

*Urban Extension:
Responding to the New Millennium*

1999 North Central
Urban Extension Conference,
Urban Task Force Pre-Conference
and Directors' Meeting

April 26-29, 1999
Detroit Marriott
Renaissance Center

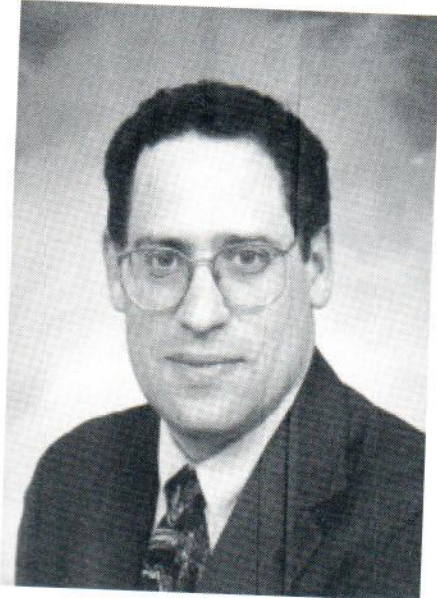


Registration Materials

<http://www.msue.msu.edu/99ncurbanconf/>

1999 North Central Urban Extension Conference

Guest Speakers:

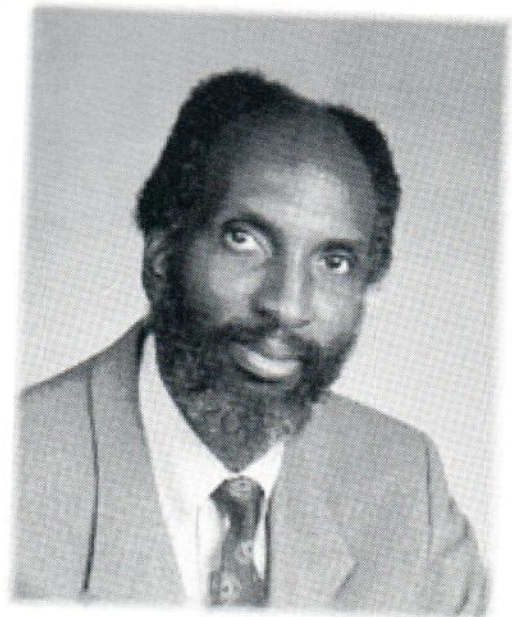


Keynote Speaker: Bruce Katz, Director, The Brookings Institution Center on Urban & Metropolitan Policy, Senior Fellow, Economic Studies

Just over two years ago, the Brookings Institution established the Center on Urban & Metropolitan Policy, directed by Bruce Katz, former Chief of Staff to HUD Secretary Henry Cisneros; Staff Director of the Senate Subcommittee on Housing and Urban Affairs; and former Senior Counsel, Senate Subcommittee on Housing and Urban Affairs. It's focus is to change decisionmakers thinking about urban and disparate domestic policies – together– impact cities and metro regions. The Center has identified three program priorities: creating healthy metropolitan regions in central cities and older suburbs; building competitive and livable central cities; and, revitalizing distressed neighborhoods. The Center works to examine policies, actions and trends so approaches and solutions can be identified and used, by the government and the private sector. <http://www.brookings.org/es/urban/urban/htm>

Dinner Speaker: john a. powell, B.A., J.D., Professor and Executive Director of the Institute on Race and Poverty at the University of Minnesota Law School

Professor powell is a nationally recognized authority in the areas of civil rights and civil liberties. He teaches race and poverty, civil rights law, property law, and jurisprudence. After becoming an attorney, he has been a public defender in Seattle, consultant to the government of Mozambique, Director of legal Services of Greater Miami, National Legal Director for the American Civil Liberties Union, as well as taught at the law schools of Columbia University, Harvard, University of Miami and University of San Francisco. As founder and Executive Director of the Institute on Race & Poverty, Professor powell steers his Institute to realize its goals to create scholarship, commentary and dialogue to promote a better understanding of issues confronting communities challenged with racial segregation and poverty. <http://www.umn.edu/irp/> and www.law.umn.edu/facultyprofiles/bibliography/jpowell.htm



MICHIGAN STATE
UNIVERSITY
EXTENSION

Michigan State University Extension

invites you to attend the

1999 North Central Biennial Urban Conference:
*URBAN EXTENSION:
RESPONDING TO THE NEW MILLENNIUM*

April 27-29, 1999,

and the

Pre-Conference:
MANAGING IN THE NEW MILLENNIUM

April 26-27, 1999,

at the
Detroit Marriott Hotel
located in the Renaissance Center,
Detroit, Michigan.

MICHIGAN STATE UNIVERSITY EXTENSION

Dear Colleague:

We are pleased to invite you to join your colleagues to examine how Extension is "Responding to the New Millennium," at the North Central Urban Extension Conference in Detroit, Michigan, April 27- 29, 1999. As you'll see in the following pages, the conference committee draws attention to the many efforts and impacts of Extension programs being delivered in this country's urban and metropolitan communities.

Conference sessions will examine critical and timely topics such as workforce development; community capacity building; and issues of diversity, technology, land use, urban agriculture, nutrition and family. Management related sessions include building an urban political base, administering an Extension unit in an urban setting, resource development and managing a diverse workforce.

We want you to remember this conference for its content and the opportunity to become a part of our vibrant local community. The Host Committee, made up of representatives from the North Central states, has worked closely with the Southeast Regional staff to offer that opportunity through programs, site visits and personal encounters.

