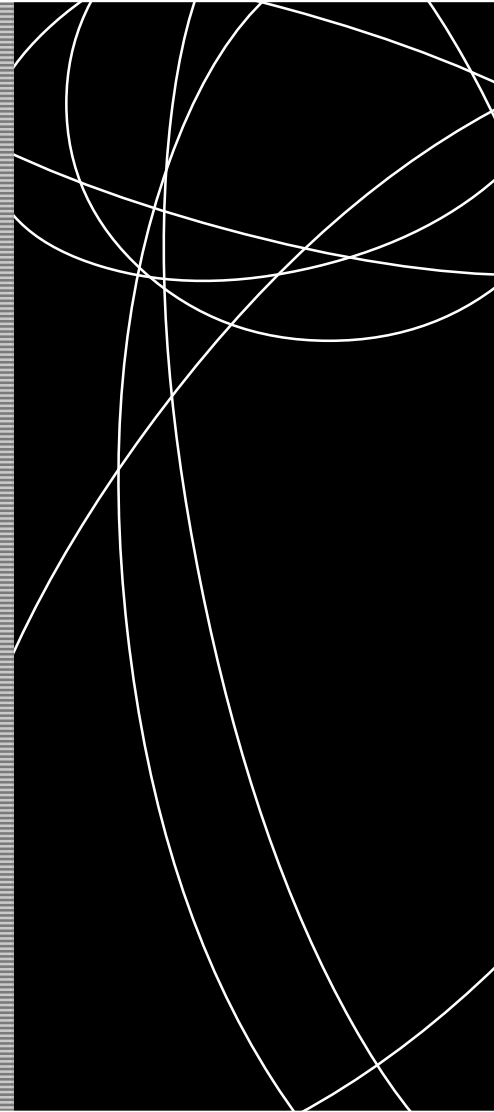


The Facilitators' Guide

Managing at the Edge of Change

Strengthening Management Skills of FNP and EFNEP Supervisors



satellite video conference
may 4, 2000
2:00 pm – 3:30 pm EST



The satellite broadcast “Managing at the Edge of Change: Strengthening Management Skills of Agents who Supervise Others” will be aired May 4, 2000, 2:00 p.m to 3:30 p.m EST. The program is a 90 minute live satellite production that will include pre-produced tape packages, live segments with specialists, live call-in, and an interactive web presence.

Purpose: Extension programs, particularly those in Family and Consumer Sciences, are seeking new funding sources and forming collaborative groups to deliver programs. Often, this collaborative activity leads to contracts that involve funding to hire additional staff to work under the direction of county staff. The Food Stamp Nutrition Education Program (FSNEP) and the Expanded Food and Nutrition Education Program (EFNEP), active in many states in the North Central Region, are examples of such efforts.

With these new efforts come enhanced responsibilities for which county staff may not have adequate preparation and training. They need to be able to hire, supervise, coach, and evaluate the work of others including paraprofessionals employed with these grants/contracts. Appropriate professional development will reduce the stress and frustration that occurs when county staff are trying to do things for which they feel unprepared or are avoiding because they feel they lack the management skills. The satellite video conference is designed to help Extension staff learn the skills for hiring and supervision of personnel for FSNEP and EFNEP.



Objectives:

1. Raise awareness of Extension agents/educators about the importance of enhancing their personnel management, supervision, and personnel evaluation skills.
2. Examine key skills needed to effectively supervise others, including paraprofessionals, who are hired to work in programs like FSNEP and EFNEP.
3. Identify state-specific resources related to hiring and supervising personnel.



Site Coordinator Responsibilities:

The site coordinator has many details to oversee. The coordination of this event requires a positive attitude. Video conferences require as much preparation as a face to face conference.

Your responsibilities include:

- Selecting the site/facility arrangements
- Budgeting
- Publicity
- Technical operations and troubleshooting
- Registration materials
- Facilitating discussion groups, or phone call-in
- Evaluation and follow-up

Included in this Guide:

- Satellite program summary
- Timeline checklist
- Discussion guides for use before, during and after the broadcast to help reinforce concepts presented in the program
- Evaluation materials to evaluate the quality of the satellite and its expected outcomes

Satellite Program Summary

All updates will be communicated via the project website at <http://www.oardc.ohio-state.edu/fnp>

Please check website daily after April 25, 2000 for any new updates.



