In This Issue:

- New Responsibility
- Marketing to Diverse Audiences Training
- Campus Campaign
- OSU Extension Personnel Update
- Dependent Eligibility Verification Deadline Reminder and FAQs
- OSU Extension Director Search Update
- 2015 Common Start Dates – Human Resources Reminder
- County Website Drupal Training
- Communications Training at Two Locations
- Save the Date - New OSUE Employee Welcome Festival on October 22
- Save the Date – Research in View Training on October 23
- PDE Program Marketing Newsletter

New Responsibility...

- Mary Beth Albright, Erie County 4-H Youth Development Educator, also interim CED in Lorain County, effective April 1

Marketing to Diverse Audiences Training...

(Source: Kennetha Peebles)

Marketing to Diverse Audiences
Tuesday, April 7, 2015
1:00 – 2:00 pm
URL: http://carmenconnect.osu.edu/r2hbrcs97av/

Join me for a 1-hour training on Marketing to Diverse Audiences. This training is a part of the program marketing efforts presented on behalf of the Program Development and Evaluation Unit. An understanding of diversity is critical in developing marketing strategies to reach diverse audiences. In today’s ever changing economy and demographic make-up, it is becoming critical for program planning efforts to include: an analysis of the current environment; an examination of underserved audiences; culturally competent educators, advisory boards and volunteers; and specific marketing strategies to reach diverse audiences.

In this training, you will gain information on:

- The meaning of diversity and why it is important to implement specific marketing and program planning strategies to reach diverse audiences.
- How to enhance teaching methods to connect with diverse audiences.
- How to break the cultural barriers in planning and implementing programs for diverse audiences.
- Key marketing strategies for reaching diverse audiences including ethnic, personal and relationship marketing.

Campus Campaign...

If you have participated (or soon will participate) in this year’s Campus Campaign, you will have your name put in a drawing for a few items that have been donated by our administrators. A sample of the items to be given away so far include two pounds of fudge (donated by Greg Davis) and an Ohio State wall hanging (made and donated by Bev Kelbaugh).

Click here to view the Dean’s recent message about the Campus Campaign.

OSU Extension Personnel Update...

See the attached summary of Extension appointments, changes, separations, and retirements for the first quarter of 2015.
OSU Extension Director Search Update . . . (Source: Jeff Sharp, Ph.D., Chair, Associate Dean & Director Search Committee)

Over the past two months, our search committee for the Associate Dean & Director, OSU Extension has been working hard to develop and finalize the position profile as well as a timeline for the search process. We are pleased to share that the position profile will be widely available early next week and has already been posted on the Journal of Extension Job Board.

We strongly encourage you to take the opportunity to review the full position profile when it is made available on the CFAES website and to share it with appropriate and qualified individuals. As the search progresses, we will widely distribute additional information regarding the overall schedule and opportunities for engagement.

Again, we encourage you to disseminate the announcement broadly among your colleagues and professional networks. This is an outstanding opportunity to attract world class candidates to Ohio State, and it will take each of us promoting the tremendous opportunities that exist here at The Ohio State University.

Dependent Eligibility Verification Deadline Reminder and FAQs . . .

If you were one of the approximately 6,900 Ohio State employees required to verify your dependents’ eligibility for Ohio State health benefits, you will need to submit a reply by the April 16 deadline. Those who do not verify eligibility by the April 16 deadline will lose coverage immediately.

The university has contracted with Xerox HR Solutions (Xerox) on the verification process. During the week of March 16, Xerox sent U.S. Mail contact to those 6,900 employees chosen for verification.

The Office of Human Resources has put together a FAQ document for those affected who have questions regarding the process. http://hr.osu.edu/benefits/hb_dependentcertification

If you have additional questions, you can contact the Office of Human Resources Customer Service at service@hr.osu.edu or 614-292-1050/1-800-678-6010.

Ohio State is committed to offering high-quality health care coverage while being good stewards of its resources by managing costs of its benefits programs. Covering ineligible dependents may be unnecessarily increasing plan costs by millions per year based on an average annual per dependent cost of more than $4,600.

After numerous questions about this deadline, here are a few items that might help clarify your questions:

1) If you have gone through the dependent eligibility process before, you will not need to verify again. This process will be primarily for newer employees.
2) There will be a second contact for those who do not respond and an appeal process is available to provide the information
3) You may contact Xerox directly and inquire if you are on their list. You will need to provide your social security number. Their phone number is 1-877-248-1595
4) Any other concerns can be answered by the frequently asked questions links below or by contacting OSU HR Customer Service at service@hr.osu.edu or 614-292-1050/1-800-678-6010.