Opportunities include the Host Event at the Dr. Charles Wright Museum of African American History- A Detroit treasure that documents, preserves and educates the public on the history, life and culture of African Americans. Six site sessions were selected to offer experiences that would stimulate active learning and discussion, reflect best practices and transferable solutions, and emphasize the local voices and creativity found in the metropolitan Detroit area. Space for the site sessions is limited and requires pre-registration, so register early. Visit the conference web page at <http://www.msue.msu.edu/99ncurbanconf> for more information about the Metropolitan area and all the reasons you will be glad you joined us this coming April in Detroit.

The 1999 North Central Urban Conference Planning Committee

Henry O. Allen, Co-chair
Regional Director
MSU Southeast

Morse L. Brown, Co-chair
County Extension Director
Wayne County Extension



MSU SOUTHEAST

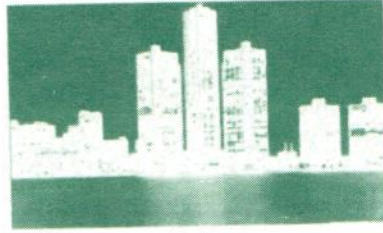
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1999 NORTH CENTRAL URBAN PRE-CONFERENCE:
MANAGING IN THE NEW MILLENNIUM

Monday, April 26

9:00 - 1:00	Pre-Conference Registration	Mackinac Foyer
10:00-12:00	Conference Planning Committee Meeting	Greco Room
12:30- 5:00	North Central Directors Lunch & Meeting	Nicolet A
1:00 - 2:45	Pre-Conference Welcome & Introduction , Anita Blanton Keynote Address , Speaker, Dr. I. Miley Gonzalez Major Urban Task Force Accomplishments , Jose' Vasquez'	LaSalle Room
2:45 - 3:00	Break	
3:00 - 4:00	Small Group Discussions - Session A	Marquette A
	1. Successful Urban Extension Marketing Initiatives Karen Williams, George Hadley	Marquette B
	2. Profitable Urban Extension through Program Evaluations Mary Jane Willis, Mary Chemesky	Nicolet B
	3. Promoting Urban Extension through Program Evaluations Bonnie McGee	
4:00 - 5:00	Small Group Discussions - Session B Here is your opportunity to participate in other discussion groups, sessions are repeated.	As Above
6:00	Dinner a River Cruise	Diamond Queen

Tuesday, April 27

8:00 - 10:00	Directors Continental Breakfast Meeting with 4-H Program Directors	Nicolet A
8:00 - 4:30	North Central Conference Registration	Mackinac Foyer
7:00 - 8:55	Pre-Conference Continental Breakfast Speaker - Myron Johnsrud	Cadillac Room
9:00 - 10:00	MANAGING IN THE NEW MILLENNIUM: Session I Workshops	Marquette A
	A. Extension Survival in the Urban Environment Presenter: Humberto Gonzalez; Ohio State University Starting with discussion on accepted Extension business practices, this session shares new ideas and challenges for developing marketing in Ohio urban centers, crafting new partnerships, using business approaches for resource development and selling Extension programs to the community and politicians. (1 hour)	

			Marquette B
	B.	Getting on Board - County Extension Board Training Presenters: W. Phil Gordon and William "Scott" Rumble, County Extension Directors, Purdue University Board members must possess effective leadership skills, philosophy and vision to effectively support Extension. This presentation will demonstrate the approach Purdue Extension has taken to train it's county board members. Internet accessible training modules will be shared. (1 hour)	
	C.	The Challenge to Manage Effectively in a Diverse Urban Workplace Specific information will be provided on unique urban challenges that occur when you have a diverse workforce. Presenters will offer suggestions on managing effectively in this environment as well as provide opportunities for problem solving/sharing. (1 hour)	Duluth
	D.	Development of Effective Local and Organizational Program Marketing for Accountability of Urban Extension Programs Presenters: John G. Richardson, R. David Mustian, Gwyn F. Riddick and Joy Staton; North Carolina State University Program accountability factors and associated marketing needs and development of program success stories to effectively create marketing instruments and materials will be shared in this workshop. Participants will learn to recognize and program impacts and understand how to use them to develop effective organization marketing instruments. Successful examples will be provided along with descriptions of program impact information and reactions from those receiving such information. (2 hours)	Nicolet B
10:00-10:30		Break	
10:30-11:30		MANAGING IN THE NEW MILLENNIUM: Session II Workshops	Marquette A
	A.	Determining the Role of an Urban Programs Unit within the Extension System Presenters: Ruben D. Nieto and Mary Ann Berry; Ohio State University This session will share research and evaluation methodology used in a study by OSU to identify challenges faced by urban Extension professionals and describe the role of an Urban Programs Unit in supporting urban Extension professionals. (1 hour)	
	B.	Grant Administration in an Urban Setting Presenters: Jose' F. Vasquez'; University of Wisconsin and Tatyana Fabrikant; Cornell University Acquiring grants is the first step. Fiscal management of grants can be complicated in urban settings. Presenters will discuss effective grant management techniques that should be practiced in urban settings. (1 hour)	Duluth
	C.	Building an Urban Political Base: A Federal, State and Local Perspective Presenter: Dr. Rex L. LaMore; Michigan State University Participants will discuss the need for a political support base for urban Extension; examine strategies (some successful, some not) employed at the federal, state and local levels in building a political constituent network; and, discuss the challenges and opportunities this activity presents for land-grant faculty and Extension personnel. (1 hour)	Marquette B
	D.	Continued 2-hour session	
11:30-12:00		Summary & National Program Leader Report – Maurice Dorsey	Cadillac Room



