

TIME TO CHANGE?

The 21st Century is proving to be challenging for outreach and extension likely due to the rapid expansion of the internet, social networking, and a consumer-driven information market where instant access to trustworthy, reliable information is the expected norm.

For Cooperative Extension to compete and succeed in this “information-on-demand” environment it will take more than simply making information available.

Professionals in forest and rangeland natural resources arenas are going to have to learn and apply effective strategies that engage people in light of different demographics, age, income, land expertise, and most importantly - **learning styles**.

In a consumer-driven information market, the consumer dictates how they want to learn, when they want to learn, and what level of commitment (dollars, or their presence) they are willing to invest in the learning experience.

WORKSHOP: JULY 25-27, 2017

THE CHANGING FACE OF ENGAGEMENT: **Reaching the 21st Century Forest & Rangeland Client Manhattan, Kansas**

JOIN US

No matter how good information and materials are, key components such as information translation and adaptability are vital for successful application. Over the years, most of us have improved our abilities to serve various clients, however, most professionals still lack an extensive understanding of how people learn in today's environment, as well as how to apply tactics to improve their ability to translate usable science.

To address these important communication components, we are bringing together a unique, interactive workshop for those that work with landowners, stewards, and producers on forest and rangelands. This workshop is designed to help participants build skills and expertise in reaching multi-generations on the land, through understanding how people hear and process information, as well as different learning styles between generations.

WHO

Anyone who serves in the capacity of providing science-based information that benefits the natural resources of this nation, and serves the citizens both on private and public lands. This includes agencies, NGO, private and public institutions as well as city, county and regional planners.

WHY

Hear from generations expert Amy Lynch

Think all generations operate the same? Think again! There are critical differences between generations that impact learning and participation.

Help identify needs and barriers within forest and rangeland outreach and extension

Help identify and be part of a strategic effort to move the mark forward in our nation efforts to assisting rangeland efforts by prioritizing and identifying national needs and solutions.

Learn innovative ways to provide programming and outreach Henry Ford did not just add another set of horses to buggy's and carriages, he created a new way to move. Learn about new methods and processes for outreach and engagement to meet critical management goals.

MEET THE SPEAKERS

Amy Lynch – Nationally Renowned Generational IQ Speaker and Trainer



What is GenIQ? **GENERATIONAL INTELLIGENCE**. From Millennial and Gen X to Boomer and Gen Z, each generation listens for its trigger words and signature tone in your messaging. If they hear it, you're in. If not, they look elsewhere. Amy specializes in explaining crucial values and surprising trends that help you understand how your words and actions are received and perceived. How does that impact your outreach and programming? What lessons can science learn about growing our reach? How can we use this information to change the way we meet the needs of 21st Century learners?

Amy Hays – Outreach Programming for Learner Needs

21 years of outreach and education have culminated in the knowledge that everyone in science needs to know about effective communication and that idea adoption is nothing you can study using Latin names! Very few of those trained in traditional rangeland, natural resource, or other traditional sciences, use data and information that help us understand how learning happens. What happens when we take information about how learners operate and flip that back into outreach and programming? How does that change the way we do things from a simple presentation to online learning? If we hope to move things forward on reaching our clients can we afford to keep doing the same things? What DOES programming look like when learners needs drive program design?



WORKSHOP DETAILS

Cost: Early registration \$100 online; \$125 at the door

Registration: Register online at the Texas A&M Marketplace <http://marketplace.tamu.edu> or directly at <http://bit.ly/2q7P7At>

Hotel Information:

Hilton Garden Inn Manhattan, 410 South 3rd St., Manhattan, Kansas

Book your stay using the code "KSGL" on www.manhattankshgi.com

Or call (785) 532-9116 and reference "Changing the Face of Engagement" workshop when booking

HOSTED BY

TEXAS A&M
AGRILIFE
EXTENSION

TEXAS A&M
IRNR
Institute of Renewable Natural Resources

More Questions? Contact Brian Hays at bhays@ag.tamu.edu

Funding was provided by a grant from the USDA- National Institute of Food and Agriculture