2015 Common Start Dates – Human Resources Reminder . . .

More than a year ago, Extension hosted its newest employees at the first Day 1 Orientation in Columbus. This informative event continues to be a great way to welcome new employees to Extension and The Ohio State University. Day 1 Orientation takes place every other Monday, and the 2015 dates can be found here. When determining a start date for a new employee, refer to the common start dates table. All of the Monday start dates are listed, as well as the corresponding deadline dates to have background checks approved and signed offer letters attached to hire HRAs. If you have any questions about common start dates or Day 1 Orientation, contact Amy Burns, Extension HR generalist, at 614-292-2776 or burns.897@osu.edu.

County Website Drupal Training . . .

As you may know, the OSU Extension county websites are now based in the Drupal 7 content management system. The county website structure and content types are unique to the county sites. Following a round of training for
counties. In Fall 2014, Extension and CFAES Communications held 10 additional training sessions around the state in January and February 2015. When scheduling, we chose a variety of dates that worked for the training host sites and the training team, and that did not conflict with too many other scheduled activities. We tried to maximize the use of everyone’s time by offering several off-campus locations as well as several sessions on main campus.

Communications has added monthly Drupal training sessions in 2015 for the Extension county websites. Carmen Connect is not conducive to this type of hands-on training, so all county website trainings will continue to be held in person with small groups. In addition, the computer lab in Kottman Hall is our most efficient set-up for hosting this training.

At this time, our web team has determined that the monthly county website training sessions on campus (fourth Friday of each month, 9am-1pm) are the most effective way to handle the number of Extension employees who need to be trained in Drupal before they are given access to update their county website. Space is limited, and the sessions are filled on a first come, first-served basis. Email Bonnie Scranton (scranton.9@osu.edu) about which session you would like to attend and which county site you will be editing after training. Visit www.go.osu.edu/training for more information.

Bonnie Scranton and Cheryl Buck will compare notes in mid- to late summer and see if there is a need to once again hold a few off-campus training sessions around the state in the fall. However, if you want access to update your county site in the near future, sign up to attend one of the monthly training sessions, because you must be trained before you are given access to log into your website.

**Communications Training at Two Locations . . .** (Source: Vicki Snyder)

Offering Communications Training in 2 new locations: Southeast Region Office and Piketon Endeavor Center. Last October these trainings were held in Columbus and Wooster – now bringing to southern Ohio.

Here is an opportunity for ALL staff to work on completing a goal in getting Professional Development to increase your skills! Educators- support staff- all program staff- are all encouraged to make some time to keep your skills sharpened, and/or to acquire new skills... so please register today by clicking the registration link below:

**Communications Training Registration**

The Communications Team of Suzanne Steel, Mitch Moser and Martha Filipic, will be Training on:
- Impact Writing
- Crisis Communications
- Working with Reporters
- & How to Make Videos with Your Smartphones & Tablets

**Friday, May 29th** - Southeast Region Extension Office (new date!!)
(16714 Wolf Run Road, Caldwell, OH 43724- 740-732-2381)

**OR**

**Thursday, May 14th** - Piketon Endeavor Center
(1864 Shyville Road, Piketon, OH 45661- 740-289-2071 Ext.301 for Jennifer Dunn)

$15.00 fee includes lunch, refreshments & materials. Partial-day registration is not available.

**Agenda**
9:00 Refreshments & Sharing
9:30 Program begins:
- Impact Writing
- Crisis Communications
- Working with Reporters
12:00 Lunch - if there are questions on Branding, they can be addressed over lunch
1:00 Training continues:
  • How to Make Videos with Your Smartphones & Tablets
3:30 Safe Trip Home!

Please join us!

**Save the Date - New OSUE Employee Welcome Festival on October 22 . . .**
Calling all new employees and stakeholders who help make the Welcome Festival a success! If you have joined OSU Extension since our fall 2014 welcome fest, please hold October 22 to join in the fun and have the opportunity to connect with your new OSU Extension colleagues.

The Welcome Festival is a tradeshow-type event that provides a fun and engaging way for new employees to learn about OSU Extension, build relationships with colleagues, develop skills helpful to the job, and explore connections to the Ohio State network. More details and information on how to register will be available in September.

**Save the Date – Research in View Training on October 23 . . .**
Especially for those who will already be in Columbus on October 22 for the New Employee Welcome Festival, the Program Development and Evaluation (PDE) unit is inviting program personnel to attend training on the basics of using Research in View. Come get acquainted with how to effectively and efficiently report the important work you do. More details and information on how to register will be available in September.

**PDE Program Marketing Newsletter . . .** (Source: Kennetha Peebles)
Please check out the latest edition of Extension Marketing: It’s Everyone’s Business, brought on behalf of the Program Development and Evaluation team! The April edition will focus on Social Media Marketing. In this newsletter, you will gain an understanding of what social media is, the different social media platforms, and best practices for each platform. A social media marketing training video will be released in a few weeks, so stay tuned!