1999 NORTH CENTRAL URBAN CONFERENCE:
URBAN EXTENSION: RESPONDING TO THE NEW MILLENNIUM

Monday, April 26

10:00-12:00 **Conference Planning Committee Meeting** *Greco Room*

Tuesday, April 27

8:00 - 4:30 **North Central Conference Registration** *Mackinac Foyer*

12:00 - 2:30 **1999 NCUC Opening Luncheon** *Cartier Room*
Welcome *(4th floor)*

General Session, Keynote Address
Speaker: Bruce Katz, Brookings Institute

2:30 - 3:00 **Break** *Renaissance Foyer*
 3:00 - 4:00 **Reactor Panel :** *Cartier 4th Floor*
 North Central Directors

5:30 - 9:00 **Dinner** *Museum of African - American History*
Speaker: Professor John A. Powell, University of Minnesota School of Law

Wednesday, April 28

7:30 - 8:30 **Networking Breakfast and Poster Session** *Mackinac Ballroom*

9:00 - 10:00 **RESPONDING TO THE NEW MILLENNIUM: Session A Workshops**

1. **Marketing Extension: Rutgers Urban Gardening Program** *Nicolet B*
Presenter: Stan B. Kamara; Rutgers University
 A variety of proven Extension methods were used to cover the diverse audiences and market RUGP, resulting in one of the most productive and effective Urban Gardening programs in the country: 2,000 gardens covering 32 acres of vacant city lots, involving 6,700 residents from 35 ethnic groups, and producing food worth \$950,000 annually. (1 hour)

2. **Deliberative Forums: Involving Citizens & Living to Tell about It** *Nicolet A*
Presenter: Michael Score; Michigan State University
 Participants will explore an educational approach that can be used by Extension professionals as they help clientele respond to critical issues. Workshop covers understanding deliberative forums and how they have been used in Extension educational initiatives as well as how to facilitate those forums. (2 hours)

3. **Hispanic Culture Workshop** *Marquette A*
Presenters: Ruben D. Nieto and Janet L. Henderson; Ohio State University
 To work more effectively with Hispanic audiences, Ohio Extension developed a workshop with three objectives: a) formulate an understanding of Hispanic culture; b) greet a Hispanic community member and ask basic informational questions in Spanish; and c) identify factors to consider when planning and implementing educational programs for these audiences. (2 hours)

4. ***Helping County Extension Boards Realize Their Mission to Work with Diverse Audiences in the New Millennium*** *Marquette B*
Presenters: Pamala Morris and Renee McKee; Purdue University
 Participants will learn how to utilize the "Inclusivity Model/Process" assessment tool with their local extension boards. Based on this assessment, extension boards can develop a plan to increase their inclusivity in their clientele base, extension education delivery, board leadership, financial resources as well as human resources. This workshop will use a combination of interactive games and video clips to illustrate diversity concepts. Participants will receive lesson plans and other tools to replicate this program in their own community. (2 hours)
5. ***Building Strong Families: A Parenting Program That Works!*** *Richard A*
Presenters: Jodi Spicer, Renita Stultz and Dawn Koger; Michigan State University
 Building Strong Families, a research-based parent education program for limited literacy/resource parents of newborns to three-year-olds, was implemented in Michigan in 1991. Those attending this workshop will understand the development, implementation and evaluation of the program as well as meet with program participants who will describe the program's impact on their lives. Participants will share BSF materials and experiential learning activities. (2 hours)
6. ***Dads Make A Difference™: Teens Teaching Teens about the Importance of Fathers*** *Richard B*
Presenter: Jan Hayne; University of Minnesota
Dads Make a Difference™ is a Minnesota paternity education project. Explore the program history, goals, youth-teaching-youth model, curriculum and activities. Learn how the program provides opportunities for teens to learn life skills, use knowledge in meaningful ways and reinforce healthy choices. Experience a hands-on activity from the curriculum as you learn about the program's use in the Twin Cities schools and agencies. (1 hour)
7. ***Join the Web Generation!*** *Cadillac B*
Presenter: Jane Scherer, University of Illinois
 The importance of the World Wide Web in urban Extension education outreach will be the focus of this workshop. Learn about the conceptualization and development process of the University of Illinois Extension Urban website that averages 4,500 hits/day. Grasp how to maximize your outreach by effectively using the Internet whether it's meeting registrations, curricula, in-service updates or general marketing efforts. (1 hour)
8. ***4-H Camp Discovery*** *Duluth B*
Presenters: Martha White-Huling & Eugene Lanham, Kansas State University; Eric Killian, University of Nevada
 In a pilot program partnering with the Kansas City Housing Authority, 4-H Camp Discovery illustrates a youth development program that provides an exciting learning environment for participants. Experience activities and understanding about seven new ideas concerning you, your neighbor, neighborhoods and cultural communities. (1 hour)

