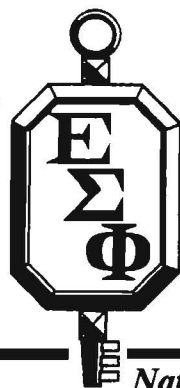


Epsilon Sigma Phi



Number 67
January 1997

National Honorary Extension Fraternity

Research Report

Collaborate to multiply impact while keeping support

(Written from information provided by Daniel Kluchinski [NJ], a member of the Professional Development Committee)

Collaborating and partnerships offer the promise of increased efficiency and productivity. Research conducted by Daney G. Jackson and Richard W. Clark, at The Ohio State University, identifies some predictors of collaborative success. A review of this study was presented at the Epsilon Sigma Phi National Conference in Annapolis, MD.

First, consensus must be reached. Agreement is required on the needs of the community, the goals of the project, the roles of individual members and the methods that will be used. Only by communication, agreement and cooperation can this collaboration begin.

Formalization comes next. This aspect includes the development of memorandum of understanding, the use of agendas and minutes at meetings and the definition and recording of specific responsibilities and expectations as a group.

Sharing of resources is the third predictor. That is sharing money, staff time, consultation and technical assistance plus equipment and supplies.

Send an e-mail to: nnco@mes.umn.edu at the University of Minnesota for information on the National Network for Collaboration. The study by Jackson and Clark is published in the December 1996 issue of the JOURNAL OF EXTENSION.



Visionary influence continues: Patrick G. Boyle (right front) brings to the national presidency of Epsilon Sigma Phi a progressive vision for the organization's growing presence among professional development organizations dedicated to strengthening the Cooperative Extension System. New linkages, coalitions and integrated efforts will be implemented.

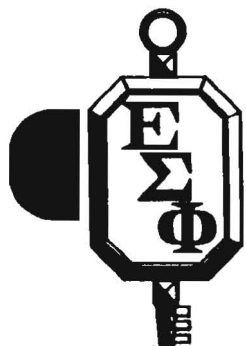
1997 national president installed in Annapolis

Patrick G. Boyle is a guiding light

Patrick G. Boyle, former Chancellor of the University of Wisconsin-Extension, outlined goals for Epsilon Sigma Phi after accepting the national president's gavel. Developing the skills of members to communicate with the political system and a variety of partners about the value and relevance of Extension is the starting point. There will be significant focus on strengthening state chapters. "That's where the real action takes place," Boyle states.

State chapters will be encouraged to match the financial resources available for professional development through the national organization. Regional workshop discussions will focus on how chapters might build that financial resource base. Five year plans for increasing ESP membership will be emphasized.

As national president, Boyle will continue his profound influence as a guiding light for extension professionals around the world. Among his most significant accomplishments was leading the integration of extension departments with campus departments of the 26 University of Wisconsin System universities, colleges and two-year centers. Extension programs were more closely linked to the research base. Resources for both Cooperative Extension and continuing education programs were expanded.



HIGHLIGHTS

From the National Office
By: Judy Carlson, Director

- ◆ There's "double the money" in the mini-grants for professional development. Resulting from action by the National Council, the mini-grants can be funded for up to \$1,000. That's double the former level. Four grants can be made each year. Submit applications anytime.

Chapter Boards: As you plan activities and the dollars don't stretch, apply for one of these grants. Criteria are in the 1996 Chapter Handbook.

The mini-grants for chapter professionalism projects are provided by the Epsilon Sigma Phi National Foundation.

- ◆ Boundless appreciation goes to the local arrangements personnel for the generous manner and resources provided to support the National Conference in Annapolis, Maryland.



Abundant Generosity: left to right, (front row) Ellen Varley, local arrangements chair, Margaret Viebrock, national president at Annapolis, Mary Ellen Waltemire, Maryland's Tau Chapter president; (back row), Richard Angus, national past president, Dr. James Wade, Associate Dean and Associate Director, Cooperative Extension Service, University of Maryland College Park, Madeleine Greene, conference planning chair, and Milt Nelson, publicity.

- ◆ Epsilon Sigma Phi is providing the GALAXY conference chair. Those gigantic responsibilities are being fulfilled by Patricia Powley of Pennsylvania. As she gave her report to the National Council she added a drawing, from the names of our voting delegates, for a free GALAXY registration. Linda Garringer, Indiana's Alpha Lambda president, was the winner. The conference will be October 12-16, 1997 in Cincinnati, Ohio.

- ◆ Chapters will benefit as the new job description for personnel at the national office is activated. The National Council adopted the revised job description statement and title change in Annapolis. Changes had been under consideration for 18 months. In this new job description the leadership resources of the executive officer are focused on supporting the action of chapters. That's our greatest potential.