Test your satellite prior to broadcast. We will be using the GE-2 satellite. First flip through all channels. If you are not getting any programming on any channel, the satellite is not working properly. You must check to see if your equipment is receiving a signal. If you are not receiving a signal call 1 800 433 3946 for information to help remedy the problem (available only from 1:30 pm – 2:00 pm EST May 4, 2000).

The broadcast channel will be available on the project website on or about May 1, 2000.

Technical Details

Date: 5/4/00

Test: 1:30 – 2:00 pm Eastern Time

Program Time: 2:00 – 3:30 pm Eastern Time

Satellite: GE-2

Type: C-Band

Transponder: C-6 (channel)

Downlink Frequency: 3820

Audio: 6.2 – 6.8

Trouble Number: 1 800 433 3946 (1:30 – 2:00 pm day of show only)

Advance Contact: Mary Kershaw, email: kershaw.2@osu.edu, or phone: 614 292 5655 (prior to the day of the show)

Email: check website at: <http://www.oardc.ohio-state.edu/fnp>

Advanced Program Tuning Instructions: Satellite GE-2 (commonly in satellite publications as “W2”), is located 85 degrees east. To check dish settings in advance of the program date you can tune to NASA-TV located on Ch. 9 Frequency: 3880 or Lacadena De Milagro (Spanish programming) on Ch. 4 Frequency: 3780. These are channels that have constant feeds and programming and should assist you in optimizing your signal prior to the program.



Two- to One-Month in Advance

- Locate facility
- Make sure the room is reserved for at least two hours before the video conference in order to set up and test media equipment and an hour after to return media equipment
 - Identify if the room has internet capabilities to e-mail questions to satellite presenters
 - Reserve any additional media equipment (if needed), like an overhead projector, microphones, etc.
 - Establish pre- and on-site registration procedures
 - Send out registration materials
 - Identify and contact local presenters if needed
 - Confirm details for food, parking, etc.

Two Weeks in Advance

- Review and reconfirm site, equipment and personnel
- Duplicate handout materials
- Check that local presenters have all the information needed
 - Secure conference supplies
 - Check on all equipment
 - Confirm lunch, refreshments, etc.

Two Days in Advance

- Provide guaranteed number for food service



Two Hours Before the Video Conference

- Check to see that the room is clean
- Set up room equipment, refreshments and registration
- Check the receiving equipment so it is ready to receive the test signal when it is transmitted
- Check all AV equipment to determine if it is functioning properly and with electrical cords taped down
- Check to see local presenters have arrived and are comfortable (if needed)
- Make sure the telephones are working, computer is linked on-line, you have access to a fax machine
- Lay out 3x5 cards for questions

One Hour Before the Video Conference

- Hand out participant materials (if not part of registration packet)
- Welcome guests

One Half Hour Before

- Receive satellite test program



During the Video Conference

- Identify yourself as the video-conference coordinator. Explain to the attendees that your role is to moderate questions, discussions, activities, and to present visual aids. If time permits, let the audience introduce themselves and explain why they came to the program
 - State the purpose of the video-conference
 - Explain how the video-conference works, housekeeping information, etc.
 - During the 30-minute test signal, check to see the signal is being received properly and sound is sufficient. If the signal is not received properly, a trouble-shooting phone number will be supplied for each conference
 - Conduct discussion groups
 - Collect participants' evaluations

After the Conference

- Return equipment
- Tabulate and distribute evaluations
- Write thank-you notes
- Make future plans



Select the Site/Facility Arrangements

Early planning includes determining where the program will be down-linked. The best arrangement is to have a dedicated facility used only for videoconferencing. If the ideal situation is not possible, other options are available.

