



**National Extension
Conference on
Volunteerism**

The University of Maine Cooperative Extension is proud to host NECV 2025 in

**Portland, Maine
April 22-24, 2025**

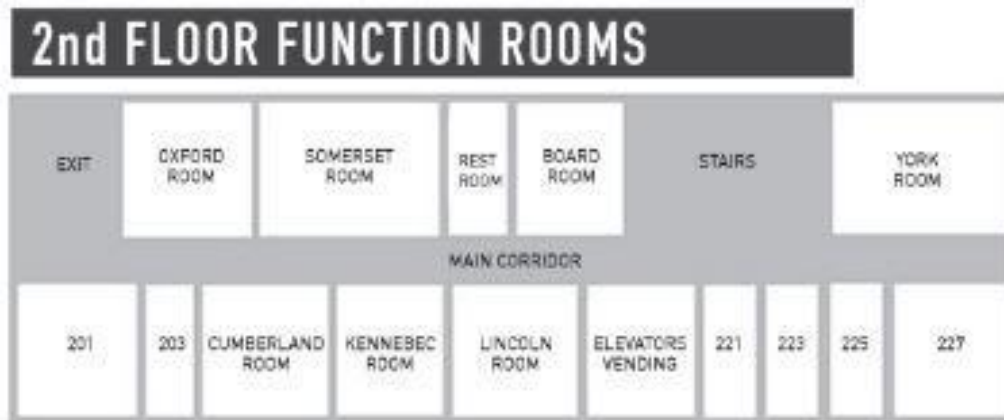
Holiday Inn by the Bay 88 Spring Street Portland, Maine 04101

Conference website: <https://extension.umaine.edu/necv>

Join the BAND for in-conference info: <https://www.band.us/n/acafA2Vd31mcl>

FACILITY MAPS

Holiday Inn by the Bay
88 Spring Street
Portland, Maine 04101



EVALUATIONS

NECV 2025 Educational Session Evaluation

Provide feedback about your experience of specific educational sessions. All responses are private and voluntary. Anonymized feedback is shared with the session lead presenters.

Incentive: Include name and contact information for entry into a prize drawing. Must be present to win!

Time to complete: 5 minutes

URL:

https://ucanr.edu/necv_2025_edueval



NECV 2025 General Conference Evaluation

Complete this survey to share your experience with the 2025 National Extension Conference on Volunteerism – generally.

Questions pertain to keynote, venue, communications, etc. To provide session-specific feedback, see the 2025 NECV Educational Session Evaluation Survey at left.

Time to complete: 10 minutes

URL:

https://ucanr.edu/necv_2025_confeval





Speakers

KEYNOTE SPEAKER – MARTIN J. COWLING

Martin is driven by a passion for effective change, leadership, and impact. With a diverse background as a volunteer, hands-on manager, leader, researcher, and consultant, he has collaborated with organizations ranging from small grassroots groups to large social purpose entities, as well as corporates and governments. His work spans across 13 countries, including Australia, New Zealand, Asia, Europe, the UK, and the USA.

Martin led the Office of the Not-for-Profit Sector for the Australian government and played a pivotal role in establishing the Australian Charities and Not-for-Profit Commission (ACNC) in 2013. Recognized as one of the top 100 speakers on philanthropy by Philanthropy 101, Martin is an accomplished and engaging presenter.



Believing that people are the cornerstone of an organization's success, Martin is dedicated to fostering mutually beneficial relationships among employees and volunteers to create lasting positive change. As a trusted partner, he offers a comprehensive range of services to empower leaders, strengthen teams, and drive impactful change. Through personalized coaching, training, resource mobilization support, and strategic guidance, Martin equips organizations with the tools, knowledge, and networks needed to achieve lasting impact, organizational excellence, and social change.

