

A Powerful First Impression

By Daniel Kahl, Associate Director, CEDIK and Assistant Professor, Community and Leadership Development

The power of the first impression is not to be underestimated. As an Extension professional working with communities across your county, you likely know of the hidden gems that communities may harbor. Sometimes the best aspects of communities go undetected by the casual visitor. Sometimes communities overlook their own assets or fail to put their best foot forward.

In the book "Blink: The Power of Thinking Without Thinking", author Malcom Gladwell (2005) explores the role of the adaptive unconscious in how we perceive and respond to the world around us. Gladwell explains that we are constantly consciously and unconsciously forming quick opinions and making decisions as we interact with the world around us. The impressions we send, of course, are not entirely out of our control. As individuals we can be conscious of how we dress, how we carry ourselves, and how we present ourselves. As a specialist in community and leadership development, I assert that we also have some control over how we present our communities. When I enter a community, I look for ways the people have invested in their place. Does the

community have organized efforts to support repairs on homes, businesses, and to public spaces? Does the community have organized efforts to support or assist with beautification or maintenance of the city entrances, Main Street, or public areas?

How we maintain our communities is not just for the outsider. Studies have shown that keeping up appearances can have a positive impact on both individual and collective self-perceptions (Bandura, 1995; Ohmer, 2007). Engagement in community improvement efforts can also enhance a sense of community belonging (Ohmer, 2007). On a practical level, community members tend to take pride in, and care for those things they have helped to create.

In 2015, CEDIK will be working with UK Extension to offer a First Impressions

This issue:

From the Director	2
Agent Spotlight: Chaquenta Smith and 4-H YD in Pulaski	4-5
In-service Opportunities	6-7
Upcoming Conferences	8



FROM THE DIRECTOR...

I can't believe it's already February of 2015; I am still signing everything with a 2014 date. Where does the time go? I can tell you that CEDIK is riding the tails of an amazing 2014 and 2015 is starting off with a bang. In this newsletter you are introduced to Jim Mansfield, Lucia Ona, Karyn Loughrin and Jairus Rossi as the newest CEDIK team members. In addition, we will soon be announcing our two new CEDIK Extension state-level Associates. This will bring us to TEN full-time Research and Extension staff. And this does not include the addition of Dan Kahl as CEDIK Associate Director and faculty across the College that are now working with CEDIK. The support from the College of Agriculture, Food and Environment has been tremendous!

The expansion of our team really allows us to broaden our research and outreach programming to include local/regional food systems, rural health coalition/network development, creative placemaking, and entrepreneurial programs. In addition, we will soon be launching several new programs including First Impressions (originating from University of Wisconsin Extension), the Kentucky Business Retention and Expansion (BR&E) program, and a hospital leadership program.

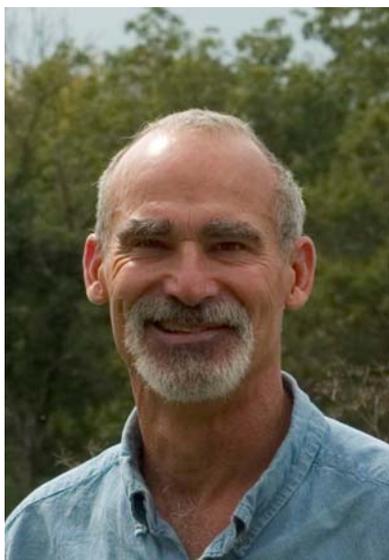
We met with our Extension Advisory Council at the end of 2014 and had a productive meeting where the Agents identified resources that could enhance the work they do in their communities. These resources included conflict management training, business retention and expansion and start up tools, and providing success stories that could be scalable. As a result (as previously mentioned) we are relaunching the Kentucky BR&E program, and we are co-hosting a facilitation and conflict management training with Kentucky League of Cities in 2016. Finally, Sarah Bowker is working to create a "Look Book" that will detail successful programs and projects around community and economic development that can be utilized by both Extension as well as community leaders.

We always welcome feedback and ideas for future programming. Please feel free to contact any of us!

Alison



CEDIK Welcomes New Staff



CEDIK welcomes Jim Mansfield. He is a MS graduate of the Department of Agricultural Economics. Jim has worked in the agriculture sector in many different capacities including as an extension agent in NC, a produce farmer and farm manager in OK, a KY Dept. of Ag. division director, and a sheep farmer/lamb marketer. Jim owns a sheep farming operation in Mercer and Boyle counties in KY. The farm business raises Katahdin sheep and sells lamb to grocery stores, butcher shops and restaurants.

