Southern & 1890s Urban Extension Conference  
August 13-15, 2018 | Chattanooga, TN

Hosted by the Southern & 1890s Regional Caucuses of the National Urban Extension Leaders (NUEL)

The Southern & 1890s Urban Extension Conference provides a forum for Extension professionals working in the Southeast to discuss issues and opportunities specific to urban communities. This year’s conference will highlight innovative programming across NUEL’s five focus areas: Enrich the Youth, Feed Our Future, Improve Our Health, Protect the Environment, & Strengthen Communities.

Call for Presenters

1. **Lightning Talks! Strategies for Reaching New Audiences**

NUEL seeks 3 presenters from different program areas who will each give a 10-minute “Lightning Talk” on strategies for reaching new audiences in urban communities, and then engage in a moderated panel with fellow presenters. If selected to present, your Lightning Talk should address the following questions:

   a. What is your program area? What “new” audience were you trying to reach? Why?
   b. What strategies did you use to connect with this audience? Think through the various stages of your program—from program development, to outreach, and finally implementation. What did you have to do differently at each stage to ensure you would connect with your intended audience?
   c. Did you experience any missteps along the way? What did you learn?
   d. Are there particular resources or trainings that helped you be more successful?
   e. What were the results of your efforts? Long-term impacts?
   f. How are your efforts to reach new audiences being sustained or expanded?

2. **Lightning Talks! Implementing Interdisciplinary Programming**

NUEL seeks 3 presenters from different program areas who will each give a 10-minute “Lightning Talk” on implementing interdisciplinary programming, and then engage in a moderated panel with fellow presenters. If selected to present, your Lightning Talk should address the following questions:

   a. What is the community issue(s) or problem(s) being addressed? Why did you decide an interdisciplinary program response was needed?
   b. How did you go about developing an integrated program? Who was involved (both within Extension and external partners)? How was this different than what you had done previously?
   c. How were various aspects of program development and implementation—such as project management, marketing, content development, volunteers, data collection and evaluation, etc.—divided among team members and/or partners?
   d. Did you experience any missteps along the way? What did you learn?
   e. What were the results of the program? Long-term impacts?
   f. How are your interdisciplinary programming efforts being sustained or expanded?
   A: Enrich the Youth
   B: Feed Our Future & Protect the Environment
   C: Improve Our Health & Strengthen Communities

NUEL seeks up to 2 presenters for each of the three breakout sessions listed above (total of six presenters). Each presenter will give a 15- to 20-minute presentation about innovative urban programming. If selected to present, your presentation should address the following questions:

a. What is the urban program or initiative that you are presenting?
b. What community issue(s) is your program designed to address? How was the issue identified?
c. What is new or innovative about this program? You might want to consider…
   - Target audience – Are you trying to reach an audience(s) that is new to Extension?
   - Partners – Who are your partners in this program, if any? What role(s) do they play? How does this complement or strengthen Extension’s role?
   - Funding – How have you leveraged resources external to Extension?
   - Volunteers – How do you train and utilize volunteers for this program?
   - Marketing – Have you utilized new or innovative marketing strategies to reach your target audience?
   - Program content – How did you ensure that the content of the program would be relevant to your target audience?
   - Program delivery – What are your primary program delivery methods (face-to-face, video conferencing, YouTube videos, etc.) and why?
   - Evaluation – How do you evaluate your program? What are the results to-date?
   - Skillset – Aside from subject-matter expertise, what skills did you have to utilize to implement this program? For example, grantwriting, volunteer management, data analysis, cultural competency, etc.

d. Did you experience any missteps along the way? What did you learn?
e. How are your programming efforts being sustained or expanded?
f. What 1-2 pieces of advice would you give to other Extension professionals interested in implementing a similar program?

Call for Posters

NUEL seeks posters from Extension professionals that highlight all innovative programs and/or intersections of multi program areas and partner integration. Posters must show robust results and impact.

Posters should include:

a. Poster title, author name, university affiliation, address/email address at the top of the poster. A simple sans serif typeface (i.e., Arial or Helvetica) should be used. Lettering for the title should be at least one half (1/2) inch. (Points will be deducted for Comic Sans typeface).
b. A statement of the issue and intended impacts
c. Actions taken
d. Evaluation process
e. Results / Outcomes
f. Poster presenters are encouraged to include engaging/interactive material for attendees to take takeaway for post conference follow-up.

Conference agenda and registration: https://extension.tennessee.edu/Davidson/Pages/NUEL-Southern-Region-Professional-Meeting.aspx
Additional Guidelines:

a. Poster size must be no larger than 44" x 44"
b. Poster presenter is responsible for providing an easel for displaying the poster. The easel may be free standing or for use on a table.
c. There is no limit to the number of posters on which an agent can be listed as author/junior author
d. The Selection Committee will have full authority to accept or reject a poster abstract upon evaluation of the title and submitted abstract (description)
e. **Note!** Poster presenters cannot present the same poster as last year, but you can present an updated poster if there have been notable program changes/outcomes.

Helpful hints when developing a poster

*Adapted from Communicaid article by Evie Liss and Bernadine Strik, 1991*

1. *How well is the message conveyed (simplicity and clarity of the message)?* Most people spend less than ten minutes at a poster. Each poster should have one to three main points or themes the presenter wants people to retain, and a clear center of interest to identify and introduce the message.

2. *How easy is the poster to read at three feet?* Posters should have text tables and figures in letter (type) sizes that are easy to read at three feet. Readability of lettering style is also important.

3. *Is the poster visually balanced and organized?* Successful posters do not crowd the information; details can be shared on a handout. Attractive posters have a logical order with figures, photos, and text throughout.

4. *Does the poster use colors and contrast to visually attract the readers?* Contrasting colors are used to lead the viewer’s eye throughout the poster, and imaginative ways to add color might include photographs, illustrations, charts, or graphs.

**Submitting Your Proposal**

_The deadline for submitting a proposal is Wednesday, May 16, 2018._ Submit your proposal online at [https://www.surveymonkey.com/r/NUELSouthernConf](https://www.surveymonkey.com/r/NUELSouthernConf). Information required includes:

- Proposal Type: Lightning Talk (1 or 2), Breakout Session (A, B, or C), or Poster
- Topic Area: Enrich the Youth, Feed Our Future, Improve Our Health, Protect the Environment, and Strengthen Communities
- Proposed Title for Session / Poster
- Session Description / Poster Abstract (300-700 words)
- Lead Presenter Name
- Lead Presenter Title
- Lead Presenter Email
- Co-Presenter Name/Title/Email
- University Affiliation
- City/County/State

**Selection Process**

All submissions will be reviewed by the Conference Advisory Team, which includes extension professionals from multiple states and programming areas. Criteria for selection includes: overall quality of the proposal; relevant, well-defined, and timely topic; demonstration of innovative or “outside-the-box” thinking; and potential for replication. You will receive a decision on your submission by June 22, 2018.