Along with the Keynote Address, Martin will be presenting the following educational sessions:

Tuesday, April 22, 2025

- 2:15 p.m., Somerset: [From Toxicity to Transformation: Creating Healthy Volunteer Ecosystems](#)
- 3:45 p.m., Somerset: [From Numbers to Narrative: Measuring, Maximizing, and Celebrating Volunteer Impact](#)

DEAN'S ADDRESS — DR. HANNAH CARTER

Associate Provost for Online and Continuing Education and Dean of the University of Maine Cooperative Extension

Dr. Hannah Carter grew up surrounded by the potato fields of Aroostook County, Maine. A former 4-H'er and Maine FFA officer, her love of agriculture was developed early and has served as a guide in her career.



She graduated 1995 with a B.S. degree in Environmental Science from the University of Maine at Presque Isle. Upon graduation, she began her career with UMaine Extension working within the potato industry. In 1999, she graduated with her M.S. in agricultural education and communication, with a concentration in extension education, from the University of Florida and returned to UMaine Extension. She returned to the University of Florida for her doctorate and in 2004 she earned her Ph.D. in agricultural leadership. She stayed with UF and directed the Wedgworth Leadership Institute for Agriculture and Natural Resources, a leadership development program for individuals involved in Florida's agriculture and natural resource industries for 15 years.

In 2019, Dr. Carter assumed the role of Dean of Cooperative Extension for the University of Maine. In 2022, in addition to her dean role, she assumed additional responsibilities as an Associate Provost for Online and Continuing Education.



Conference Schedule

Apr 21, 2025

REGISTRATION — Foyer (Vermont & New Hampshire) 2:00 PM – 6:00 PM

NETWORKING — Vermont & New Hampshire 4:00 PM – 6:00 PM

Appetizers, cash bar, and Goosechase Kickoff

POSTER SET-UP — Foyer (Vermont & New Hampshire) 4:00 PM – 6:00 PM

DINNER (ON YOUR OWN) 6:00 PM

For a complete listing of Educational Sessions (including abstracts), please visit the NECV 2025 website: <https://extension.umaine.edu/necv>



Conference Schedule

Apr 22, 2025

BREAKFAST — Vermont & New Hampshire Rooms 8:15 AM

OPENING SESSION — Vermont & New Hampshire 9:30 AM

WELCOME

GEMMA MINER, NECV Planning Committee Chair, University of California
Agriculture and Natural Resources

JENNIFER LOBLEY, NECV Host Institution Representative, UMaine Cooperative
Extension

KEYNOTE SPEAKER — MARTIN J. COWLING

EDUCATION SESSION 1 11:15 AM

LIGHTNING TALKS — Somerset

**Bridge the Gap: Moving Master Gardener Volunteers from
Science-Based Curriculum to Hands-On Involvement**

**Curated Literature as Continuing Education for Master Gardener
Volunteers**



Online Asynchronous Master Gardener Training



Lightning

WORKSHOPS & RESEARCH

Understanding the Structure, Function, and Role of Extension Advisory Councils: Increasing their Usefulness and Impact – Lincoln



Workshop

Best Practices for Recruiting, Training, and Engaging Public Health Student Volunteers in Cooperative Extension Programs – Kennebec



Workshop

Walking Alongside a Volunteer's Unique Journey – Rhode Island



Workshop

Volunteer Development with the "4-H Volunteer Educators' Guide" – Cumberland



Workshop

Assessing 4-H Extension Agent and Volunteer Understanding and Integration of Positive Youth Development and Program Implementation Science Principles – Oxford



Research

Exploring Personal Value among 4-H Volunteers: Toward Enhancing Motivation and Retention in Extension Volunteers – Connecticut



Research

LUNCH – Vermont & New Hampshire

12:30 PM

DEAN'S ADDRESS – **DR. HANNAH CARTER**, Associate Provost for Online and Continuing Education and Dean of the University of Maine Cooperative Extension

EDUCATION SESSION 2

2:15 PM

From Toxicity to Transformation: Creating Healthy Volunteer Ecosystems *with Martin Cowling* – Somerset



Utilizing Technology to Overcome Language Barriers for Extension Programming – Lincoln



