



Vibrant NC Communities: Building and Coordinating Capacity

2020 NC Cooperative Extension CRD Virtual Conference Agenda

Monday, August 17, 2020

9:00 am to 10:00 am	<p>NCACDEP Annual Meeting</p> <p>Zoom Link: https://ncsu.zoom.us/j/96121176234</p>
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Conference Agenda

10:30 am to Noon	<p>Welcome and Conference Kickoff (<i>Dr. Susan Jakes</i>)</p> <p>Zoom Link: https://ncsu.zoom.us/j/99626155963</p> <p>Extension Administration Remarks (<i>Dr. Dale Monks</i>)</p> <p>Opening Keynote: Crossing the Digital Divide <i>(Panelists: Zach Barricklow of Wilkes Community College, Sherrell Dorsey of Build the Good, Laura Fogle of Digital Durham, Darren Smith of Gig East Exchange; moderated by Maggie Woods of the Institute for Emerging Issues)</i></p>
Noon to 1:00 pm	<p>Lunch (On your own, but we invite you to watch: https://www.youtube.com/watch?v=24tq9oZKXUI&feature=youtu.be)</p>
1:00 pm to 2:30 pm	<p>Workshop: From Technical Expert to Convener & Connector: Expanding Extension's Role in Communities (<i>Presented By: Kristin Feierabend</i>)</p> <p>Zoom Link: https://ncsu.zoom.us/j/97269554962</p>
2:30 pm to 2:45pm	<p>Break</p>
2:45 pm to 5:00 pm	<p>Successful Programs (30 minute sessions will run back-to-back):</p> <p>2:45 pm – What Are Your Community’s First Impressions? <i>(Presented by Becky Bowen)</i></p>

Zoom link: <https://ncsu.zoom.us/j/92588613293>

3:15 pm - Code of the West: Cowboy Ethics (Presented by Rob Hawk)

Zoom link: <https://ncsu.zoom.us/j/92124358504>

3:45 Break

4:00 pm - Rural community solutions for broadband deployment, opportunities, and funding options (Presented by Sara Nichols, Land of Sky Council of Government)

Zoom link: <https://ncsu.zoom.us/j/91090940629>

4:30 pm - Community Gardens as a Tool to Engage Youth in Building their Community (Presented by Marcus Cyprian and Donyel Barber)

Zoom Link: <https://ncsu.zoom.us/j/92551736608>

5:00 pm

Adjourn

Tuesday, August 18

8:00 am to 8:15 am

Connection before Content

Zoom Link : <https://ncsu.zoom.us/j/95865217841>

8:15 am to 9:45 am

Workshop: Establishing Diversity, Equity, Accessibility and Inclusion (DEAI) in community based programing: (Presented by: Heather Kelejain and Lloyd Singleton)

Zoom Link: <https://ncsu.zoom.us/j/95865217841>

9:45 am to 10:00 am

Break

10:00 am to 11:15 am

Workshop: Extension and Workforce Development (Presented by Becky Bowen, Kenny Sherin, Rob Hawk, and Gary Cross)

Zoom Link: <https://ncsu.zoom.us/j/99347418097>

11:15 am to 11:30 am

Break

Successful Programs (30 minute sessions will run back to back):

11:30 am – Community Food Distribution Aggregation Models: A Story of Three Pivots (Presented by Laura Lauffer)

Zoom Link: <https://ncsu.zoom.us/j/91942456073>

11:30 am to 12:30 pm

Noon - Overcoming challenges in the scale-up of Vacationer

Supported Agriculture during the COVID-19 Pandemic (Presented by Duarte Morais, Britt Davis, and Erin Kohn)

Zoom Link: <https://ncsu.zoom.us/j/97922809354>

12:30 pm to 1:15 pm

Lunch

For your viewing pleasure while you munch your lunch, take a gander at some videos from our partners at Feast Down East.