The Kentucky Agriculture Development Board commissioned an evaluation of the state's tobacco settlement funds invested in agriculture, (approx. \$400 million dollars). UK Ag Economics & Community Development (Infanger & Maurer) conducted an evaluation covering the first seven years of the fund 2001 - 2006. CEDIK (Davis) has been contracted to evaluate the seven years since then 2007 to 2014. Jim Mansfield worked full-time on the first evaluation and has been hired to be project manager on the second evaluation.

You can reach Jim at 859-257-7269 office, 859-325-5188 cell phone or by email:

james.mansfield@uky.edu



CEDIK also warmly welcomes Karyn Loughrin, GIS Associate to our team. Karyn is a recent graduate of the Natural Resource and Environmental Science program here at UK. During her time at UK she participated in several research projects including a multi-criteria analysis of sustainable land uses in Rwanda, surveying College of Agriculture students about their energy behaviors, and a capstone project working with the UK Arboretum. Over this past summer she worked with Dr. Jayoung Koo on a project evaluating the feasibility of a recreational trail in association with CEDIK. Karyn has interests in city and regional planning, sustainability, and health.

Her work with CEDIK involves providing marketing analysis, maps, and data to participants in the economic gardening program. She is also working on several other projects assessing the economic value of particular land uses. She is excited to be a part of CEDIK and use her GIS skills in new and challenging ways.

You can reach Karyn by phone at 859-218-5213 or by email: karyn.loughrin1@uky.edu



CEDIK is very pleased to welcome Lucia Ona, Research Associate. Lucia is a 2007 PhD graduate of the Department of Agricultural Economics, and worked with Alison Davis on the Kentucky Rural Health Works Program. She returned to her native county, Ecuador in 2008 and spent six years working in the government as an advisor in the agricultural ministry, and as a professor at the graduate level in a university for government employees, before returning to Kentucky.

Her work now involves writing research papers for CEDIK on topics related to community and economic development including issues related to rural health in Kentucky.

You can reach Lucia by phone at 859-218-3903 or by email: lucia.ona@uky.edu



CEDIK is also very pleased to welcome Jairus Rossi, Postdoctoral Scholar. Jairus is a PhD graduate of the University of Kentucky Geography Department. Jairus is generally interested in how land use patterns are shaped by citizen science initiatives, emerging technologies, and diverse cultural economies. His dissertation work examined the use of genetics and seed banking in ecological restoration work.

Jairus has a passion for understanding the relationship between ecology, culture, and the production of geographically unique cuisine. In his spare time, he enjoys fermenting vegetables and beverages as well as cooking Korean, southern Italian, and South Asian food.

Jairus' work with CEDIK involves detailing regional food networks with an eye toward promoting novel local food distribution strategies. In particular, he is assessing the potential for Community Supported Agriculture programs to create relationships with health and wellness initiatives.

You can reach Jairus by phone at 859-257-7269 or by email: jairusrossi@uky.edu

Enriching the Future: Growth of 4-H Teen Leadership Programs in Pulaski County

By Chaquenta Smith, Pulaski County Agent for 4-H Youth Development



In April 2013, I began my journey as 4-H Youth Development Agent in Pulaski County with a Family and Consumer Science Focus. As a new agent in the community, my first efforts were to meet with 4-H council members and parents to gather insight on needs of and concerns about the community's youth. My conversations revealed a lack of teen programming and involvement within Pulaski County 4-H. I have always had a desire to work with teens and saw this as a golden opportunity to make an impact. I, along with my counterpart TJ Adkins, decided to try a new approach to 4-H programming in Pulaski County. With the goal to increase 4-H involvement and enrollment among the county's teen population, I started small with the introduction of new programs and clubs such as Babysitters Need Basics Babysitting Program, Fashion Magic, 4-H Teen Council, and 4-H after-school clubs. Although initial participation was small, these programs gained the attention of community members, family resource coordinators, parents, and teens.

The target audience for these programs was primarily middle school aged youth to create a strong loyalty base. To expand our scope, we worked to rejuvenate an old program and implement a new one to add to our countywide 4-H programming efforts.

The American Private Enterprise Systems (APES) Program was not new to Pulaski County but had lost steam over time. In an effort to revitalize the program, we implemented APES in fall 2013 with about 12 participants from across the county. The APES program is a two day interactive program that teaches high school juniors and seniors about the concept of business through classes, exams, and tours. We added a new spin to the traditional local APES program by incorporating a luncheon with a local business owner that allowed the students an opportunity to ask questions based on their lessons. The one on one experience allowed the students to bring the program information full circle and give them a behind the scenes look at how business works in Pulaski County. Our 4-H Youth Development team worked in partnership with Southern States, Pulaski County Judge's Office, Somerset Community College, Sk8ter's Paradise, High School Counselors, and Kentucky Cooper Power Plant to deliver this enriching program.

