

Biographical Narrative

I have served as an Agriculture and Natural Resources and Community Development Educator since August 2018. January 2019, I began the Master of Science program (CFAES Department of Agriculture, Communication, Education and Leadership) and graduated December 2020 with a Community Leadership focus. Building on an Agricultural Communication degree that I earned in May 2016 and previous video related research conducted in partnership with Delaware County office colleagues, my thesis research focused on the efficacy of on-farm research videos in Extension education.

I am assigned to Delaware County (current population is 213,336). Population has increased 23 percent in the last 10 years. While most of the county population resides in the southern part of the county, most of my existing program partners reside in the northern and central part of the county. This is due in large part to traditional Extension stakeholders living in the rural parts of the county. Existing program partners are typically white, middle class, self-employed or retired with an interest in people, learning, and making their community better.

My work in Delaware County has focused on helping this audience engage others by building confidence in their leadership, communication, and technology skills. Programs that have been developed and conducted in Delaware County include: Communicating your Message, Leadership Development, Capacity Building, Strategic Planning, and Marketing through Social Media. These programs have also been conducted in partnership with other Extension colleagues engaging a variety of audiences throughout Ohio.

My Extension focus areas involve personal leadership development (25%), organizational strategic planning (25%), and capacity building (25%). I have engaged 120 county residents and 55 Ohioans from across the state in leadership development programs. In the area of strategic planning, I have partnered with 108 stakeholders in the county and 81 in the state. I have involved 780 volunteers on the county level and 140 volunteers throughout the state in capacity building programming. Master gardener volunteers, township officials, soil and water conservation district employees and directors, and other Extension professionals and teams have been engaged these efforts. Approximately 25% of my programming is divided among home horticultural efforts, video production, and video production training efforts.

Major Accomplishments

Program & Teaching

Every month I engage the Delaware County Master Gardeners in leadership development training focused on board effectiveness. Leadership development programs are also conducted at bi-monthly MGVA board meetings and other various committee meetings. In my three years as DCMGA coordinator, the association has grown from 112 to 132 volunteers. This has led to increased leadership contributions, committee and board participation, and more focused communication. Two of my board members shared these thoughts:

I appreciate that you are approachable and pleasant. The work you did with strategic planning was really important – surely a highlight of the DCMGA work over those months.

Kenzie has brought many skills to her position: she has demonstrated an excellent ability to work with each officer, regardless of the position of the officer, over the years; she has been instrumental in developing DCMGA's strategic plan and has played a significant role in the process.

My efforts in these three focus areas have been recognized by others as I have been invited to share expertise with Women in Ag strategic planning, OFSWCD's summer conference, OTA's winter and summer conferences, ODA's Leadership Day, and Extension's ANR statewide strategic planning effort.

I have formalized program materials focused on "Communicating your Message". This peer-reviewed curriculum includes teaching agenda and presenter notes, presentation slides, message map, handouts, program evaluation survey and a list of referenced curricula. This material has been peer reviewed and requested by colleagues in Ohio.

Creative and Scholarly Work

I am most proud of my thesis research and curriculum package focused on the impact of our on-farm research videos. On-farm research offers the potential for Extension to address localized issues of concern to multiple stakeholders. In order to have practical impact, research findings must be available in formats that appeal to the different audiences that play a role in solving these issues. Through focus group interviews and survey research methods, I learned that study participants view farm and agricultural related videos that help address a problem or opportunity to improve operations and that they find videos are more engaging than written materials. The videos will not necessarily replace factsheet however the poll indicated that almost 75% of participants learn best when both the video and a factsheet were used together. Study findings build on previous video output evaluation data and enable me to learn what stakeholders want from these outputs and the importance of personal relationships. The evaluation also showed that over 62% of respondents report they are more likely to partner with OSU Extension to conduct on-farm research as a result of watching the videos. 86% were more likely to look to OSU extension as a resource because of viewing these videos. This effort has also inspired my research, written, and verbal communication skills that I intend to exercise in the creation of at least one journal submission to JOE and findings presentations to peers.

My program materials focused on Communicating Your Message were chosen for conference presentation (selected via peer review) as part of the 2020 virtual NACDEP conference. I was also requested to present this material as part of a national NACDEP-sponsored webinar in February 2021. Creative and scholarly outputs have been recognized with one national award (NACAA First Place Promotional Package - Team) and one state award (Ohio JCEP/ESP Awards).

Service

I very much enjoy the service aspect of my position and am fortunate to have been invited to participate in a variety of activities on both the local and state level. On a local level I am a member

of the Delaware County Farm Bureau and the Delaware County Chamber of Commerce where I am currently a student in their Leadership Delaware County program. I have served as a member of the JCEP Marketing Committee Member for the last two years. I was recently invited to serve as co-chair of the NACAA Economic and Community Development committee starting in 2021. In this role I am charged with the responsibility of providing professional improvement opportunities for members with responsibilities in this area, including: the development of professional improvement opportunities, securing resources to fund these activities, and promoting these activities to members. I was also invited to serve as a committee member for the inaugural Dean's Charity Steer Show based on my agricultural and Extension expertise. In this role I was responsible for the creation of the sale program which led to a sale that raised over \$150,000 for charity. As a member of the Delaware County agricultural community, I served as a member of the Delaware County Farm Bureau Benefit in the Barn committee. In this role I offered ideas for promoting the event and recruited sponsors. The annual event raised upwards of \$62,000 in 2019.

Plans for Future

In collaboration with community stakeholders and my master gardener education committee I plan to launch a yearlong lunch & learn program tailored to Delaware County residents with an interest in gardening and home horticulture. The program will spotlight a business or expert in the community, involve a 40-minute presentation on a hot topic and engage the audiences in questions and discussion. The goal is to connect local businesses with community members, provide opportunities for growth for DCMGV members, and ultimately grow understanding of home horticulture.

To strengthen capacity of DCMGV membership, I have begun to outline a leadership development program and anticipate delivering first module in March 2021. The series will focus on:

- managing, leading & implementing change
- stakeholder identification & development
- strategic planning
- empowering others
- communication and listening skills
- leadership styles & personality type preferences
- mission, values, & purpose for me & the organization
- rewarding & celebrating accomplishments

Based on my thesis research, I plan to submit a manuscript for potential JOE article publication focused on the role of educational videos in Extension education and hope to do further evaluative research related to educational videos in 2021-2022. I also plan to hone my web-based survey research skills, gaining expertise in Qualtrics that can be shared with others.

In follow up to the Extension ANR Program Review recommendations, I am excited to be part of the Extension ANR Communications Team and have been asked by committee members to lead the effort. The committee will address opportunities and concerns identified in the program review.

Finally, to help inform my work as an Extension educator and position me for higher level academic pursuits I plan to continue coursework in pursuit of a Ph.D. Spring 2021 will focus on one course: Applied Communication Theory. Building on my interest in leadership and strategic planning, the focus of doctoral work will be in the areas of organizational structure and culture in Extension.