**SERV Recordings, May 29 & June 5, 2014**

See the descriptions and presenters of each session below.

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| **May 29, 2014** |
| **Time** | **Min.** | **Title** | **Recording** |
| 9:00 | 50 | Communicating Climate Change (repeated June 5 at 9 a.m.) | <https://connect.msu.edu/p6jq7ky2w7a/>  |
| 9:00 | 50 | An overview of Distance Technology—**in Zoom** (repeated at 11 a.m.) | Recording coming |
| 9:00 | 25 | Creating the Same Event Multiple Times, Just Duplicate! | <https://connect.msu.edu/p92trr2jtqf/> |
| 9:30 | 25 | Correctly Cancelling a Program in the Event System | <https://connect.msu.edu/p5ytbctiz1l/> |
| 10:00 | 50 | Understanding Tourism for Michigan Communities | <https://connect.msu.edu/p6zbowirit4/>  |
| 10:00 | 25 | Breaking it Down – The Basics of MSUE Temporary, On-call and Student Employment | <https://connect.msu.edu/p6pr59vvzpd/>  |
| 10:00 | 25 | Connecting with Twitter | <https://connect.msu.edu/p83dodx6d09/>  |
| 10:30 | 25 | Are You a Target? Keeping Yourself and Computer Protected | <https://connect.msu.edu/p78w8j5qwqt/> |
| 10:30 | 25 | Online Mapping Tools for Identifying Problem Areas in the Field Using Your iPad | <https://connect.msu.edu/p3lqovmv50j/>  |
| 11:00 | 50 | 4-H County Newsletter Templates | <https://connect.msu.edu/p3wqa2z5jbj/>  |
| 11:00 | 50 | An overview of Distance Technology—**in Zoom** (repeat from 9 a.m.) | Recording coming |
| 11:00 | 25 | Don’t let MSU become the next “Target”—Learn about PCI Compliance | <https://connect.msu.edu/p27redfjmk1/> |
| 11:15 | 10 | Climate Variability v. Climate Change | Not recorded |
| 11:30 | 25 | Easy Reporting – Make the Most of Your Data | <https://connect.msu.edu/p7yf0vj0mv7/> |
| 11:30 | 10 | The Non-Academic Recruiting/New Hire Process | <https://connect.msu.edu/p9cebdqhxn4/>  |
| 12:00 | 50 | Social media strategy for your Facebook page—Part 1 | <https://connect.msu.edu/p63f7h2xuqe/> |
| 12:15 | 10 | How to Offer YOUR Webinar Through eXtension’s Learn System | <https://connect.msu.edu/p5brurpfcbf/>  |
| 12:30 | 10 | Distance Technology: Best Practices for Educators—**in Zoom** | Recording coming |
| **June 5, 2014** |
| **Time** | **Min.** | **Title** | **Link to meeting room** |
| 9:00 | 50 | Communicating Climate Change (repeat from May 29) | <https://connect.msu.edu/p1vpj17s51u/>  |
| 9:00 | 10 | Online Nutrition Education through My Way to Wellness | <https://connect.msu.edu/p3i72zj8lvl/>  |
| 10:00 | 50 | Social media strategy for your Facebook page— Part 2 | <https://connect.msu.edu/p8vdsj4b2sg/> |
| 11:00 | 10 | Backpack to Adventure - Youth Leadership in a Global World | <https://connect.msu.edu/p7i40t9l50e/> |

**Thursday, May 29**

**9:00**

**Communicating Climate Change** (Repeated on June 5, 9 a.m.)

*Claire Layman & Julie Doll*

**TRADITIONAL—50 minutes** Two recently-released documents, the National Climate Assessment and the Intergovernmental Panel on Climate Change Report, state in the strongest terms yet that climate change is occurring in the here and now, that humans play a large role in these changes, and that we have opportunities to respond and prepare. Yet research shows that, despite widespread agreement from the scientific community about human activity contributing to climate change, the majority of Americans (46%) are unaware of this scientific consensus, and do not see climate change as a pressing problem. Why is this? This session will briefly introduce some of the reasons, both cognitive and social, for the divide between scientists and the public and between the left and the right, on the issue of climate change. The session will then explore how best to communicate with various audiences, keeping in mind the social and value-based nature of the issue. A PowerPoint presentation will be interspersed with polling tools and chat pods, asking for participants own' experiences and attitudes. Depending on the number of participants who register, break-out rooms could be utilized for small-group discussion.

