



**Public Issues Leadership
Development Conference**
Sponsored by Joint Council of Extension Professionals
April 15-18, 2012
Alexandria Westin
Alexandria, Virginia

REQUEST FOR PROPOSALS for Oral Presentations

Theme: *Cooperative Extension: Relevant Now and Beyond*

The Joint Council of Extension Professionals' (JCEP) Public Issues Leadership Development Conference (PILD) is a unique professional development opportunity that brings together leaders and supporters from all levels and subject matter areas of Extension, including elected officials, to gain insight into the "big picture" of how the Extension system and our government work at the federal level. This year's PILD Conference will once again provide capacity building for extension advocacy and Extension programs in the context of relevant public issues affecting the future of Extension Professionals and the populations they serve. In recognition of the 150th anniversary of the Morrill Land-Grant Act, there will be a special capstone presentation.

Call for Abstracts

This year's Planning Committee invites you to highlight your own contributions to Cooperative Extension that give insights into issues that are currently affecting our Extension programming, clientele and volunteers. Our concurrent sessions will tackle the theme '*Cooperative Extension: Relevant Now and Beyond.*' Presentations should highlight productive models of extension advocacy; and how Extension programs successfully address relevant and emerging public issues. They should also illustrate how these models can be readily replicated in other states. We will continue to focus on efforts where Extension fills an essential niche or provides vital leadership for addressing these issues.

All attendees including presenters must register for the conference.

Presentation format:

- Oral Presentations – 45-minute sessions including time for questions and answers.
- JCEP-sponsored Presentations – 60-minute sessions including time for questions and answers.
*Up to three partial scholarships (i.e., waived registration fee) are available for abstracts selected for the JCEP-sponsored presentations.**

We have a combined total of up to 13 oral presentations to fill.

Abstracts will be reviewed based on one or more of the following:

1. Uniqueness and relevance of the extension or advocacy program
2. Demonstrates how program can be replicated at other locations
3. Addresses an emerging need and addresses the mission of the PILD conference

Additional Guidelines and Information:

- Proposals must be submitted by November 9, 2011.
- All proposals must be received electronically via the online GoogleDocs process by 5:00 p.m., November 9, 2011. The link is available at the JCEP website at: <http://www.jcep.org/pild.htm> under “2012 PILD Call for Abstracts.”
- Applicants must be a current member of one of the JCEP Professional Organizations.
- Failure to adhere to the guidelines may result in non-evaluation of the proposal by the JCEP Review Committee.
- The proposals will be reviewed by the JCEP PILD Review Committee which is comprised of the representatives from each of the Extension Professional Organizations: ANREP, ESP, NAE4-HA, NACAA, NEAFCS, and NACDEP.
- Proposals will be evaluated upon the following weighted criteria: addressing topic as outlined above --15%; adherence to format --10%; value of information to participants -- 50%; and interest of topic to participants -- 25%.
- Applicants will be informed of selection by December 21, 2011.
- Selected presenters will have their presentation information posted on the JCEP Web site.

* All abstracts will be peer-reviewed by an all-association review committee. The three highest ranking abstracts will be selected for the JCEP-sponsored concurrent extended presentation session. For each JCEP-sponsored presentation, the cost of one registration fee will be waived (a total of \$350, which can be pro-rated between presenters). The time allotted for JCEP-sponsored presentations is 60 minutes, including time for questions and answers.

PILD Mission: To provide leadership and advocacy skills to effect public issues.

Objectives:

- Broaden understanding of public policy issues that impact Extension and Extension clientele.
- Enhance advocacy and public policy education skills.
- Learn how the changing political environment affects support for Extension.
- Build political and public support for Extension through consistent and targeted communication with decision makers.
- Strengthen existing partnerships and explore new linkages with local, state and federal agencies.
- Visit with federal legislators and decision makers to observe the political process in action.

Sponsored by:

JCEP – Joint Council of Extension Professionals

For conference details, visit www.jcep.org