Volunteer Management Essentials: A Micro-credential for Beginners – Kennebec



Navigating Stakeholder Shifting Focus Friction to Support LGBTQIA+ Participants – Rhode Island



From Mic to Mission: Creating Engaging Volunteer Podcasts – Cumberland



Aligning Findings from the 4-H Youth Retention Study with VRKC Lesson Plans – Oxford



Equity in Volunteer Recognition: A Case Study from the UC Master Gardener Program – Connecticut



EDUCATION SESSION 3

3:45 PM

From Numbers to Narrative: Measuring, Maximizing, and Celebrating Volunteer Impact *with Martin Cowling* – Somerset



**Enhancing Community Impact through Integrated Volunteer Programs:
A Focus on Collaboration, Engagement, and Sustainability – Lincoln**



Marketing Your Program on Any Budget – Kennebec



**Embracing Conflict as a Learning Tool for Quality Programming – Rhode
Island**



**Bringing the 4-H Thriving Model to Life in Your Community –
Cumberland**



**Co-producing Effective Learning Resources with Extension Volunteers:
Impacts and Lessons Learned from Involving Volunteers in the
Publication Process – Oxford**



**Extension Health Ambassadors: A Community-Based Volunteer Health
Education Training Program for Improving Health in Rural Communities
– Connecticut**



HOSTED POSTER SESSION

5:00 PM - 5:30 PM

A MAINE LOBSTER DINNER, Vermont & New Hampshire

5:30 PM



Conference Schedule

Apr 23, 2025

BREAKFAST — Vermont & New Hampshire

8:15 AM

EDUCATION SESSION 4

9:30 AM

LIGHTNING TALKS, Somerset

AEMTV 2.0: Continuing Education from the Achieving the Extension Mission Course

Teaching Volunteer Competencies through Online Lunch-and-Learn Trainings



Lightning



Lightning

WORKSHOPS & RESEARCH

Engaging Culturally and Linguistically Diverse Volunteers to Localize Your eLearning Experiences — Lincoln

Value-Added Volunteering: The Impact of Master Food Preserver Training & Volunteering on Workforce Skills — Kennebec



Workshop



Workshop

Community Health Coalitions: Volunteers as an Integrated System for Health & Wellness – Rhode Island



Workshop

Twenty Year Celebration – Culture and Content of Annual Volunteer Training – Cumberland



Workshop

Living Together Peacefully at Camp: A curriculum for camping success – Oxford



Workshop

Understanding Volunteer Motivations: Insights from the Volunteer Functions Inventory in Extension Get Fit – Connecticut



Research

EDUCATION SESSION 5

11:00 AM

LIGHTNING TALKS, Somerset

The Ripple Effect: How Small Actions Lead to Big Impacts in Volunteer Programs



Lightning

We Want You: Recruiting Military–Connected Youth & Adults as Volunteers



Lightning

WORKSHOPS & RESEARCH

"Trees for Tomorrow Start Today:" A Research to Implementation Project– Lincoln



Workshop

Creating Your Own Volunteer Management System – What We Learned at Illinois Extension – Massachusetts



Workshop

Integrating Culture Access and Belonging in Volunteer Screening Practices – Rhode Island



Workshop

Leading Volunteers Through Community Transitions – Cumberland

Engaging Youth: Where they are – As they are. PYD through a trauma-informed lens – Oxford

From Friction to Function: Strategies to Resolve Conflict
– Connecticut

Building a Leadership Academy to Equip Volunteer Leaders –
Kennebec



LUNCH – Vermont & New Hampshire

12:15 PM

[NECV HISTORY](#)– **DR. KEN CULP, III**, Principal Specialist For Volunteerism, Evaluation, &
Curriculum Dept. Of 4-H Youth Development, University Of Kentucky