**9:00**

**An overview of Distance Technology** (repeated at 11 a.m.)

*Julie Delgado:* *delgadof@anr.msu.edu*

**TRADITIONAL—50 Minutes**

Staff and educators can benefit from knowing what type of distance learning opportunities are available to them, where to locate them, and how to use them. This session will give an overview of the different forms of distance technology currently being used by MSUE, from how to connect using the telepresence system to how to use Zoom and how it can interface with the Cisco Bridge. All participants will be asked to use the screen share function of zoom. **Zoom allows only 25 participants so please email Julie Delgado to register for this session. She will send you instructions on how to participate.**

**9:00**

**Creating the Same Event Multiple Times, Just Duplicate!**

*Jennifer Labun*

**LIGHTENING—25 minutes**

It is easier than ever to create repeat event in the Events Management System; just duplicate it. This new feature allows a user to duplicate any event that they were an organizer on in the past. Check out this session to learn how easy it is duplicate your event and some “potholes” to avoid.

**9:30**

**Correctly Cancelling a Program in the Event System**

*Jennifer Labun*

**LIGHTENING—25 minutes**

Has your program been cancelled due to low attendance or an unforeseen circumstance? It is now easier than ever to start the formal cancellation process in the ANR Events Management System. This session will teach you the steps required to properly cancel any event in the system and the formal notification needed to complete this process.

**10:00**

**Understanding Tourism for Michigan Communities**

*Julie Avery and Andy Northrup,* Traditional

**TRADITIONAL—50 minutes**

Tourism, the world’s largest industry, can be cultivated to benefit Michigan communities. Michigan is attracting national and international visitors to our ‘places’ to learn about and enjoy our ‘American’ experience. With this expected growth and diversification comes new opportunities for Michigan communities to embrace tourism and prosper from it in social, environmental and economic ways. Come learn about the magnitude of tourism and the niche markets that can be employed to help sustain the industry in urban & rural communities, more specifically heritage/cultural tourism. **IN ADVANCE, please think about what the terms ‘tourist’ and ‘tourism’ mean to you. And, what would attract visitors to your area—environmental assets, activities, cultural aspects, unique features? Be prepared to share your thoughts about this.**

**10:00**

**Breaking it Down – The Basics of MSUE Temporary, On-call and Student Employment**

*Jessica Nakfour*

**LIGHTENING—25 minutes**

This session is designed for anyone who hires, supervises or budgets for temporary, on-call and/or

student (TOCS) employees. In early 2014, MSU Extension revamped the TOCS employment procedures, taking into consideration the Affordable Care Act and the additional costs that may be associated with these employee types. This session will provide information on: the difference between each employment type (temporary vs. on-call vs. student vs. intern); online resources/procedures; review of process to successfully hire and employ a TOCS employee; and an understanding of how/when an employee may become eligible for benefits under the Affordable Care Act and what that means for you (as their supervisor or department) and your budget.

**10:00**

**Connecting with Twitter**

*Katie Gervasi*

**LIGHTENING—25 minutes**

The who, whats, hashtags and Tweets of Twitter. Getting started on Twitter and communicating your work in 140 characters.

**10:30**

**Are You a Target? Keeping Yourself and Computer Protected**

*Alan Pilkenton*

**LIGHTENING—25 minutes**

Heartbleed, Man in The Middle, Drive by Download, Phishing, Malware, wow! All the before mentioned terms are serious threats to you and your computer. With the thousands of viruses created each day, and the new delivery systems invented to spread them, you need to get your shields up and protect yourself. Come explore the protection systems of Ghostery, Ad Blocker, Chomebleed, Last Pass and others to keep you and your computer protected.

