

Request for Proposals

Extension Annual Conference

December 12-13, 2007

Proposals Must Be Emailed No Later Than August 21

Overview

You are invited to attend and participate in the OSU Extension '07 Annual Conference. This year's conference will take on a new look and feel as we focus on three specific content areas in a variety of presentation styles. Workshops, Interacts, Computer Labs, Seminar, and Poster presentations are being sought that offer concepts, programs, and models that can increase our awareness of and enhance our professional impact with Extension programming successful across the state.

Please note that special consideration will be given to engaging, experiential learning opportunities. The purpose of these sessions is for participants to leave with a product, plan, idea, and/or resources in hand at the conclusion of the session. The committee feels that there are many great ideas that get communicated within the conference with little time to develop plans/implementation at the conclusion of the conference. The hope is that presenters will build time/activities into their "presentations" for participants to have a take-away product.

Areas of Greatest Need/Interest

The committee has identified the following as areas of priority for potential conference attendees, based on survey evaluations of previous years. Therefore, preference will be given to high quality proposals addressing these areas of greatest need and interest.

- ❑ **Marketing** – Communicating to the public, our clients, and our legislators about the value of our products and the services we offer. Sessions may incorporate one or more of many topic areas. A marketing focus may focus on: advertising, sales promotion, website development/implementation, reaching clients through technology, brand standards and utilization, brochure development, sales force training, communicating your purpose and vision, communications training, etc.
- ❑ **Technology** – A focus on the many new and innovative ways that we have available to us to reach our clientele and to expand our current offerings. Potentially seminars may be on growing trends, future demands, new and innovative software, available resources, hands-on training in using new technologies, and much more. We strongly encourage the use of proposals that teach professionals how to use technology, the benefits of the technology, and practical application to our current Extension demands.
- ❑ **Building Your Business** – Each and every day we are all called upon to use entrepreneurial thinking in our approach to the ever-growing demands of our positions. We must utilize skills such as developing a program plan, developing a budget, meeting the needs of our clients, customer service, inventing new and innovative programs, developing cost-recovery plans, securing funding, and much more. Building your business is a way of focusing on the skills needed to develop our county/center/program "business" into a viable and functioning entity. Examples of program topics may be, but are not limited to, creating a local strategic plan, advisory committees, needs assessments, budgeting, fiscal matters, staff/volunteer development, etc.

Description of Presentation Styles:

- ❑ **Workshop** – These are 3 hour sessions with a specific focus on a topic area. These sessions should be highly interactive and engaging. The purpose is to incorporate learning and implementation that might not be able to be done in a shorter session or can increase learning by a longer involvement time.
- ❑ **Interacts** - A session where a group of individuals gather together to discuss a particular issue. The facilitator would have some general questions/groups that he/she puts people in but it would largely be a group

dialogue time. For example – Knowledge Economy – those wanting to gather together to discuss our changing economy and current efforts in the field.

- ❑ **Computer Lab** – An interactive session taught utilizing the internet or computers for the betterment of class participation/learning. Many have spoken on a need for hands-on technology learning. This would be a limited number of participants but would have participants using the computers available or their own if able to bring them.
- ❑ **Seminar** – These are one hour and 15 minute presentations and teach a specific skill set needed by extension professionals. The seminar should relate to one, or more, of the greatest needs/interest. The proposal should include a detailed description of how the presenter will teach the competency within a short time frame, what is required to replicate the program, and how the presenter will enable attendees to learn more after the session. The seminars should be hands-on, include exercises which allow participants to practice using the skill set, and include take-home materials for use and reference post-conference.
- ❑ **Poster** - Poster Sessions are graphic displays which encourage informal discussions on topics similar to those appropriate for program seminars. One table (6-foot) will be provided for each display. Each presenter will be responsible for setting up the display, staffing it for the designated time, and removing the display at the scheduled time.

Submitting Proposals

Email the following to Tricia Callahan, Annual Conference Co-Chair, callahan.149@cfaes.osu.edu, no later than **August 21**.

1. **Written Proposal (Workshop/Interact/Computer Lab/Seminar)** (no more than 750 words) – include the following:
 - ❖ description of workshop/interact/computer lab/seminar/poster - specifying area of greatest need/interest,
 - ❖ targeted outcomes of the “presentation”,
 - ❖ instructional techniques utilized OR poster outline/layout,
 - ❖ materials provided to attendees, if applicable.
2. **Description for Program** (100-150 words) – provide a summary of the workshop/interact/computer lab/seminar/poster proposal for use in the conference program.
3. **Lead Presenter and Contact** - Name, Title, Location, Address, Phone, Email
4. **Co-Presenters** - Name, Title, Location, Address, Phone, Email
5. **Type of Proposal** – Workshop, Interact, Computer Lab, Seminar, or Poster
6. If we are unable to accommodate your “Type of Proposal” choice, are you interested in presenting as another form if not selected?
7. **Area of Focus** – Marketing, Technology, Building Your Business

Details of Conference Notification

There will actually be two separate times for poster presentations. One will take place on the morning of the first day and the second on the morning of the second day. Poster presenters will be responsible for displaying, staffing, and breaking down their poster presentation at the designated times. Poster presenters will be assigned a display time based on the committee’s recommendation.

The program committee will review proposals soon after the submission deadline. Selections will be made and presenters notified no later than September 15, 2007.

For Questions, Contact Chair:

Tricia Callahan, Extension Educator, FCS & 4-H Youth Development
Callahan.149@cfaes.osu.edu