9. ***Invent*** *Duluth A*
Presenters: Karen Williams and Robert; Ohio State University
 Using George Washington Carver as a role model for inventiveness and creative problem solving, the Invent curriculum was designed for 4th-8th grade classroom, after-school or child care settings. The presenters will share this curriculum, its development, evaluation techniques, results and the pilot-testing process and how it encourages youth to think critically and creatively. (1 hour)
- 10:00-10:30 **Break** *Mackinac Ballroom*
- 10:30-11:30 **RESPONDING TO THE NEW MILLENNIUM: Session B Workshops**
1. ***Balancing Urban Development with Rural Character*** *Nicolet B*
Presenters: W. Phil Gordon, Ed.D., Roger Moll, Valynnda K. Slack, and Rick Chase; Purdue University
 Indiana's statute names Educators to serve on County Planning Commissions. This session will provide an opportunity to exchange ideas and experiences on land use by urban Extension Educators. Learn to conserve working lands while allowing for growth and development; the courses and consequences of development; the benefits of balancing working lands and development; tools used to conserve these lands; and methods of building community consensus regarding these lands. (1 hour)
- 2-5 **Continuation of 2-hour sessions**
6. ***The Florida House Learning Center – Sustainability Education for a Future that Works*** *Richard B*
Presenter: Michael J. Holsinger, CED Sarasota County; University of Florida
 The Florida House Learning Center was built to showcase the best methods to conserve energy; use recycled and environmentally sound products, methods and materials; employ technology to reduce costs; and, stimulate economy. Operated by the Extension Service since 1994, this project has been viewed by 50,000 visitors and featured in Better Homes and Gardens and on CNN's Earth Matters television program. This dynamic presentation will help participants start a similar project in their own communities. (1 hour)
7. ***Repeating the Past – Argh!*** *Cadillac B*
Presenter: Jacqueline E. LaMuth; Ohio State University
 As Extension looks toward the millennium, remembering the past can be valuable. Which ideas worked – which didn't? Participants will develop a perspective and appreciation for the historical realities of urban Extension work and the value of studying the past to avoid pitfalls and find success. (1 hour)
8. ***Ren Zone Resident/Business Partnership Project*** *Duluth B*
Presenters: Carol Townsend; Michigan State University, and Rick Chapla, Right Place Program
 MSU-West, in partnership with the Right Place Program (Chamber of Commerce), and the Grand Rapids Service Corps, assisted in the development of a community based Implementation Team in Renaissance Zone #2. The neighborhood organizations identified their shared vision and developed an action plan for neighborhood

- development projects. (1 hour).
9. ***The Discovery Channel: Children, Youth and Family Networks***
Presenter: Vicki L. Braddy; Ohio State University
 The purpose of this workshop is to provide participants the opportunity to access the CYF Networks and see that it is as easy as turning on the Discovery Channel on television. In addition to learning about Ohio's CYFAR Project, participants will learn what is available on the CYF Networks, how to retrieve answers to programming questions, marshal resources and connect with other states conducting programs. (1 hour)
- 11:30 - 1:00 **Buffet Lunch** *Mackinac Ballroom*
- 1:00 - 5:00 **Site Sessions:** Conference participants can elect to experience one of the site sessions (listed on page 17) or attend workshops *Local Extension Sites*
- 1:00 - 2:00 **RESPONDING TO THE NEW MILLENNIUM: Session C Workshops**
1. ***Culturally-Centered Parent Education***
Presenter: Faye Johnson-Kendrick; University of Missouri
 The Effective Black Parenting Program is now the most widely used parenting skill-building program for raising productive, healthy African-American children. The curriculum is based on establishing a "Pyramid of Success for Black Children." Participants will have the opportunity to experience part of this curriculum, learn implementation steps for the curriculum and the opportunity to view the results of an outcome-based evaluation of the project. (2 hours) *Duluth A*
2. ***Building Financial Education Partnership for Urban, Low Income Audiences***
Presenters: Rebecca Haynes and Alma J. Owen, Ph.D.; Purdue University
 This session will share how Indianapolis CFS Extension addressed the need for financial literacy education by building networks with social service and housing agencies, churches and parent enrichment programs. Participants will be introduced to "The Dollars for Decision" model for teaching financial management to low income, low literacy audiences. They will discuss recruitment strategies for building partners and experience hands-on activities used in the curriculum. (2 hours) *Duluth B*
3. ***Adolescents' Preparation for the World of Work: Implications for School Districts and Youth-Serving Organizations***
Presenters: Nicki King, Ph.D., Ann Brosnahan, Carole Paterson, and Jane C. Young; University of California
 How do adolescents perceive the world of work? How do they make decisions about careers? Do high schools prepare them for these decisions? These questions and others about the transition from school to work, formed the basis for a recently completed exploratory survey of seniors in nine California school districts. This session will describe the study, with emphasis on youth from urban districts; and describe the type of career preparation programs and other background experiences. The presenters will propose implications for schools and youth-serving organizations drawn from the study, identify points of intervention that might be appropriate for the 4-H Youth Development Program and ask for input and discussion from the audience. (2 hours) *Marquette A*