Zoom link: <https://ncsu.zoom.us/j/94106235897>

1:15 pm to 2:45 pm

Workshop: **Connecting Through Hard Conversations in**

Communities: Racism Study Circles *(Presented by Kenny Sherin and Kari O'Neill)*

Zoom Link: <https://ncsu.zoom.us/j/98718386882>

2:45 pm to 3:00 pm

Break

3:00 pm to 4:30 pm

Closing Session Lightning Rounds and Keynote Address

Zoom Link: <https://ncsu.zoom.us/j/94106235897>

Lightning Rounds (5 minute back-to-back rounds)

Building Advocacy Capacity in an Advisory Council *(Presented by: Mark Blevins and Harriet Edwards)*

NC Cooperative Extension & Jacksonville's Community Development Office Working Together to Fill a Need - a 20 year relationship *(Presented by: Diana Rashash and Peggie Garner)*

The New Hanover County Center at the Arboretum: An Inspiring Educational Center *(Presented by: Lloyd Singleton and Amy Mead)*

Comprehensive Nutrition Education Programs are Community Development *(Presented by: Breyana Davis)*

Closing Keynote: The Master Blend Family Farms Story
(Ron Simmons)

4:30 pm

Adjourn

Keynote Speakers



Zach Barricklow currently serves as Vice President of Strategy for [Wilkes Community College](#), overseeing the ongoing development and implementation of the college's five-year strategic plan. The guiding vision for the college's work is to ultimately equip more students with credentials that earn a family-sustaining income. One way to fulfill this vision is to better leverage the excellent broadband connectivity enjoyed in the northwest NC region by preparing the existing and emerging workforce to engage in the telework/remote work economy. To that end, Zach and WCC are in the process of mobilizing a cross-institutional, public-private, regional team to look at credential pathways, corporate partnerships, infrastructure, and promotional strategies related to significantly expanding its telework/remote work economy.

Prior to his current role, Zach served for eight years as co-founder and managing partner of [Versado Training](#), an award-winning company that operated with an entirely virtual workforce for most of its existence. Zach is a current doctoral candidate at the University of Southern California. He and his wife, Lauren, live in the small mountain town of Sparta, North Carolina with their three children.

Sherrell Dorsey is the founder and CEO of [The Plug](#)—a digital news and insights platform covering the Black innovation economy. Her work has been featured in [VICE](#), [The Washington Post](#), and more. Sherrell has been a contributing writer for notable publications like [Columbia Journalism Review](#), [Fast Company](#), [Black Enterprise](#), and others. In 2018, she was named an inspiring woman in tech by [CNet](#).



Prior to launching The Plug, Dorsey served as a marketing manager for companies like Uber and Google Fiber. She holds a Master's degree in data journalism from Columbia University.



Laura B. Fogle is an educational technology professional and one of the founders of Digital Durham, a community collaborative in Durham, NC. Laura and two librarians planned a community listening event in 2016 about digital equity and the collaborative grew from that initial meeting. Digital Durham currently has twelve member organizations who share best practices, cooperate on joint projects, and together raise the visibility of digital equity and inclusion in our community and beyond. We amplify our impact as a member of the North Carolina Digital Equity and Inclusion Collaborative and as an affiliate of the National Digital Inclusion Alliance. Through our collective efforts, we strive to create a Durham where everyone is equitably engaged in the digital world.

Darren Smith is responsible for building an innovation ecosystem to support existing Wilson, NC companies while bringing in new, energetic members to join our community. He is leveraging his knowledge of the startup ecosystem in North Carolina to build strong partnerships to launch Wilson's GIG EAST EXCHANGE as part of this growing center of innovation.



Wilson is building the Exchange from the ground up as one of the leading smart city technologies in the Southeast. The Exchange will be a place to foster entrepreneurship where people come to develop ideas and give life to new businesses and jobs. People utilizing the Hub will take full advantage of the high speed fiber optic network that Wilson built to serve local customers while attracting and retaining high level talent that its current and future employers will demand.



Ronald Simmons has served as President of Master Blend Family Farms, LLC in Kenansville, NC since 2012, combining his two favorite things, nature and food,. With over ten years of professional experience in agri-business, Ron has a diverse expertise in various operations; including public and private sectors of scheduling, employee and account management, marketing, and quality control among other aspects of business management. In addition to overseeing Master Blend, Ron serves on the NC Cooperative Extension Advisory Committee. Along with his professional drive, he is committed to helping 4-H, Future Farmers of America (FFA), and other small farmers learn and expand, locally and naturally.

