2016

ASHS Annual Conference
August 8-11
Sheraton Downtown
165 Courtland Street NE
Atlanta, Georgia
ashs.org

Registration for this session
only $35.00

Special Extension Agent
Registration for the full ASHS
Conference is $295.00

This technology session is designed to provide extension agents the tools needed to incorporate technology into their education toolkits. Learn the why and how of a wide variety of digital technologies and discover ways to expand audiences and teach effectively.

Using Technology in Extension

August 8, 2016

9:00am – 1:00pm

Sheraton Downtown–Atlanta, Georgia

(To be held during the ASHS Annual Conference)

Program

9:00 – 9:30 am   Driving Your Technology Decisions with Educational Best Practice, Emily Barton, University of Virginia

Technology can redefine professional learning opportunities, but it is an instructional tool that needs to be thoughtfully implemented. Educational theory offers actionable guidelines for best practice to evaluate the fit of digital technology for different instructional modes, learner populations, and organizational contexts.

9:30 – 10:00 am   Helping the Green Industry Navigate the Challenge of Social Media, Cheryl Boyer, Kansas State University

Our recent research indicates that small, local green industry businesses (garden centers, nurseries, lawn care firms, etc.) are often overwhelmed and underprepared to respond to the changing face of online marketing. We created a new resource, The Center for Rural Enterprise Engagement to assist owner/operators with learning to maximize marketing efforts and grow their businesses.

10:00 – 10:30 am   0 to 1,000 Followers: Building a Social Media Presence in the Green Industry, Jared Hoyle, Kansas State University

Social media is becoming more than just social; it is becoming the most popular source for news and information. Therefore, there is a need to utilize social media outlets to disseminate research-based information. Learn how to create a social media presence in the horticulture industry.

10:30 – 10:50 am   Break

10:50 – 11:20 am   Increasing Engagement using Digital Communication Technologies, Eric Stafne, Mississippi State University

Digital Communication Technologies (aka Social Media) have become an integral part of extenion-client interaction. Technologies such as blogs (macro and micro) allow Extension personnel to

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substantially increase engagement with online consumers and ultimately help to fulfill Extension's mission of extending knowledge and changing lives.

11:20 – 11:50 am   Modern Communication, Effective Extension and Technology Limiting Cultures, Judson Reid, Cornell University

New York has the fastest growing Old Order Amish population of any state. Evaluation work conducted by the Cornell Vegetable Program indicates these groups prefer personalized extension resources. How do we stay current with social media and relevant to these and other unique, technology-limiting cultures?

11:50 am – 12:30 pm   #Extension, Jim Brosnan, University of Tennessee

From basic mechanics to tracking impressions and engagement, this presentation will discuss how to effectively use Twitter in Extension programming.

12:30 – 1 :00 pm   Engaging the Millennial Generation, Elizabeth Barton, University of Delaware

As Millennials age into home and business ownership, horticultural organizations need to engage this digitally native generation. Why are newer technologies and social media so effective with Millennials? How can we use this information to deliver content and to effect change? One potential method is podcasting, a form of episodic audio content. Podcasting can give horticulture a voice, tell stories and speak to younger audiences in a language they understand.

1:00 – 1:30 pm   Post-Session Genius Lunch (lunch not included)

Sit down with presenters and get one-on-one help with tuning in to social media. Bring your phone and set up your first Instagram account if you haven't already done so. Ask questions you thought were too technical or too simple in the general session. Presenters will hang around as long as necessary to get everyone launched in digital programming.