Pulaski County was awarded a \$500 APES Startup Program Scholarship on the behalf of the Kentucky Council of Cooperatives and Cooperative Extension Service to cover program expenses. The program



Pulaski County Youth participating in the APES program toured the Cooper Power Plant.

was positively received throughout the community because it provided professional leadership development for the future leaders of Pulaski County. One student stated "Thank you for affording me this opportunity and teaching me so much about the world of business." Currently, we are gearing up for another successful program. We were recently awarded additional funding from the APES Startup Program Scholarship Committee to continue our programming efforts. We have confirmed new guest presenters, scheduled tours, and expect to recruit 25 outstanding juniors from our local high schools and home school community.

The Leader in Me (LIM) Teen Leadership Training Series is a collaborative partnership between Pulaski and Wayne Counties. The Series provides effective leadership training in an interactive atmosphere. During the training, the students learn about communication, parliamentary procedure, leadership, officer roles and responsibilities, and teamwork. One of the highlights of the program is the panel discussion which encourages the students to share their county's efforts in civic engagement. The experience allows the students to practice networking and communication skills. Guest Speakers for our very first LIM program were past Kentucky 4-H State Officers, Rachel Droege and Allie Click. As a result, our students were featured on the Kentucky 4-H Officer Team twitter page. The students were very excited!

The LIM Program has grown to about 24 youth participants since inception in 2013. In 2014, program survey results indicated that 91% felt they were better equipped to be leaders following the training. 70% stated that they would be able to take at least one thing back to their county or clubs. 100% of the participants indicated being in favor of future Leader In Me training sessions; while also stating they would recommend the program to others. Our next goal is to expand the

program through county partnerships within District 5.

As a result of our new approach to programming, our 4-H teen enrollment and involvement has increased from about 18 youth to 86 youth. These members are spread among our 4-H Teen Council, 4-H Teen Club, Spice of Life Cooking Club, 4-H Sewing SPIN Club, Livestock Club, Horse Club, and Clever clovers. Although we are still growing, I am very excited about the growth that Pulaski County has experienced and the future growth ahead. By providing 4-H leadership opportunities to teens in our community, I believe we are enriching the future of Pulaski County one teen at a time.



Leader in Me Teen Leadership Training Series youth from Pulaski and Wayne Counties.

For more information about Extension Programming in Pulaski County please contact:

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Extension Agent for 4-H YD

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A POWERFUL FIRST IMPRESSION, CONTINUED

assessment service for communities or counties. Communities interested in getting honest outsider feedback can contact CEDIK to discuss the details of having anonymous visitors rate the “user friendliness” of your community. Volunteer visitors may include UK faculty in community development or landscape architecture, Extension, business development professionals, or others arranged through CEDIK. The volunteers will look at the community’s online presence as well as making a physical visit to experience the people and place. The visitors will then submit feedback to the First Impressions coordinator who will compile and present the results back to the community. Each community report will include the identification of resources available for advancing the priorities of the community. The First Impressions visit results may provide a motivating spark for change, or provide incentive for a community to consider prioritizing community improvement efforts. What

the recipient does with the results is, of course, up to the community or county.

When tourists, travelers, entrepreneurs, and new families visit, what type of first impressions is your community projecting? The First Impressions program will give your community the opportunity to consider how to make that powerful first impression!

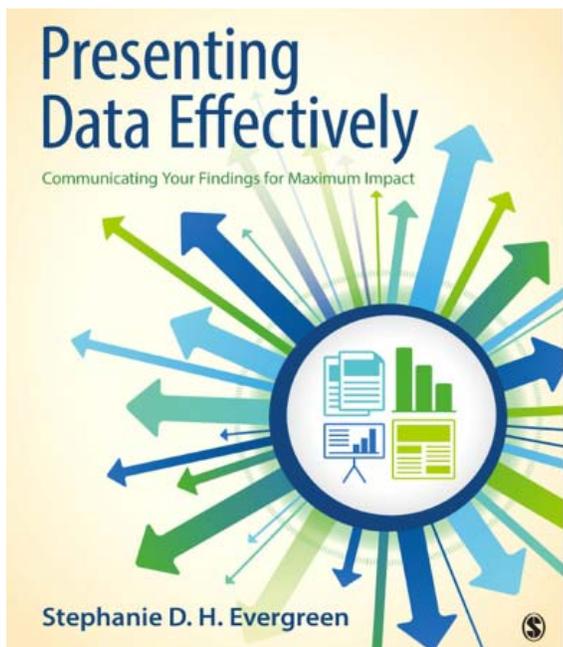
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Bandura, A. (1995). Exercise of personal and collective efficacy in changing societies. *Self-efficacy in changing societies*, 15, 334.