Maggie Woods is a Policy and Program Manager for NC State University's Institute for Emerging Issues (IEI). In that position she is part of the policy team and contributes to the planning and implementation of IEI's yearly program of work. Prior to joining IEI, Maggie was the Senior Program Coordinator for International Academic Programs at Duke University's Sanford School of Public Policy, where she managed four programs in five countries.



Maggie has served many capacities in the nonprofit and public policy sectors. She's worked as a consultant on education access programming, was a policy intern at the International Labour Organization in Geneva, Switzerland, and served two years as an AmeriCorps VISTA where she developed college readiness programs. Maggie is the current co-leader of the Triangle AmeriCorps Alums chapter, and holds a Master of Public Policy from Duke University and a Bachelor of Arts in International Studies from California State University, Long Beach.

Program Content

Monday, August 17

- 9:00 am – 10:00 am** **NC Association of Community Development Extension Professionals Annual Meeting** *Spring Byrd, President*
NCACDEP is the state chapter of the National Association of Community Development Professionals. This Association was formed in 2019. Come learn about all the exciting things this organization offers.
- 10:00 am – 10:30 am** **Break**
- 10:30 am – 10:45 am** **Welcome and Conference Kickoff** *Dr. Susan Jakes, Associate State Program Leader, CRD*
This 2 day event will bring together county and campus staff from all program areas in NC Cooperative Extension who are doing work to build their Communities. This will be virtual and there will be no concurrent sessions, so we designed this so you can attend everything that interests you. Please sign up for individual sessions in LMS.
- 10:45 am – 11:00 am** **NCCE Administration Remarks** *Dr. Dale Monks, Associate Director, NC State Extension and ANR Program Leader*
- 11:00 am – Noon** **Opening Keynote: Crossing the Digital Divide**
Maggie Woods of NC State's Institute for Emerging Issues will moderate a distinguished panel of broadband advocates and entrepreneurs, including Zach Barricklow of Wilkes Community College, Sherrell Dorsey of Build the Good, Laura Fogle of Digital Durham, and Darren Smith of Gig East Exchange.
- Noon – 1:00 pm** **Lunch**
On your own, but we invite you to view IEI's Broadband Discussion at this link:
<https://www.youtube.com/watch?v=24tq9oZKXUI&feature=youtu.be>
- 1:00 pm – 2:30 pm** **Workshop: From Technical Expert to Convener & Connector: Expanding Extension's Role in Communities**
The National Framework for Urban Extension (2015, <https://tinyurl.com/y2p2nbf2>) outlines key trends that have important implications for Extension's ability to sustain itself now and in the future. One is urbanization: While only 20% of America's population lived in urban areas at the passage of the Morrill Act in 1862, now, over 80% of the population lives in urban areas (approximately 66% in North Carolina). Another is community complexity: Due to a larger, more diverse population and greater concentration of public, private, and nonprofit agencies (often with competing interests) in urban areas, urban challenges "are enormously complex with no simple solutions."

“As issues become increasingly complex,” notes Roger Rennekamp, former Director of Ohio State University Extension and long-time Extension leader, “the role of the extension agent must change from technical expert to convener and connector. The next-century extension agent must possess skills in collaborative problem solving and design thinking.” (2019, <https://tinyurl.com/y5kzbi9u>).