Other job description changes update the language and bring the statement into compliance with practice. The personnel are now employees rather than independent contractors. This hiring arrangement was advised by the fraternity's accountant.

- ◆ The number of new members is increasing. In 1996, 309 joined for the first time. That's up 33 from the previous year. FY96 total national membership was 9,044.

- ◆ More than 900 viewers, joined the 125 persons on site in Annapolis for the second professional development downlink. Compared to last year, the increase in viewership is phenomenal.

Epsilon Sigma Phi National Honorary Extension Fraternity

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Elected leaders: (front row left to right) Madeleine Greene, Patrick Boyle and Margaret Viebrock; (back row left to right) Rita Wood, Patrick Borich, Michele Abington-Cooper, Robert Ohlensehlen and Bernadette Watts.

— 1997 —

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Our potential: These members were granted Early Career Scholarships to partially fund their participation at the National Conference of Epsilon Sigma Phi in Annapolis. Each have less than a decade of Extension experience. They are: (left to right) Cynthia Hoover (OH), Barbara Andreozzi (MT), Nancy Porter (SC) and Gloria Kraft (NJ). Hoover, Andreozzi and Kraft took advantage of the opportunity provided by Epsilon Sigma Phi to make scholarly presentations at the national conference. These presentations are requirements of their promotion processes.





Thomas and Karen McKinney

National Friends of Extension Recognize multiplier power

Across the nation, Extension agents work each year with nearly 3 million volunteers, who, in turn, work with about 48 million other adults and youth. On the average, volunteers invest about 51 days for every day an Extension professional invests in working with volunteers. The value of volunteer time is four times greater than the combined federal, state and local funding.

(Source: *BUILDING POLITICAL SUPPORT IN THE 21ST CENTURY*
by: Patrick Boyle)

Epsilon Sigma Phi Chapters recognize outstanding volunteers by presenting them Friend of Extension Awards. This year four of these were selected for national recognition. Honored in Annapolis were:



Melvin Bowdan and Epsilon Sigma Phi's President-Elect Patrick Boyle, who presented the National Friend of Extension Awards.

- ◆ Thomas McKinney - Indiana - Farm owner/operator who has been very instrumental in organizing the citizen support network in his state
- ◆ Melvin Bowdan - Kentucky - Led Kentucky Extension Service through a visioning process
- ◆ S. M. True - Texas - Farmer/rancher and national agricultural public policy leader
- ◆ Anna "Mickey" Peters - Pennsylvania - Exemplary 31 year 4-H and youth volunteer leader who has networked with volunteers in all states to secure support for 4-H and other Extension youth activities.



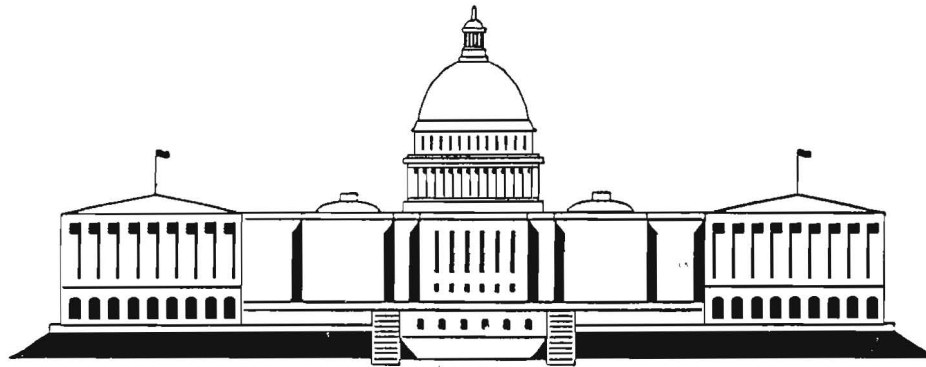
Billy Warrick, President of Alpha Zeta Chapter in Texas, pictured with S. M. True and his wife, Anna Jean.



Anna "Mickey" Peters and her host, Debra Gregory, president of the chapter in Pennsylvania.

Responding To Reality ...

The Changing Political Environment



**A Public Issues/Leadership Development Conference
April 27-30, 1997**

Crystal City Marriott— Arlington, Virginia

The Marriott is three minutes from Washington National Airport with free shuttle service. It is connected to the Crystal City Metro station with easy access to Washington attractions like the Capitol, USDA, Smithsonian, Pentagon and Memorials.

Objectives:

- ◆ Gain an understanding of how the changing political environment affects support for Extension.
- ◆ Focus on public policy issues that impact Extension and Extension clientele.
- ◆ Build political and public support for Extension through consistent communication with decision makers.
- ◆ Strengthen existing partnerships and explore new linkages with federal, state and local agencies.
- ◆ Visit with federal legislators and see the political process in action.