Malcolm, G. (2005). *Blink: The Power of Thinking Without Thinking*. Little Brown & Company.

Ohmer, M. L. (2007). Citizen participation in neighborhood organizations and its relationship to volunteers' self-and collective efficacy and sense of community. *Social Work Research*, 31(2), 109-120

Professional Development Opportunity



MARCH 19, 2015
9:30 A.M. TO 3:30 P.M.
LEXINGTON, KY

Ready to make a bigger impact with your data? This in-service will show you exactly how to leverage the tools you already own for massive improvements in your communication. Show impact more effectively through the use of visual processing theory. Learn why it’s relevant for evaluators. You will learn practical, easy to implement methods to enhance presentations. Use the principles of data visualization, slideshow and report design to increase comprehension of clients and stakeholders. You will communicate more effectively with peers, colleagues and clients through focusing on proper use of color, arrangement, graphics and text. Extension agents, specialists and support staff are invited to participate. ESP is sponsoring this training, however you do not have to be a member of ESP to attend. Cost is \$30.

5 credit hours available in KERS

Registration Postmark Deadline February 25, 2015

You can get the registration form from the Epsilon Sigma Phi Alpha Kappa Chapter’s website: epsilonsigmaphi.ca.uky.edu/files/annual_meetings/2015/2015_ESP_In-Service_Registration_-_Presenting_Information_Effectively.pdf

The Center for Leadership Development
presents
DUVALL LEADER IN RESIDENCE
FEBRUARY 23-27, 2015



Dr. Robert F. Long

Dr. Long is currently a Visiting Distinguished Professor of Nonprofit Leadership at Murray State University, in Murray, Kentucky. His areas of expertise are in Community Philanthropy, Social Enterprise and youth leadership development.

Dr. Long's global perspective comes from serving 15 years as vice president of programs with the W.K. Kellogg Foundation. He also serves as a Senior Fellow at the ASU Lodestar Center for Philanthropy & Nonprofit Innovation and has not forgotten his roots as a youth development extension agent in Illinois and Nevada.

Come meet one of the "top 50" most influential people in the non-profit sector for his contributions to the global emergence of nonprofit and philanthropy studies (Non-Profit Times, '98, '99, 2000).

PLEASE JOIN US FOR OUR PUBLIC EVENTS LISTED BELOW

DATE	TIME	EVENTS
Monday, Feb. 23rd	6:00pm-8:00pm	Puentes Para la Familia—Bridging Families "Empowering Families and Youth by Connecting them to the Community's Resources" <i>Location: Fayette County Extension Office 1140 Red Mile Place</i>
Tuesday, Feb. 24th	11 am —3 pm	"Growing Local Resources: Philanthropy and Regional Development" <i>Location: Cumberland Valley Area Development District Office, London, Kentucky - RSVP required</i> <i>Contact Tara McClintic (tara.mcclintic@uky.edu) for more info.</i>
Wed., Feb. 25th	11:30—1 pm	Kentucky State University Forum On Philanthropy <i>Location: KSU Campus Extension Office Frankfort, KY</i> <i>Contact Tara McClintic (tara.mcclintic@uky.edu) to RSVP</i>
Thursday, Feb. 26th	11:30am-1:00pm	Community Philanthropy Webinar <i>Location: Statewide—Connect using: https://connect.uky.edu/</i>
LIR2015		
Friday, Feb. 27th	9:00am-10:30am	Public Panel Discussion "More Money or More Impact: Increasing Community Philanthropy"

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On Twitter <https://twitter.com/CEDIKentucky>

Please take a moment to "like" or "follow" us!



Upcoming Conferences

National Association of Community Development Extension Professionals (NACDEP) 2015 Conference

May 17-20, 2015
Little Rock, Arkansas
<http://nacdep.net>

NACDEP members may be the most diverse group of professionals in the land grant system. Our members work at the county, regional, state and national levels. We include practitioners, researchers, support professionals and others. Our members represent a wide range of disciplines and often wear many hats within their respective institutions. Join us for our 2015 Conference in Little Rock!

Community Development Society 2015 Conference

July 19-22, 2015
Lexington, Kentucky
www.comm-dev.org

The Community Development Society has a history of encouraging community transformation through creativity and imagination. At the CDS conference community developers share experiences, research, and strategies through a vast array of events including preconference workshops, panel sessions, keynote speakers, mobile learning workshops, poster sessions, networking receptions and presentations. Elements of creative expression will be infused throughout the 2015 CDS conference to highlight the conference theme.

CEDIK QUARTERLY NEWLETTER

Dedicated to building Kentucky communities with a true sense of pride and place, rich natural and built amenities, and a strong economic base.



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Issue 15 Winter 2015