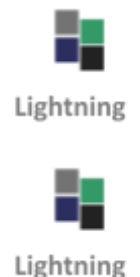
EDUCATION SESSION 6

1:45 PM

LIGHTNING TALKS, Somerset

Volunteer Training Needs: A Nominal Group Technique Approach

**Engaging Community Partners and Stakeholders to Enthusiastically Guide
Your Organization**



WORKSHOPS & RESEARCH

**Polar Bear Tactics in Volunteer Management – Connecting polar opposite
personalities without the bear fights** – Lincoln

Wyoming Walks – Kennebec



Teens as Teachers and Change Agents: Young volunteers address plastics issues and environmental – Rhode Island



Workshop

Creating Powerful Partnerships – Cumberland



Workshop

Amplifying the Voices of Volunteers: The Personal, Organizational, and Public Value of Volunteering – Oxford



Research

Enhancing Communication Strategies for Extension Volunteers Across Program Areas: Basing Communication Method on Intended – Connecticut



Research

BREAK

3:00 PM

EDUCATION SESSION 7

3:30 PM

LIGHTNING TALKS, Somerset

Climate Forward Trees



Lightning

Economic and Environmental Benefits of Ask the Master Gardener Plant Clinics in Sumter County, FL



Lightning

Training Efforts to Expand Outreach Capacity in Gardening



Lightning

WORKSHOPS & RESEARCH

Updating Volunteer Materials to Improve Program Outcomes and Enhancing Accessibility – Lincoln



Workshop

Interrupting Bias: Speaking Up When Speaking Up Is Hard –
Kennebec

**Mastering Conflict Management: Empowering Staff to Manage
Conflict Among Volunteers** – Rhode Island

Fostering Volunteer Communities of Practice – Cumberland

**Evaluation with a Twist: Strategies to Assess Program Effectiveness,
Gather Feedback, and Report Impact** – Oxford

Exploring Job Embeddedness Among Florida 4-H Extension Agents –
Connecticut



WRAP-UP EVENT - Vermont & New Hampshire

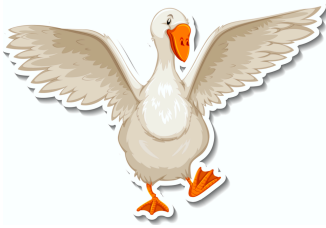
4:45 PM

Door prizes, Goosechase winners, and announcement of the 2027 NECV
location!

DINNER ON YOUR OWN

6:00 PM

GOOSECHASE SCAVENGER HUNT INSTRUCTIONS



When you filled out your conference registration, you had the option to sign up to participate in Goosechase. If you did so, you will receive an email the week of April 14th with instructions on how to download the app, join your team, find your teammates, and start your Goosechase!

Some missions you can complete and answer with a text, others will require a photo or video. Bring some comfortable shoes for walking- some missions will have you on the go! For more information about the Goosechase, [click here](#).

The Goosechase Experience is scheduled to begin on **Monday, April 21, 5:00 p.m.** At that time, missions will be released for participants to see in the app. Missions can be completed as long as the experience is active. The Goosechase will end at **1:00 p.m. on Wednesday, April 23rd.**

Have questions? Reach out to Jen Lobley at jennifer.lobley@maine.edu



Post–Conference Extension Master Gardener

Apr 24, 2025

Massachusetts

- 8:00 - 8:45 am — Breakfast
- 9:00 - 9:10 am — Welcome
- 9:10 - 10:00 am — Public Value of Master Gardener by Missy Gable
- 10:00 am - 12:00 pm — Mini presentations (20 minute presentation, 10 minutes of questions) from UMaine Extension Staff and Master Gardener Volunteers
 - 10:00 - 10:30 am — [Maine Harvest for Hunger](#) (food security): Community gardens, farm and farmers market gleanings, etc. Join Extension Horticulture Professional, Lynne Holland, as she provides an overview of our largest food security program administered by UMaine Extension Staff and Master Gardener Volunteers. In this session, you'll learn the many ways Master Gardener Volunteers contribute to Maine Harvest for Hunger and hear about the unique relationships developed with local farms, farm stands, and farmers markets from a local gleaning coordinator. Since the year 2000, this program has donated 4 million pounds of food to Mainers in need.
 - 10:30 - 11:00 am — Promoting Pollinator-Friendly Gardening Practices as a Master Gardener Volunteer

Join two of our Master Gardener Volunteers from the [Pollinator-Friendly Garden Certification](#) Committee as they provide a brief overview of the program. This collaborative program with the UNH Master Gardeners focuses on both educating gardeners and certifying gardens that help pollinators thrive. They will share their experiences serving on the committee and providing education for the community.