*As North Carolina’s population continues to grow and change, Extension will need to make an intentional effort to expand its skillset from subject-matter expert to trusted convener and community partner. This is particularly important in communities where other nonprofits or government agencies may be engaging in efforts that seem duplicative or in competition with existing Extension programs. How can Extension engage these groups in developing a shared vision and collaborative action that leads to meaningful community impact? The more equipped Extension is to partner with others, the stronger our relevance, position and impact now and in the future.
Presented by Kristin Feierabend.*

2:30 pm – 2:45 pm

Break

2:45 pm – 5:00 pm

Successful Programs (30 minute sessions will run back to back)

2:45 pm – What is Your Community’s First Impression?:

Capturing the unique and unbiased perspectives of first-time visitors, Cultivate NC’s First Impressions Program delivers important information to participating communities on what they’re doing well, as well as constructive advice on where and how they can improve. Residents from a community of similar size and location follow specific procedures to document their visit as “secret shoppers” of the subject community’s amenities. Presented by Becky Bowen, attendees will learn how their communities can take advantage of this program opportunity.

3:15 pm - Code of the West- Cowboy Ethics: *This presentation will focus on the principles of the Code of the West - Cowboy Ethics, which are principles and values to live by to be a good neighbor and citizen of the community. Through community radio messages, newspaper articles and workshops this model is broadcasted across a county for positive communication change. Presented by Rob Hawk.*

3:45 pm – BREAK

4:00 pm - Rural community solutions for broadband deployment, opportunities, and funding options: *A discussion on rural community solutions for broadband deployment, opportunities, and funding options. A basic crash course on all understanding different technologies, planning, and pitfalls in trying to get a community led broadband project off the ground. Presented by Sara Nichols, Land of Sky Council of Governments.*

4:30 pm - Community Gardens as a Tool to Engage Youth in Building their Community: *We are looking to present a project that involves youth in an under-served community in Gaston County and their efforts to come up with solutions related to healthcare, food and social justice as well as economic instability. Using an urban community garden as a backdrop our*

hope is to not only teach youth about agriculture but to use the garden as a jumping off point for improving individual health and access to continuing education and entrepreneurial opportunities. We realize that all involved youth aren't going to take an interest in agriculture but hope to draw in and engage children by providing learning and apprenticeship opportunities in other areas including public speaking, the arts, and engineering. The program targets youth, ages 12-18, who will become integrally involved in having a direct impact in solving problems in the community. In addition to the work with the youth, we have been helping to provide some technical support and consultation regarding a food project that will eventually involve the youth and the work that they are doing in the garden and their community. I believe that their story will be a great way to demonstrate how a community is leveraging available resources to resolve previously untended to issues. Presented by Marcus Cyprian and Donyel Barber.

5:00 pm Adjourn

Tuesday, August 18

8:00 am – 8:15 am Connection before Content

8:15 am – 9:45 am

Workshop: Establishing Diversity, Equity, Accessibility and Inclusion (DEAI) in community based programing:

Establishing Diversity, Equity, Accessibility and Inclusion (DEAI) in Community Based Programing is based on 20-years of the Ability Garden’s work in New Hanover County. The Ability Garden was initially founded to make the NHC Arboretum more accessible to individuals living with disabilities, while we continue to fill that mission, we have also embraced making the resources of N. C. Cooperative Extension and the NHC Arboretum inclusive and equitable to those living in our service area. We have begun to see the gardening and nature-based programs we offer as a bridge to gain trust in communities and build relationships. Our goals with this workshop are to help participants begin to acknowledge social and programing disparities in their communities, discover tangible ways to engage under-represented populations, learn to be accepting of some of the discomfort that comes from working on equity and inclusion, and to create safe spaces for conversations around DEAI. To achieve these goals, we will briefly explore the history of the Ability Garden’s work, sharing both successes and failures. We will segue into an interactive, facilitated activity to guide our participants to look at their own program/county, identify populations to target and develop a plan of engagement. We will then break into smaller groups for a discussion of specific obstacles that may impede a plan of engagement. To close the workshop, the whole group will come together for final comments and thoughts around the discussions that have transpired. Presented by Heather Kelejain and Lloyd Singleton.

9:45 am – 10:00 am

Break

10:00 am – 11:15 am

Workshop: Extension and Workforce Development

Workforce development is a form of economic development that focuses on building worker skills. It encompasses both enhancing skills of employees within a business or organization and creating a pipeline of new talent for local business. Workforce development, therefore, involves connecting employers with existing or potential employees in order to strengthen economic

opportunities within a region. This connection is made through a variety of programs and networks.