4. ***Addressing the Needs of High Risk Youth: Lessons Learned through Two Community-Based 4-H Programs*** *Richard B*
Presenters: Nicole Yohalem; Michigan State University
 Participants will receive an overview of two urban 4-H programs currently operating in Ypsilanti: the Youth Alliance for Peace and United Youth on the Move. Basic tenants of an asset-based, positive youth development approach to working with high-risk teens will be analyzed, as well as how such an approach can serve as a foundation for these programs. In-depth interview data from the program evaluations will be shared. (1 hour)
5. ***What Programming Works in Urban Neighborhoods/Communities?*** *Cadillac B*
Presenter: Dorothy S. Campbell; Purdue University
 This workshop will feature the seven year old Community System-wide Response neighborhood initiative. The model serves as the converging point of the many divergent partners needed to solve the challenges of today's community, youth and families. The workshop will also cover the Communities Against Rape initiative and working together to combat teenage impaired driving. (1 hour)
6. ***Measuring Program Outcomes*** *Cadillac A*
Presenter: Dawn Koger; Michigan State University
 This session will provide a practical approach to measuring program outcomes. The emphasis will be on helping the participants understand the model and create a process to identify indicators to measure change as a result of programs and services. (1 hour).
7. ***Volunteer Mobilization in Community Development: A Curriculum on Relationship Building and Goal Setting*** *Marquette B*
Presenters: Susan Cocciarelli; John Melcher; Center of Urban Affairs, Michigan State University
 The Ten-Step Model for Relationship Building and Volunteer Mobilization for Community Development will be offered with examples of its usage with VISTA volunteers and Michigan community development organizations. Participants will enhance their skills in volunteers mobilization and achievement and will receive an overview of the volunteer training curriculum. (1 hour)
8. ***Safe Nights: Confronting Youth Violence as a Community*** *Nicolet B*
Presenters: Mitch Mason and Wendy Rugers; University of Wisconsin
 The Safe Night program provides a non-violent, drug free place for youth and families to have fun and learn. Two Safe Night programs will be highlighted, focusing on Milwaukee's city-wide audience and Kenosha's neighborhood approach. Participants will learn the steps in planning, conducting and evaluating a Safe Night program; how to involve the community in the program; how to involve young people in planning, conducting and evaluating such a program; and, how to balance educational and recreational needs of families and youth. (1 hour)

2:00 - 2:15 **Break**

RESPONDING TO THE NEW MILLENNIUM: Session D Workshops1-3 *Continued 2-hour sessions*

4. ***Developing a Community-Based Diabetes Education Program for People/Communities of African Descent in an Urban Setting*** *Cadillac B*
Presenter: Juana R. Royster, Washington State University
 This session will give its participants an awareness of diabetes and the seriousness and prevalence of this disease in the United States, especially among people of African descent. The presenter will relate how and why a community-based diabetes awareness education program was proposed and approved by WSUCE Administration. Audience participation will be solicited in activities and a panel discussion. (2 hours)
5. ***Workforce Preparation through "College Knowledge for the Mind," "Great Jobs Program," and "Transitions for Women": Community Collaborative Models*** *Marquette B*
Presenters: Ellen Galvin Murphy, Ed.D., Sheliah M. Johnson, M.S. and Darlene Hilyard; Washington State University, Puyallup
 This workshop will share information about the collaborative programs: "College Knowledge for the Mind" (CKFM), a Washington State University program designed for multicultural urban high school youth; "The Great Jobs Program!", a collaborative afterschool program for 8th grade girls; and "Transitions for Women," a collaborative workforce mentoring pilot program for women that trained mentors and matched them with graduates of a displaced homemaker program. Concepts, objectives, implementations and successes will be shared. (2 hours)
6. ***Learn to Earn, Together We Can Make It Happen*** *Cadillac A*
Presenters: Paul Sunderland, Pat Aune, Caroline Cannon; Oregon State University, and, Aphra Katzev, Ph.D.; Public Policy Research, Portland, OR
 More limited resource families are moved to self-sufficiency in the Oregon welfare reform program with the help of the successful Family Nutrition Program. This session will cover the strong partnerships among the OSU Extension staff, agencies and organizations and will explain the positive/holistic approach to working with program participants. (1 hour)
7. ***Building Communities: The People Empowering People Program*** *Duluth B*
Presenters: Cheryl Czuba; University of Connecticut, and Nanette Page, former PEP facilitator
 This presentation focuses on the PEP program which builds strengths of limited resource persons, and provides opportunities to gain life skills. Workshop participants will learn the definition of empowerment per the PEP framework, the basic steps in conducting a successful empowerment program and how this can be conveyed to their states. PEP is currently conducted in five Connecticut communities including Hartford and Danbury, and has been introduced to Michigan Extension faculty and staff. (1 hour)

8. **Successful Collaboration for Youth Hands-on Education** Nicolet A
Presenters: Beth Drescher; Kansas State University, and Anthony Horsch; Old Cowtown Museum
 Using their successful program for youth in Wichita that recreates a 1870's county fair, presenters will discuss the mechanics of developing their collaborative program; working with agency differences, budget concerns, staffing and communication challenges; enhancing learning and life skill development in youth before and during the program; and, share some hands-on curriculum activities. (1 hour)

3:15 - 3:30 **Break**

3:30 - 4:30 **RESPONDING TO THE NEW MILLENNIUM: Session E Workshops**

1. **Empowering Community Entrepreneurship** Nicolet B
Presenters: Bobby Wilson and George Hadley; University of Georgia
 An urban gardening program was developed in Atlanta to strengthen community leadership along with the gardening skills for limited income youth and adults. The program has turned vacant lots into a source of food, income and environmental improvement as well as creating two products: Atlanta's own "Hot Urban Success," a hot pepper vinegar, and "Scrub-a-Dub," a loofah bath sponge.
 (1 hour)
2. **"Operation Uplift!" – 4-H & Alpha Phi Alpha Fraternity Partnership!** Duluth B
Presenters: William Bryant; Alpha Community Programs, and Carla E. Stiles; Ohio State University
 This session will share its organization guidelines for the successful urban program for 8-19 year old youth utilizing some federal-city block grant funding. Gain information on effective steps to approaching and collaborating with selected minority fraternities and sororities. Facilitators will also share organizational guidelines for implementing an eight week afterschool program for youth from 8-13 years. (1 hour)
3. **The Local Government CECH-UP Program: A Hands-on Approach to Teaching Youth About Citizenship** Duluth A
Presenters: Marvin Beckerman, Ph.D., and Stephen Jeanetta, University of Missouri-St. Louis
 The Local Government CECH-UP program is designed to teach middle school students about local government in Missouri. The program has been conducted since 1996 by Citizenship Education Clearing House, University of Missouri-St. Louis with support from University Outreach and Extension and the St. Louis Area City Managers Association. It's success brought state-wide attention. Become informed about the program and receive information on such a program. (1 hour)