Portable equipment will allow you to move the facility to accommodate for audience size and demographics. You may want to sponsor the program with another organization, and hold the program at the co-sponsor's location. Numerous hotels, motels, local cable systems, and schools have satellite dishes. You may want to rent a system on a one-time basis from a local supplier.

The Facility

The facility itself should have a comfortable atmosphere conducive to learning. The room configuration should give each participant an unobstructed view of the television screen. The fax machine, phone and computer should all be in a convenient and accessible location.

During the video-conference some or all of the following activities may take place in the viewing room. Find a facility that can accommodate all of these components:

- Introductions and/or facilitator activities
- Participation in the conference
- Question and answer session – via fax, phone, e-mail
- Discussion among participants
- Note taking
- Eating and drinking
- Television monitors or a large screen projection



To determine the size and number of monitors needed, figure one person to each one inch diagonal. That is a 25-inch screen for 25 people. The monitors should be on stands about four feet high with people seated no more than five or six rows away. When using multiple monitors, adjust the color so all pictures look alike. The lighting should be bright enough to read and write. Glare on the screen from an outside light source should be checked and eliminated.

Large screens produce a somewhat fuzzy picture for people who are seated too closely. To determine the size of screen needed, divide the distance to the last two rows of seats by eight. For example, if the distance is 64 feet from the screen to the seats, 64 divided by eight equals an eight-foot screen. The screen needs to be placed high so no one has to look around any person.

Video Recorder

If you are planning to record the production, you will need a video recorder.

Other Factors in Determining a Facility

- Housekeeping/Custodial
- Table and seating set-up can be a formidable task if your audience is large. Housekeeping service people at your site can assist in this task and provide cleanup services during breaks

Media Services

Try to locate a facility that has media services to assist you in setting up the TV monitors, computer terminal, microphones, etc.



Parking/Security/Information Desk

Your participants will need to find a place to park while attending the conference. Try to pick a facility that has adequate and secure parking facilities close-by. Once the participants arrive at the video-conferencing location, make sure there is adequate signage to direct the participants to the location of the conference. An information desk should be in sight to assist participants with any questions you may have.

Telephone

Provide the participants with the phone number of the facility. In case of emergency during the video-conference, people can be reached.

Registration Room/Table

Allow ample table room for participants to register for the conference and to pick up their packets of information. Locate a facility that has adequate space for the participants to mingle and talk before the conference begins, and has adequate restroom/breakroom facilities for the size of the audience.

Food Services

Depending on the time of day, plan refreshments accordingly. Rely on food service departments or catering services for menu consultation, and other services which will meet your budget.



If you plan to provide meals or refreshments, consider the following:

- Will additional tables be needed for food service?
- Do you have enough trash receptacles?
- Will the beverage supply need to be refilled?
- Are there electrical outlets and circuits available for coffee urns?
- Is the amperage adequate?
- Who will keep the refreshment table clean during the video-conference?
- Can the number of people be served in the allotted time?
- Are eating facilities nearby, if you don't provide food?

Group Discussion

A group discussion can greatly enhance your program. The local discussion time can allow participants the opportunity to discuss and apply the concepts they have heard presented in the video-conference. The group discussion typically includes local resource people who can lead discussion panels, small group discussions or other activities.

Questions Asked to Satellite Presenters

Provide the participants with question sheets or 3x5 cards. Instruct the participants to use these materials to write their question on. The questioner should provide his/her location and state the question. For example, "Mary from Columbus, Ohio." The questions will be screened before they go on the air in order to reduce repetition. Some video-conferences are formatted so that none of the questions are live. These questions are given to presenters during the program. Questions, therefore, may be faxed or e-mailed to the broadcast uplink site throughout the program.



Evaluation/Follow-up

Evaluations provide an important assessment tool for judging the success of a video-conference and for planning future programs.

A video-conference can be evaluated in several ways. The participants will probably provide feedback during the program with body language. Also, we will provide a formal evaluation form for participants to complete which will assess the quality and content of the program and plans for its use.

Credits:

Adapted from material provided by Iowa State University of Science and Technology Extended and Continuing Education, Herbal Remedies, 28th Annual Current Issues in Nutrition, April 15, 1999.

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Notes



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