Conference Feature: Brookings Institution Presentation

The Brookings Institution, America's oldest public policy research institution, is a nonprofit and nonpartisan organization and devoted to research and education. Its principal purpose is to share knowledge on current and emerging public policy issues and problems facing the American people.

Sponsored by Joint Council of Extension Professionals

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Internet: viebrock@wsu.edu

Hooray for the North, South, East and West ...

South ...



- ◆ Team Recognition:
John Sweeten and
B. L. Harris, Texas



- ◆ Distinguished Service:
Bill Braden, Texas



- ◆ Mid Career:
Diane Smathers,
South Carolina

Northeast ...

- ◆ Distinguished Service:
Ishwarbhal Patel
- ◆ Mid Career:
Keith G. Diem

West ...

- ◆ Mid Career:
Jennifer Anderson,
Colorado
- ◆ Team: Idaho-
Marilyn Cross
Bischoff
Linda Kirk Fox
Mary Ann
Lawroski
Erik Anderson
Brad Beckman
Chuck Brotherton
Caroline Fish
Jerry Adams
Diane Noel
Kathleen Old
Marlene Fritz
John Carlson



- ◆ Distinguished Service:
Laurel Kubin,
Colorado

North Central ...



- ◆ Team Recognition: Indiana represented by the first two women on the left: Alice Blume and Donna Vandergarff. Sue Frischie and Karen Konzelmann were also members of this team
- ◆ Mid Career: Janet Gordon (third from the left) also from Indiana
- ◆ Distinguished Service Award: June James (right), South Dakota

National Award for International Service

John Ragland, Kentucky, has given leadership and technical assistance to agronomy projects in Thailand and Poland. He served as the USAID Senior Extension Advisor in Poland to support development of a viable agricultural extension service that could function as an effective educational system for private farmers, agribusiness and rural communities.



Distinguished Ruby Lecture given by Henry A. Wadsworth

All Extension is Local

An abstract

(Editor's Note: A copy of the manuscript of this lecture is available from Epsilon Sigma Phi National Conference participants.)

Our future depends on our willingness to recognize the full significance of functioning in a political market place. This market place requires understanding customer needs, developing educational programs based on those needs, opening access to all who might benefit and providing leadership which enables local people to communicate impact to public officials.

Our market place

Effective market place strategies take into account the significant differences in resource allocation decisions between the basic economic market system and the political resource allocation system. In the economic market system, the consumer sends very definite signals to the producers of goods and services about product preferences and price. This triggers company decisions about what and how much to produce and at what price. In contrast, the political resource allocation process is less direct.

Public higher education exists in the realm of the political allocation process. Customers tell us what they want with indirect signals. Customer preferences come through a third party, elected officials, that vote on resource allocations for public higher education. How elected officials vote on such decisions depends upon their perception of the value of that public expenditure to their constituency. Those signs come from citizens. This is politics.

Market information

In both cases, the fundamental premise is that good decision making requires good information and expert decision making skills. So what about our elected officials? They aren't intuitive about our contributions. They require good information to appropriately reflect the market, i.e., consumer preferences of their constituents when making public resource allocation decisions. It is this part of the political market system about which I have greatest concern.

The local reality

Members of state legislatures and federal bodies seek the same kind of information as county officials. All want to know how valuable their constituency view educational programs and information before the resource allocation/ appropriation decision is made. At all levels, local examples of impact are preferred. Evidence is most effective when it is related by people who are directly involved and/or others in that community whose judgment they respect.

Involvement

This means that the Cooperative Extension System and the entities of which it is a part must be highly visible and proactive in communicating impact throughout their jurisdiction. There is no substitute for continual personal involvement by administration, campus faculty and staff, and extension educators with stakeholders. This personal involvement prepares users with pertinent facts and motivates them to become actively involved as stakeholders in the political resource allocation process. There is no magical marketing or public relations effort that can produce results comparable to staying involved and close to the customer.



Most distinguished award: Margaret Viebrock (left), national president, presented the diamond and ruby set gold award pin, to Hank Wadsworth (left), Purdue University, at the Awards Banquet. Wadsworth's wife Emilee (center), is also on the Purdue faculty. Her specific research interest is the retention of women students in engineering professions.

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1997 National Committee Members

(Editor's note: 1998 committee nominations due March 1, 1997 to national office. Presidents submit forms. All members wishing to continue on committees must be nominated again.)

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Joanne Cavis (GA)
Patricia Swan (OR)
Richard Garrard (ID)
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Martha Flammig (SD)
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Betty Moore (AL)

**The mission of Epsilon Sigma
Phi is to foster the standards of
excellence in the Extension
system and to develop the
Extension profession and
professional.**