4-5 **Continuation of 2-hour sessions**

6. ***Fiscal Impact Studies, What Do They Add? Case Study of the ONETOWN Model***
Presenter: Kurt J. Norgaard, Ph.D.; Michigan State University
 The ONETOWN model developed from the Michigan Fiscal Impact Study commissioned by the Southeast Michigan Council of Governments (SEMCOG) to analyze differences in consumption and costs of resources between current (trend) versus compact (managed) development. The workshop will provide an overview of the studies conducted by Rutgers and Michigan State Universities, report the benefits and cost of the model, present findings and discuss the potential as an educational tool. (1 hour) Marquette A
7. ***Urban Initiative: Creating an Urban Extension Program in Southeast Wisconsin***
Presenters: Tedi J. Winnett, Marcia L. Jante, Paul Brings, and Jose' Vasquez'; University of Wisconsin
 This presentation will share the knowledge of 2.5 years of active urban programming resulting from the creation of the Urban Initiative in four Wisconsin counties. Participants will gain an understanding and appreciation of the process to develop extension programs for urban communities, learn about the model developed to strengthen urban university relationships; and, learn how to develop a neighborhood approach to deliver programs based on a team concept. Discussion will cover the regional approach to the urban initiative, role of the county directors, building political support, and the impact and future direction of the initiative. (1 hour) Cadillac A
8. ***The Saginaw Family Child Care Network: A Community's Response to the Need for Child Care***
Presenters: Barbara Mutch, Ruth Miller, Freda McNair and Merijo Young; Michigan State University
 The Joining Forces Initiative (W.K. Kellogg, Frey and Skillman Foundations) funded a proposal from MSU Extension to respond to the need for quality child care for low-income children. The result was the development of the Saginaw Family Child Care Network, dedicated to creating quality child care and strong communities through home ownership and neighborhood revival. The workshop will address the process of facilitating the mobilization of the low-income community to respond to the need for child care, and surmounting the barriers to developing family child care homes in the city of Saginaw. (1 hour) Nicolet A

4:30 - **Free Time / Dinner on your own**

Thursday, April 29

7:30 - 8:00

RESPONDING TO THE NEW MILLENNIUM: Session F Workshops

1. ***Marketing Agriculture in Metropolis***

Presenter: John South; Texas A & M University

This workshop's focus is effective, innovative strategies for marketing in urban counties. The session will highlight the successes of the agriculture programs in urban Tarrant County Texas, population 1.4 million. Share successful marketing ideas, explore proven techniques of increasing public interest and respect for urban agriculture programs, and share ideas for networking and partnerships with community groups. (1 hour) Marquette B

2. ***Diversity – A Practical Program Development Process*** *LaSalle A*
Presenters: William Mills; Michigan State University, and Dr. Charles Williams; University of Minnesota
 Using the unique 4-H Center in Detroit as an example, the presentation will show the positive relationship between diversity and program development, the impact of such a program, how to communicate and build relationships, and how Extension can move into urban programming economically, educationally, politically and socially. In addition, participants will learn how citizen participation has been interwoven into every aspect of this program. (2 hours)
3. ***School-Aged Children and Their Behavioral Characteristics: Possible relationship to prenatal drug-exposure*** *LaSalle B*
Presenter: Nancy Schreiber; University of Illinois
 If a child exhibits behavioral extremes, is easily overstimulated, is constantly testing limits or has difficulty with peer relationships, does this indicate an exposure to poly-drug use during the child's gestation period? This session will help participants recognize the danger of labeling; identify behavioral characteristics of drug-exposed children; experience the strategies that work for them; and understand the impact on the group setting. (2 hours)
4. ***Welfare to Work and the Age of Infinite Wisdom*** *Duluth B*
Presenter: Juanita E. Miller, Ph.D.; Ohio State University
 This workshop is designed to provide methods, techniques and tools to use in conducting workforce preparation programs for the "Welfare to Work" audience. There are unique issues, strengths and opportunities the audience brings to the workforce. The uniqueness will be used to identify educational tools that will be effective in workforce preparation for the audience. (1 hour)
5. ***Managing Volunteers: Handling Difficult Situations*** *Nicolet B*
Presenters: Linda Bigley, Barb Dunn Swanson; Iowa State University; and Zora Ronan, Extension Council Member
 Volunteer managers struggle to resolve conflict, but when the answers don't come easily, what is the next course of action? Participants in this workshop will learn how an empowered Extension Council addressed the topic of difficult volunteers by developing a policy which reflects their philosophy of volunteerism, provides a process for resolving situations and establishes a peer review committee as one step of the process. The importance of tackling difficult situations for the long term health of the program will also be addressed. (1 hour)
6. ***Community Capacity Building Initiatives: Leveraging Extension, University and Community Resources for Community and Economic Development Activities*** *Marquette A*
Presenter: Lillian E. Randolph, Michigan State University
 This presentation shares with the conferees techniques used to build capacity in community organizations using Extension and University resources. Examples of projects implemented as a result of MSU's involvement in a University consortium that supported Detroit's Empowerment Zone Program will be shared. The presentation will define community development, capacity building, training curriculum, technical assistance and outreach scholarship used to support community based initiatives. (1 hour)

