



## WEBINAR ANNOUNCEMENT

### ***Are We Entrepreneurs? Using Ourselves as a Case Study to Measure the Impact of a Web-based Outreach Project***

Connie Reimers-Hild , Glenn Muske and Connie Hancock  
Rural Futures Institute at the University of Nebraska, North  
Dakota State University Extension Service - Center for Community  
Vitality and Nebraska Extension

*September 10, 2015 (Thursday)*

*11:00 AM – Central Time / 12:00 PM – Eastern Time*

<https://ncrcrd.adobeconnect.com>

#### **About the webinar:**

Creating content may be the easiest part of digital outreach! Join us for this webinar and hear the story of three Extension professionals and an amazing intern as they embarked on a journey filled with social media challenges and discovery. This multi-state Extension team used themselves and the Power of Business multi-state Extension initiative (PowerofBusiness.net) as a business case study by following the information they provide many entrepreneurs: Create a plan and measure the results. This webinar will provide findings from a study funded by the North Central Regional Center for Rural Development focused on 1) strengthening Extension's support of entrepreneurs while also 2) determining the best ways to reach business owners with information designed to help them grow various aspects of their enterprises. Experiences and information from this study are designed to help other Extension programs and professionals act more like entrepreneurs with their outreach efforts by 1) increasing their capacity to reach clientele through marketing efforts and 2) assessing the impact of Next Generation Extension practices with social media.

#### **About the Speakers:**

**Connie Reimers-Hild, PhD, CPC** is the Associate Director for the Rural Futures Institute at the University of Nebraska ([creimers-hild@nebraska.edu](mailto:creimers-hild@nebraska.edu))

**Glenn Muske, PhD** is Rural and Agribusiness Enterprise Development Specialist with NDSU Extension Service - Center for Community Vitality ([glenn.muske@ndsu.edu](mailto:glenn.muske@ndsu.edu))

**Connie Hancock** is a Community Vitality Initiative Educator with Nebraska Extension ([chancock1@unl.edu](mailto:chancock1@unl.edu))

**Registration:** There is no registration and no fee for attending this webinar.

To join the webinar go to <https://ncrcrd.adobeconnect.com>, “enter as a guest” is by default already chosen. Type your name into the text box provided, and click on “Enter Room”. You are now in the meeting room for the webinar.

To facilitate Q&A's, **participants submit questions/comments via the Chat Function** in Adobe Connect.

NOTE: Adobe Connect is not compatible with CHROME – use either EI or Firefox as your browser.

The webinar will be recorded and archived at [http://ncrcrd.msu.edu/ncrcrd/chronological\\_archive](http://ncrcrd.msu.edu/ncrcrd/chronological_archive).

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