

## Q1. Professional Development Narratives – North Central Region

Subject Area #6: Marketing (Telling our Story)

This topic includes any training and professional development related to enhancing skills in marketing, promotion, and effectively communicating the essence of our mission and the significant impact of our work. These opportunities cover a wide array of topics essential for effectively promoting and sharing our work and our story with the public and stakeholders. This includes but is not limited to utilizing social media, media engagement, marketing programs, storytelling techniques, and stakeholder communication.

Q2. Which state do you represent?

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin
- Other:

Q3. Please provide your name.

First Name

Karina

Last Name

Silva

Q4. Please provide your email address

ksilva@iastate.edu

Q5. Provide a brief description of the professional development program that addresses Marketing (Telling our Story). [Less than 250 words.]

\*If you do not offer training on Marketing (Telling our Story), please state that here, and return the survey.

The Extension Engagement Essentials workshop focuses on building knowledge and confidence to become better at serving all lowans and identifying path to reporting outcomes and tell our story.

Q6. Please provide a title (or short one-sentence description) that can be used to identify the training.

Extension Engagement Essentials

Q7. Describe the intended audience for this training (e.g., is it part of on-boarding for all Extension staff, does it focus on staff with a certain level of experience, is it for specific program areas, are their elements designed for unique aspect of community/county-based educators versus state specialists, etc.). [Less than 100 words.]

All Extension staff including county staff, county directors, regional directors, and field staff

Q8. What are the core skills this training will instill in the audience? [Less than 250 words, and bulleted examples are encouraged.]

Participants will be able to: • Define a given set of terms as they relate to work in ISU Extension and Outreach • Articulate when and how to convene a community meeting • Learn how to develop an ISU Extension and Outreach elevator speech • Learn how to write an ISU Extension and Outreach success story

Q9. Please check ALL key words that apply to this professional development opportunity.

- communication skills (personal/educator)
- communication skills (delivery programs)
- conflict (management/resolution)
- digital program delivery
- digital learning principles
- Diversity, Equity, Inclusion (DEI)
- evaluation
- facilitation
- goal setting
- leadership
- marketing
- mentorship
- needs assessments
- onboarding (included in general onboarding)
- orientation to CES (included in general onboarding)

- partners
- risk management
- reaching new audiences
- teaching skills/techniques
- volunteers (in delivering programs and teaching roles)
- volunteer (overall management and coordination)
- volunteer - systems
- other: [explain]

Q10. How is this training offered? [Check all that apply]

- Face-to-face / in person
- Live/interactive zoom/webinar (internet based, time-fixed, with the instructor)
- Asynchronous learning
- Other: Please describe:

Q11. Is this training open to other states/institutions?

- No
- Yes - How do other states/institutions access the training and describe any permissions that need to be obtained to utilize this training:

Q12. Is there a registration/tuition/fee to participants?

- No (please continue the survey)
- Yes - Please describe the cost per person and if there are differences for out-of-state participants.

Q13. Provide a website for additional information, if applicable.

Q14. Provide a name and contact information of someone who can answer questions about this training.

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#### Location Data

**Location:** [\(42.0373, -93.6005\)](#)

**Source:** GeolIP Estimation