7. **Learning Tool Time: Evaluating the Expanded Food & Nutrition Education Program & the Family Nutrition Program** *Duluth A*
Presenters: Gayle Coleman, Lynn Himebauch, Bruce Haas and Mike Jensen; Michigan State University
To meet EFNEP and FNP needs, MSU Extension developed an evaluation instrument called the Learning Tool. This session will identify the reasons for developing this tool, demonstrate how it is used and present the data gathered through the Learning Tool showing the impact of EFNEP and FNP in urban areas. (1 hour)

9:00 - 9:15 **Break**

9:15 - 10:15 **RESPONDING TO THE NEW MILLENNIUM: Session G Workshops**

1. **Farmer's Market Nutrition Program** *Nicolet A*
Presenter: Ron Wolford and Willene Buffett; University of Illinois at Chicago High School for Agricultural Sciences
In a joint venture of the University of Illinois Extension and the Department of Public Health WIC program, the Farmer's Market Nutrition Program is designed to improve nutrition of low-income families as well as provide a market for urban gardeners. Vegetables were grown at the 10,000 sq. ft. Cook County Jail garden, the twenty acre Chicago High School for Agricultural Sciences and community gardens provides 20,000 low-income families with produce. This workshop will focus on the process of program development and implementation with time for questions to help participants consider what similar collaborative efforts could be accomplished in their cities. (1 hour)

2-3 **Continuation of 2-hour sessions**

4. **Building Urban Community Capacity for Youth Mentoring** *Nicolet B*
Presenter: Patrick Livingston, Jan Gwozdz; Michigan State University, and Christine Antosciewicz; Macomb County Juvenile Court
Since 1991, the MSUE Youth Mentor Program in Macomb County has successfully developed and delivered volunteer mentoring services to over 200 at-risk wards of the social service and juvenile justice systems. 95% of the participating youth did not enter residential care, translating into a saving to taxpayers of over \$5,000,000. These outcomes led to permanent county funding and a charge to take mentoring to the community level. This session will present the program model, demonstrate the collaborative efforts toward building community capacity and share the MSU Extension's successes with this volunteer driven programs. (1 hour)

5. **Urban Collaboration and Neighborhood Revitalization: The Woodlawn Project** *Marquette B*
Presenters: Dr. Marcia Marker Feld and Dr. Howard H. Foster, Jr.; University of Rhode Island
 The session will be a discussion of the authors' paper on their experience with urban Extension in the Woodlawn Neighborhood of Pawtucket, Rhode Island. They will illustrate the collaboration between HUD, USDA and other federal agencies in developing the community center; provide information on working with local political structures; explore methods for structuring multi-agency cooperation in a revitalization setting; spotlight Extension's role in small, highly dense urban cities; and, discuss the collaboration involved in Community Economic Development and Youth and Family Development, as well as, teaching programs of the three institutions involved in the Woodlawn project.
6. **Information Systems: Opportunities and Challenges for Urban Community Development** *Duluth A*
Presenters: Jack Rozdilsky, Deanna Rivers, John Melcher; Michigan State University
 Participants will become acquainted with the effects of information technologies in urban areas; information technologies and their role in the community development process; as well as, examples of information technology in urban community development, i.e., geographic information systems. With this information, developers may be able to play an active role in the creation of the information infrastructure and possibly avoid disenfranchisement of groups because of class, race, gender or other factors. (1 hour)
7. **4-H Summer of Service** *Duluth B*
Presenter: Cindy Hendricks; University of Nebraska
 The 4-H Summer of Service program, designed to meet the needs of working parents during summer month, offers young people, grades 6-9, a hands-on learning program. Participants will explore service learning options available and program basics for starting such a program in their own community. (1 hour)
- 10:15-11:30 **Capnote Presentation** *Mackinac Ballroom*
Closing Remarks
Evaluation
Adjourn
- 2:00 - 4:00 **Conference Committee Wrap-up Meeting** *Marquette A*

Wednesday, April 28 SITE SESSIONS:

Conference participants can elect to experience one of the following in the community with metro-area Extension staff and program participants. **Participation in these special Site Sessions requires pre-registration** (see Registration Form, page 19).

S-1 **Community Capacity Building & Redevelopment: Community & Economic Development Programming**

This tour will visit Wayne County Extension initiatives that develop community capacity to plan, sponsor, and carry out community & economic development programs and projects. Participants will receive an outline of the curriculum to empower non-profit boards on education, asset based surveys, use of community planning tools and strategic planning outcomes that leverage university and community resources. This session's tentative plans include stops at Corktown Consumer Housing Cooperative, Bagley Housing Association, SW Detroit Business Association, All Saints Non-Profit Housing Association, Delray United Action Council, Fort Wayne, Detroit Edison, Detroit Water & Sewer, and Johnson Controls.

S-2 **Horticulture Partnership in Detroit**

Participants will visit three Detroit sites where Master Gardener volunteers share their love of gardening with the community. Starting with a visit to the Wellness House Garden where organically grown food provides nutritional supplements for those suffering from AID and related diseases, the tour will then visit historic Belle Isle. At this site Master Gardener lead docent tours of the conservatory illustrate their care of the plant collections and rose gardens. The final stop will be a visit to the Moross House, home to the Detroit Garden Center, an Extension partner hosting the Yard & Garden Fair and many youth and adult horticulture classes.

S-3 **Food, Nutrition & Health Tour**

Experience a unique community collaboration program featuring EFNEP and Building Strong Families with a local hospital partner. A visit to a senior citizens nutrition program and a Detroit housing project program will be included in the tour.