**10:30**

**Online Mapping Tools for Identifying Problem Areas in the Field Using Your iPad**

*Laura Young*

**LIGHTENING—25 minutes**

This session will introduce Extension educators to online mapping tools that target high risk land areas for nonpoint source (NPS) pollutants and estimate NPS loadings through hypothetical best management practice (BMP) scenarios. These tools are being utilized as part of the Flint River Nutrient Reduction: Focusing Action project, funded by the EPA through the Great Lakes Restoration Initiative. A primary goal of this effort is to accelerate the reduction of soluble reactive phosphorus entering Saginaw Bay by providing technical field staff with targeted conservation mapping technologies. Demonstrations of two online systems- Environmental Learning Using Computer Interactive Decisions (ELUCID) and the Great Lakes Watershed Management System (GLWMS) will be highlighted. Participants will learn how to use these features with clientele and have the opportunity to access the systems during the session. Participants are encouraged to try these systems out in advance by visiting [http://elucid.iwr.msu.edu/](http://elucid.iwr.msu.edu/%20) and [www.iwr.msu.edu/glwms](file:///%5C%5Cfpsinsc08002.anr.msu.edu%5Cusers%24%5Cvanden34%5CSERV%20Days%5Cwww.iwr.msu.edu%5Cglwms). A portion of the session will be dedicated to receiving feedback about how these systems may benefit Extension educators as well as answering questions

**11:00**

**4-H County Newsletter Templates**

*Mariah Montenegro*

**TRADITIONAL—50 minutes**

The ANR Communications production team designed 4-H County Newsletter templates which includes a Constant Contact version in addition to a Publisher version. This will be used by county 4-H staff to communicate with families and volunteers. These templates will be prepopulated with some consistent statewide 4-H messages as well as have space for local counties to put in their own specific information. This session will focus on how to use the templates located in Constant Contact and how to find the location of the resources they will need to distribute the newsletters on a monthly basis.

**11:00**

**An overview of Distance Technology** (a repeat from 9 a.m.)

*Julie Delgado:* *delgadof@anr.msu.edu*

**TRADITIONAL—50 Minutes**

Staff and educators can benefit from knowing what type of distance learning opportunities are available to them, where to locate them, and how to use them. This session will give an overview of the different forms of distance technology currently being used by MSUE, from how to connect using the telepresence system to how to use Zoom and how it can interface with the Cisco Bridge. All participants will be asked to use the screen share function of zoom. **Zoom allows only 25 participants so please email Julie Delgado to register for this session. She will send you instructions on how to participate.**

**11:00**

**Don’t let MSU become the next “Target” learn about PCI Compliance**

*Jennifer Labun*

**LIGHTENING—25 minutes**

If you use the ANR Events Management System….learn more about proper credit card use. New Payment Card Industry (PCI) standards have been created and MSU must be in compliance by January 1, 2015. There are many new steps that everyone must follow including users of the ANR Events Management System to help ensure the University is compliant. Join us to learn more about proper procedures for PCI compliance and what it means for you. ANR Event Services will offer tips for managing registrations and payments by credit card.

**11:15**

**Climate Variability v. Climate Change**

*Jeff Andresen and Claire Layman*

**IGNITE—10 Minutes**

Climate change and global warming are often used interchangeably. But what is climate variability, and how does it differ from climate change? Join Jeff Andresen, state climatologist, and Claire Layman, public policy education specialist, as they introduce these concepts and terms. Chat pods will be used for participants to ask questions and have them answered.

**11:30**

**Easy Reporting – Make the Most of Your Data**

*Jennifer Labun*

**LIGHTENING—25 minutes**

Now that you have people registered, are you unsure of how to run reports and pull data out of the system? There are many several options to extract data from the ANR Events Management System. You can use the full download report, the attendance report and even build your own custom count reports. Learn how to build your own reports, make labels, name tags or other needed materials or reports.

**11:30**

**The Non-Academic Recruiting/New Hire Process**

*Gina Flores*

**IGNITE—10 Minutes**

Review the recruiting process for non-academic positions and ask your burning new hire process questions! This session targets anyone involved in the process of hiring regular non-academic staff (i.e. IDs, DCs, DS, and Supervising Educators). At the end of this 10-minutes you will have more complete understanding of the recruiting and new hire forms, process and deadlines.

**12:00**

**Social media strategy for your Facebook page— Part 1.** (Part 2 on June 5, 10 a.m.)

*Paula Sheynerman*
**TRADITIONAL—50 Minutes**

Do you have a Facebook page for your County Office or Program? Do you have a plan to make sure that you maximize the time you spend managing that page? In the first session, we will discuss the basic outline of a social media strategy (specifically pertaining to Facebook), and what you should consider (in terms of metrics and goals) to make a social media strategy effective. For homework in between sessions, you will be asked to apply that strategy to the Facebook page you manage. In the second session, we will address the strategies developed by the participants from the first session, and discuss the best strategies to effectively implement them, based on your personal situation. (We will determine the experience level of the group at the beginning, and adjust the content of the sessions accordingly, so all experience levels are encouraged to attend!)