- 11:00 - 11:30 am – Kid-Friendly Activities

Join Extension Horticulture Professional, Kate Garland as she showcases kid-friendly activities designed for field trips and field day events that she and her team regularly host at the [Demonstration Garden at Rogers Farm](#). Come discover how they cultivate curiosity and creativity in young minds through simple and low-cost nature-based experiences.

- 11:30 am - 12:00 pm – Enhancing Inclusivity at Rogers Farm through Signage

This presentation highlights our initiative to further acknowledge and raise awareness for the Wabanaki community's connection to this land and the plants within it through a series of garden signs designed for school and public gardens. Through this project we also hope to increase the inclusivity of public horticultural spaces for the growingly diverse populations that make up our state. These signs feature Panawhpskek, Spanish, English, and Latin, accompanied by images of each named element and links to more information. These signs are the result of a collaboration with Panawahpskek citizens, language experts, and a Wabanaki Studies Specialist. Christina Lannan, Rogers Farm Enrichment Coordinator, will present the signs, discuss the development process, and share how the project has progressed.

- 12:00 -1:00 pm — Lunch

- 1:00 - 2:30 pm —Tour [UMaine Gardens at Tidewater Farm](#), Falmouth, Maine (Transportation by carpool, rideshare, details TBD)

Tour Description

UMaine Gardens at Tidewater

Join Extension Horticulture Professional, Pamela Hargest and Extension Community Education Assistant, Abi Griffith for a tour of the UMaine Gardens at Tidewater Farm, a public education garden maintained by UMaine Extension Staff and Master Gardener Volunteers. During this interactive tour, you'll learn about the various garden spaces we manage, our informal and formal learning opportunities, and how Master Gardener Volunteers contribute to this community project.



Post–Conference 4–H Volunteer Specialists

Apr 24, 2025

Attendees: State-appointed Volunteer Specialists ONLY

Connecticut

- 8:00 - 9:00 am – Breakfast
- 9:30 am – Welcome and Introductions
- 10:30 am – PLWG 4-H Volunteerism Committee Update
- 11:15 am – State Success Stories and Networking
- 12:00 Noon – Lunch
- 1:00 pm – Beyond Ready: The Volunteer Plan
- 2:00 pm – Group Discussion, Networking, and Resource Building from Survey Results
- 4:00 pm – Adjourn



Planning Team

LEADERSHIP

Gemma Miner, Chair
University of California

Jennifer Loble, Host
University of Maine

HOST STATE

University of Maine

Jason Hoyt

Kate McCarty

Monica Palmer

Michelle Snowden

Matt Thomas

Whitney Yorston

COMMITTEE

Jennifer Andon, The Ohio State
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Julie Dillard, University of Florida

Joe Drake, University of New
Hampshire

Jill Goedecken, University of Nebraska

Chris Hilgert, University of Wyoming

Heather Kent, University of Georgia

Nicky Maddams, Texas A & M

Jamie Morris, University of Maryland

Kristy Oosterhouse, Michigan State
University



Donors and Exhibitors

FOR INFORMATION ON THE
4-H MILITARY PARTNERSHIP

VISIT US AT [HTTPS://WWW.4-HMILITARYPARTNERSHIP.ORG/](https://www.4-hmilitarypartnership.org/)

4-H Military Partnership creates opportunities and provides support to military-connected youth whether they live on or near an installation, in our communities, or on overseas installations. 4-H clubs provide consistency in belonging and an opportunity to develop life skills through a positive youth development framework.