S-4 **4-H Community Center**

After a general sharing and concept session at the 4-H Community Center, this tour will offer brief visits to program sites that illustrate Extension Teamwork with Detroit agencies such as Farm-A-Lot and Healthy Detroit and community based organizations. Other tour features include the Detroit Agriculture Network, Urban Gardening/Youth and Gardening Angels (Seniors), and youth nutrition education programs!

S-5 **Exploring M.S.U.'s Tollgate Education Center**

On a 160 acre parcel in the middle of the suburbs, The Tollgate Education Center showcases a variety of urban Extension programs. With the help of 80 Master Gardener volunteers and local landscape industries, gardens and demonstration areas have been developed to identify Tollgate as a focus location for horticulture education. An aging pond has been renovated and is being developed as an area for wetland and aquatic education. A boardwalk, native plant restoration area and wetland gardens are features of this project. Woodland and forestry education programs utilize the walking trails constructed through a typical Michigan forest. In addition, the MSU Agricultural Engineering Department conducts training and workshops using waste processing systems constructed to demonstrate new waste management technologies.

S-6 **Great Education in the Great Lakes Using Local Urban Resources**

Participants will learn about two innovative educational programs. First they will visit the Sankore Marine Immersion High School and Academy in Detroit, a new charter school offering a progressive marine-theme curriculum that MSU helped develop and implement. Secondly, the Great Lakes Education Program will host participants aboard a regularly scheduled school ship cruise. GLEP is a multi-disciplinary experiential school ship program sponsored by MSU Extension and Michigan Sea Grant since 1991. Participants will learn various aspects of this water quality and resource stewardship program and how to adapt the GLEP to their areas.

Hotel Accommodations:

The Detroit Marriott at the Renaissance Center will be the center for this conference. Towering over America's busiest international border, it is the third tallest hotel in the world and the home to General Motors Headquarters. A city within the city, the Renaissance Center hosts more than 75 shops, restaurants and business services, as well as, the 73-floor, 1392-room Marriott Hotel.

Special rates have been negotiated with the hotel for our conference. Call **(800) 228-9290** to reserve your room, mention you are part of the **North Central Regional Urban Conference**. Single and double rooms are \$95.00/night; triples & quads are \$115.00/night.

Airport Shuttle:

Commuter Transportation handles a shuttle that leaves the airport every half hour. Their ticket counter is on the lower level of the baggage claim area in the Northwest terminal. No reservations are needed from the airport. However, pick up at the hotel is by 24-hour advance reservation only, on the hour and half-hour. Charges are \$15.00 one way and \$28.00 round trip. Reservations can be made by calling **(800) 488-7433**.

Travel Arrangements:

If your university doesn't require you to use preferred travel arrangers, you may be able to take advantage of discount airfares offered by Spartan Travel on Northwest Airlines, the official airline for the Michigan State University/North Central Urban Extension Conference (5% off the lowest price available for reservations made 0-59 days prior to travel, or 10% off the lowest fare available for reservations made 60 or more days prior to travel). To take advantage of these savings, call Spartan Travel, Inc. at **(517) 353-9898** or **(800) 684-7384** between 8:00 a.m. and 5:00 p.m., Monday through Friday EST. Please refer to account number "**UNCUE9**" to receive this discount and have frequent flyer numbers and seat preference ready before talking to the agent.



REGISTRATION FORM

1999 North Central Urban Extension Conference, Pre-Conference & Directors' Meeting

April 26-29, 1999

Please use one form per person.

Conference Fees:

A. Pre-Conference/Director's Meeting (26 & 27)	\$ 95	_____
Guest dinner Monday night	\$ 40	_____
B. Early Registration – before March 1, 1999		
Full Urban Extension Conference (27-29)	\$275	_____
Tuesday only	\$135	_____
Wednesday only	\$135	_____
C. Registration after March 1, 1999		
Full Urban Extension Conference (27-29)	\$325	_____
Tuesday only	\$160	_____
Wednesday only	\$160	_____
D. Guest dinner Tuesday night	\$ 40	_____
Total enclosed		_____

Registration is required for attending a site session. There is no additional cost. If interested, please list the session number you would like to attend here: _____

Note: There is limited seating for the banquet on Tuesday. Seating will be based on a first come, first serve based on receipt of your registration form. Register early!

Name: _____

University/Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Mail this form with fee enclosed to:
 Kay Pratt
 Michigan State University Extension
 Southeast Regional Office
 28115 Meadowbrook Road
 Novi, MI 48377-3128

Additional questions:
prattk@msue.msu.edu or
 (248) 380-9100

(Checks should be made out to Michigan State University)

1999 North Central Urban Conference

Planning Committee

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Gary Bergman, Unit Leader, University of Nebraska, Lincoln
Kim Boyce, County Extension Director, University of Minnesota
Paul Brings, Director Milwaukee County, University of Wisconsin
Morse Brown, County Extension Director, Michigan State University
Brad Cogdill, County Extension Agent, North Dakota State University
Maryann Dickason, County Extension Director, Purdue University
Sherry Glenn, Area Education Extension Director, Iowa State University
Jim Lindquist, Northeast Area Extension Director, Kansas State University
Julie Middleton, System Program Director, University of Missouri
James Oliver, Assistant Dean of Urban Programs, University of Illinois
Jose Vasquez, Director for Urban Relations, University of Wisconsin
Calvin Walker, Coordinator Urban Programs, Ohio State University

Conference Host

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1999 NORTH CENTRAL URBAN CONFERENCE
Urban Extension: Responding to the New Millennium



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