

**2017 AFCPE Symposium Extension Pre-Symposium
Wednesday, November 15**

Impactful Financial Education: How Cooperative Extension is Making a Difference

Session Description: Financial educators and practitioners need to provide impactful educational programs and be able to communicate those specific consumer impacts to our constituents at a local, state, and national level. However, providing the evidence of impact can be challenging. Attendees at this pre-symposium will take an active role to increase their knowledge and confidence for communicating the value of family resource management programming. Participants will learn ways to evaluate various levels of impact, communicate that impact by using infographic and storyboarding techniques, and have an opportunity be a part of an impact gathering session to better tell the Extension story. The session format includes a keynote presentation and/or expert panel discussion, round table conversations, and fast-paced Ignite-like presentations. This session will be of interest to all AFCPE professionals, especially Extension professionals and those who work directly with clientele in counseling and/or community settings. #moneyextension17

- 7:00-8:00 am Registration, breakfast on your own
- 8:00 Welcome, introductions, warm-up
- 8:15 Opening Presentation - Admin. Perspective Michael Gutter
- 8:25 Opening Presentation – Dena Wise and Ann Berry
- 8:50 Opening Presentation – Suzanne Bartholomae and Maria Pippidis and Elizabeth Kiss
- Topics: communicating science, visual communication, social marketing to communicate value of personal finance education
- 9:15 4 Ignite Examples (programs that are doing good work around collecting this type of data and communicating this type of data)
- 9:45-10:00 Break
- 10:00 Round Table - Discussions/presentations (10 tables, 3 rounds) – examples of programs that gather objective data or topics/questions relevant to impact
- 10:45 How to Create an Infographic – Barbara O’Neill (using examples of 4 ignite programs)
- 11:00 Create Your Own Infographic – (hands on, participants may bring laptop with previous selected data and graphics to create their own infographic during the session; individuals or small groups may use art supplies provided to develop a storyboard)
- 12:00 – 12:30 Lunch and Networking
- 12:30 – 1:15 Wrap-up
- Share – infographics or storyboards
- Next Steps, Questions
- Announcements, Closing Remarks

* Note: Speakers and length of each session may change. A final agenda will be provided at the pre-symposium.