This workshop will give agents guidance on how to assist clients seeking to transition to a new job or career as well as tips on how to build workforce development resources in their own counties. A portion of the session will be devoted to telling stories about Extension helping people get back on their feet. Presented by Becky Bowen, Kenny Sherin, Rob Hawk, and Gary Cross.

11:15 am – 11:30 am

Break

11:30 am – 12:30 pm

Successful Programs (30 minute sessions will run back to back)

11:30 am – Community Food Distribution Aggregation Models: A Story of Three Pivots: *EmPOWERing Mountain Food Systems (EMFS) is a three-year project focused on bringing expanded opportunities and capacity to food and farm businesses across the southwestern NC region.*

Programs focus on the seven counties of Western North Carolina (Jackson, Macon, Haywood, Swain, Cherokee, Clay, and Graham) and is based at the Eastern Band of Cherokee Indians Cooperative Extension Office in Cherokee through a partnership between the Center for Environmental Farming Systems and Eastern Band of Cherokee Indians Cooperative Extension.

The program, funded by the Appalachian Regional Commission (ARC), brings together producers, food businesses, schools, and regional partners to increase business opportunities that support the expansion of the food supply chain. Diverse program elements focus on leveraging regional collaboration to enhance the local food economy, including infrastructure development, marketing, business assistance, land matching, training, and other resources to support food & farm entrepreneurs.

When COVID 19 hit our programming was put on pause; there would be no in person trainings and we scrapped the idea for the twilight farm tours.

Our pivot required a rapid assessment of what was needed to help farmers stay in business and to support THEIR pivots. ARC supported our advisory board and staff recommendation shifting funding for supplies and equipment helping aggregators, farmers and farmers markets meet the growing demand for local meats and produce while marketing in a COVID safe manner.

This presentation will share three unique pivot stories. Darnell Farms shifted from a popular farm stand and Agritourism venture to an online store with boxed home deliveries. Yonder, a Macon County farm to table restaurant closed and started an online grocery featuring dozens of local vendors, and Guadalupe, a farm to table restaurant in Jackson county added a grocery to their restaurant sales. While diners could come and pick up their meals they could also grab locally roasted coffee, pasture based meats, local cheese and more. Presented by Laura Lauffer.

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Noon - Overcoming challenges in the scale-up of Vacationer Supported Agriculture during the COVID-19 Pandemic: *The Vacationer Supported Agriculture involves the coordination of the supply, aggregation and delivery of bags of produce by groups of farmers located near a tourism destination, and the marketing and sale of those bags with vacation rental agencies and tourism development authorities to vacationers. The project was piloted in the summer of 2018, it grew exponentially in 2019, and in 2020 it*

adapted to the COVID-19 pandemic and grew in geographic scope to cover a lot of the NC coast. In this presentation our team will briefly describe the VSA concept, and relate how challenges were overcome to ensure growing farmer revenue and improved vacationer satisfaction with the product. Presented by Duarte Morais, Hannah Dankbar, Becky Bowen, Britt Davis, and Erin Kohn.

12:30 pm – 1:15 pm

Lunch

1:15 pm – 2:45 pm

Workshop: Connecting Through Hard Conversations in Communities: Racism Study Circles:

NC Cooperative Extension is embarking upon in a new internal training opportunity called Coming Together for Racial Understanding. The Coming Together for Racial Understanding approach is based on a method of dialogue called Study Circles created by Everyday Democracy. Community Vitality specialists with South Dakota State University Extension used this same method along with the same dialogue guide, Facing Racism in a Diverse Nation, in communities dealing with racial tension. This approach requires community facilitators and training those facilitators is the role of the Extension agent took. The Extension agent was not involved in the community discussion, rather built the facilitative skills of community members. The trained community facilitators lead a multi-racial community group through the Everyday Democracy Study Circle process using the published dialogue guide: Facing Racism in a Diverse Nation. After the series of community dialogues is finished, the study circle model includes an Action Forum. During the Action Forum, the extension agent helped facilitate creating a plan from the ideas coming from the Study Circles dialogues. This session will include guests from South Dakota who have provided the training and community members who have participated in the process.

