
  - Complete all financial accounting
  - Analyze evaluation surveys

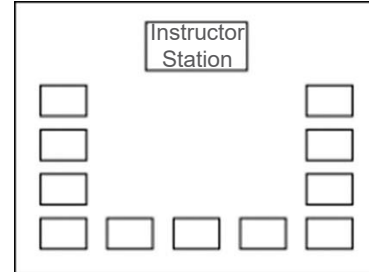
## Good Meeting Practices

- Provide:
  - Good directions and signage
    - If parking is not clear, provide parking directions
    - If appropriate, ask the facility to post directional signs to the classroom
  - Snacks or meals as advertised
- Create:
  - An academic environment conducive to learning
  - A safe, comfortable place
  - A sense of fun



## Classroom Set-Up

- Determine layout of tables
  - U-shape
  - Rounds
  - Small squares
- One set of supplies at each place setting
- Check all equipment well before class starts
- Consider any potential disability/ADA needs



## Managing the Time

- Start on time and end on time
  - Curt Probert
- Have a plan
- Keep to schedule as best as possible
- Allow for breaks



## Facilitators Deal with Difficult People

- Ask specific people questions
- Move people in the room
- Try to be proactive
- Listen
- Humor may be helpful
- Ask them to write questions on cards
- Ask for solutions to questions

## Observation and Interaction

- Observe participants
  - Look for concerns
  - Reflect on participant responses to information
- Respond to what you see
  - Address participant concerns
  - Consider participant responses in how you move forward



# Information Packets

- CSU pocket folders can be ordered from the CSU Bookstore Store
  - 970-491-1418
  - John Schurman
  - [bookstore\\_supplies-art@Mail.colostate.edu](mailto:bookstore_supplies-art@Mail.colostate.edu)
  - Cost \$1.50 ea.
- Contents
  - Program materials
  - Business card(s)
  - Promotional materials from upcoming programs
  - CSUE ink pen

# Your Turn!!!

- Questions???
- Ideas that have worked for you!!!
- Concerns/comments...

# Thank you



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