**12:15**

**How to Offer YOUR Webinar Through eXtension’s Learn System**

*Lela Vandenberg*

**IGNITE—10 Minutes**

Learn is a national system for offering webinars to both the public and colleagues from other states. The advantages for using Learn are several: your webinar will be advertised through the eXtension network, the recording will be archived and made available in the growing Learn database, and your name will become nationally associated with your topic, opening doors to possible cross-state collaboration. Please join us to learn the simple process for offering your webinars through Learn.

**12:30**

**Distance Technology: Best Practices for Educators—in Zoom**

*Julie Delgado:* *delgadof@anr.msu.edu*

**IGNITE—10 Minutes**

Educators have been asking for best practices in using the distance technology equipment. This session will give a quick overview of the best practices. We hope educators will come away from this session with a better understanding of what to do, what not to do, and to utilize the system more efficiently when using the distance technology. We will not be covering how to use the distance technology, but instead what we have learned from using the technology. **Zoom allows only 25 participants so please email Julie Delgado to register for this session. She will send you instructions on how to participate.**

**Thursday, June 5, 2014**

**9:00**

**Communicating Climate Change** (Repeat of a May 29 session)

*Claire Layman & Julie Doll*

**TRADITIONAL—50 minutes** Two recently-released documents, the National Climate Assessment and the Intergovernmental Panel on Climate Change Report, state in the strongest terms yet that climate change is occurring in the here and now, that humans play a large role in these changes, and that we have opportunities to respond and prepare. Yet research shows that, despite widespread agreement from the scientific community about human activity contributing to climate change, the majority of Americans (46%) are unaware of this scientific consensus, and do not see climate change as a pressing problem. Why is this? This session will briefly introduce some of the reasons, both cognitive and social, for the divide between scientists and the public and between the left and the right, on the issue of climate change. The session will then explore how best to communicate with various audiences, keeping in mind the social and value-based nature of the issue. A PowerPoint presentation will be interspersed with polling tools and chat pods, asking for participants own' experiences and attitudes. Depending on the number of participants who register, break-out rooms could be utilized for small-group discussion.

**9:00**

**Online Nutrition Education through My Way to Wellness**

*Dawn Earnesty*

**IGNITE—10 Minutes**

My Way to Wellness is ready to assist Michigan adults in obtaining a healthy lifestyle. My Way to Wellness is an online, interactive intervention emphasizing behavioral goals and strategies associated with healthy weight. Topics covered in the course includes: Goal Setting; Your Nutritional Needs and Physical Activity; Build a Healthy MyPlate; Pick the Portion Best for You; What’s Inside? Food Labels 101; Fat and Sugar Facts; Plan It Out; Focus on Fruits and Veggies; Energy – A Balancing Act; and Healthy Habits for a Healthy Life. The online course includes pre and post assessment behavioral assessment with 11 self-paced modules that include physical activity and food safety demonstration videos. This ignite session will help you to understand the background of My Way to Wellness and its creation, learn how to assist in marketing the program to Michigan adults and experience My Way to Wellness as a participant!

**10:00**

**Social media strategy for your Facebook page— Part 2.** (Part 1 on May 29)

*Paula Sheynerman*
**TRADITIONAL—50 Minutes**

Do you have a Facebook page for your County Office or Program? Do you have a plan to make sure that you maximize the time you spend managing that page? In the first session, we will discuss the basic outline of a social media strategy (specifically pertaining to Facebook), and what you should consider (in terms of metrics and goals) to make a social media strategy effective. For homework in between sessions, you will be asked to apply that strategy to the Facebook page you manage. In the second session, we will address the strategies developed by the participants from the first session, and discuss the best strategies to effectively implement them, based on your personal situation. (We will determine the experience level of the group at the beginning, and adjust the content of the sessions accordingly, so all experience levels are encouraged to attend!)

**11:00**

**Backpack to Adventure - Youth Leadership in a Global World**

*Brian Wibby*

**IGNITE—10 Minutes**

4-H Backpack to Adventure: Youth Leaders in a Global World is MSUE designed curriculum for adult and teen volunteers, parents, professionals and others to use in working with young people aged 9 to 19 to develop the knowledge and skills they need to become youth leaders in an interconnected, global environment. The curriculum focuses on developing five competencies that are considered important for becoming a youth leader in a globalized, interconnected world: character, citizenship, communication, creativity and culture. This ignite session will provide an overview of the curriculum.