As NC Cooperative Extension begins this internal training, this session will help participants gain an understanding of how the process works. Furthermore, our internal training may lead to opportunities for Extension personnel to work with communities around this topic and using this tool. This session will demonstrate the benefits of the Study Circle process and the impacts of tackling hard topics like racism with communities. Presented by Kenny Sherin and Kari O'Neill.

2:45 pm – 3:00 pm

Break

3:00 pm – 4:30 pm

Closing Session Lightning Rounds and Keynote Address

Building Advocacy Capacity in an Advisory Council: *The NC State Advisory Council is a sounding board for statewide initiatives and a mouthpiece for advocating our impacts and needs to decisionmakers. Increasing Advocacy Capacity has been identified as a need within that group and a plan is being developed to do such over the coming year.*

The plan outline will be shared with goals and objectives for the State Advisory Council that have implications for County Advisory Councils as well as survey data from SAC members regarding their strengths in various Advisory and Advocacy objectives. Presented by Mark Blevins and Harriett Edwards.

NC Cooperative Extension & Jacksonville's Community Development Office Working Together to Fill a Need - a 20 year relationship: *NC Cooperative Extension - Onslow County Center began collaborating with the City of Jacksonville's Community Development*

staff, in the late 1990s, on their New Homebuyer Class. Prior to that, the agenda covered home buying, home inspections, and various financial aspects of home ownership. There was not, however, anything on home maintenance. The agents approached the city staff about that important component. For 20+ years, the agents have participated in the bimonthly classes. In the classes, they give a roughly 30-45 minute presentation on Cooperative Extension, who we are, what we offer, how they can contact us, and why our services are important or of benefit to them. Overall yearly attendance has been 100-120 limited income individuals. Class evaluations of the Cooperative Extension component has been 93% "outstanding." Presented by Diana Rashash and Peggie Garner.

The New Hanover County Center at the Arboretum: An Inspiring Educational Center: *The N.C. Cooperative Extension New Hanover County Center at the Arboretum showcases six methods of good stormwater management: rain gardens, a cistern, an infiltration zone, a bioretention area, permeable pavement and floating plant mats. This quick overview will provide facts, figures and photos to inspire other Cooperative Extension offices to incorporate this type of functioning educational model on site. Presented by Lloyd Singleton and Amy Mead.*

Comprehensive Nutrition Education Programs are Community Development: *The purpose of this lightning round presentation is to discuss how Extension professionals can support and incorporate programs to encourage a healthy community in your county. Steps to Health, NC State's Supplementary Nutrition Assistance Program-Education (SNAP-Ed) offers a comprehensive framework for how nutrition education programs can complement other initiatives to create healthier communities. Steps to Health can provide support to partnering organizations in efforts to create policies, systems, and environmental changes that make the healthy choice the easy choice in locations that serve low-income families and individuals. As an example, a Steps to Health Extension Educator assisted the Wilmington Farmers Market at Tidal Creek to apply to be a Supplemental Nutrition Assistance Program (SNAP formerly known as food stamps)-authorized vendor and apply for a dollar for dollar farmer's market matching program (Fresh Bucks) funded by RAFL, USA. The Wilmington Farmers Market at Tidal Creek officially started accepting SNAP and implemented the Fresh Bucks program in May of 2019. Before this, the market averaged 800 customers per week. After the launch, the market saw an increase in new weekly customers utilizing their SNAP benefits, as well as the Fresh Bucks program. Because of the collaboration between Extension, private, and non-profit partners, more Wilmington residents have increased access to fresh and local foods at an affordable price, while also increasing the Wilmington Farmers Market at Tidal Creek's sales. Increasing access to fresh produce in the community can prevent or delay chronic disease onset. At the very core, comprehensive nutrition education programs are community development. Presented by Breyana Davis.*

Closing Keynote: The Master Blend Family Farms Story
(Ron Simmons)

Ron Simmons will tell his story of how he embraced farming as a powerful tool to build his business, family, and community.