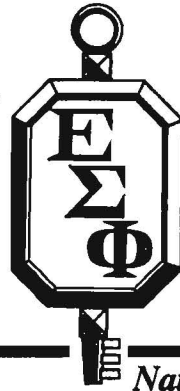


# Epsilon Sigma Phi



Number 68  
May/June 1997

National Honorary Extension Fraternity

## What's the impact?

by: Patrick Boyle, National President

*(This article is based upon material presented by JCEP representatives at workshops during the four national conferences this past year: Ed Maxa, NAE4-HA, Margaret Viebrock, Epsilon Sigma Phi, Donna W. Moramarco, NACAA, and Donald K. Donald, NEAFCS.)*

Did your program have an impact? How did the participants use the educational program to improve or change their families, businesses, the environment or the community? Answers to these questions provide the basis for determining the value or impact of an Extension program.

Since 1914, Extension has had a variety of different accountability approaches. Today the focus is on the Government Performance and Results Act of 1993 (GPRA). The focus of GPRA is on a detailed and systematic process of tying budgets to accomplishments.

Beginning in just a few years, all federal programs will have their

budgets tied to a strategic plan, complete with goals and expected outcomes. The Cooperative State Research, Education and Extension Service is working with Cooperative Extension representatives all across the country to ensure that Extension is responsive to this new age of "accountability."

(continued on page 3 - Impact)



Key peddler: Representing the National Board, Madeleine Greene, (far right), national president-elect, attended all four of the regional leadership development workshops sponsored by the Joint Council of Extension Professionals. Besides her key leadership role in the workshops, she sold Epsilon Sigma Phi insignia jewelry. Enjoying the levity of her super salesmanship are Linda Garringer, IN, Doug Jardine, KS, and Tom Jordan, IN, at the North Central Workshop in Cincinnati.

### State chapter

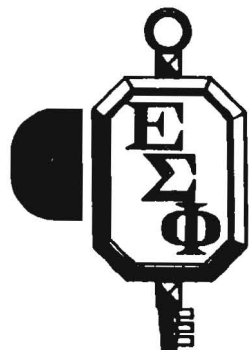
## Key leaders

### Work on strategies to increase worth of Epsilon Sigma Phi membership

by: Madeleine Greene, National President-Elect

When Epsilon Sigma Phi state chapter leaders convened for dialogue, the process revealed best possible strategies for increasing the benefits of Fraternity membership. Each officer is encouraged to engage in chapter leadership processes resulting in the implementation of potentially powerful strategies for success.

(continued on page 5 - Regional Workshops)



# HIGHLIGHTS

From the National Office

By: Judy Carlson, Executive Director

- **Public Issues Scholarships awarded:** Four members received scholarships from the Epsilon Sigma Phi Foundation. They used these to attend the Public Issues Leadership Development Conference sponsored by the Joint Council of Extension Professionals recently in Washington, D. C. Recipients were: Linda Garringer, IN, Susan McDonnell, LA, Frances Graham, MS, and Cynthia Flynn, AZ.

- **Washington's Beta Chapter uses Mini-Grant:** Kay Hendrickson and Ruth Scarlett returned home from our National Conference and immediately started things moving to bring Michael Tate, renowned Extension educator from Michigan, to their state. The interdisciplinary team working on this professional development project responded to requests for increased skill in articulating the benefit of Extension education to stakeholders. The National Board granted this mini-grant funding in January and the project has subsequently been completed.

*(Chapter mini-grants for professional development are now funded for up to \$1,000. Application may be made to the National Office at any time.)*

- **From Nancy Porter, SC, about Early Career Scholarships:** "I would like to thank ESP for the Southern Region Early Career Scholarship which enabled me to attend the National Conference in Annapolis. The award epitomizes the mission of ESP.. 'to develop the Extension profession and the professional.' I came late in my career to Extension and I value opportunities such as this which foster lifelong learning. In Annapolis, I learned how I can become a pathfinder, how to build political support for programs, how to respond to reality and how to tell it like it is! Most of all, though, I learned that it is okay to still be 'evolving' professionally. Thank you ESP."

Nancy M. Porter  
Extension Family Resource  
Management Specialist  
Clemson University

- **Kentucky chapter raises funds for members suffering from flood damage:** Mason Morrison, past-president of the Kentucky chapter writes: "We held our annual meeting last Friday. There were 180 of us there. The silent auction raised over \$2,000 for our scholarship fund sponsored by our retirees and we also passed the hat to collect over \$1,100 in donations for our co-workers who were severely damaged by recent floods."

- **Nominations for national Second Vice-President due July 1, 1997:** The next national Second Vice-President will be from the Western Region. This position rotates on a set schedule among the regions. The occupant ascends to the presidency and finishes a four-year term on the National Board as the national Past-President. In Epsilon Sigma Phi the criteria for national officers center more on visionary abilities and democratic leadership skills than a progression through committee roles and offices. Knowledge about the organization is important but it can be obtained in many ways. The support of the state chapter and the State Director of Extension in the state where the candidate holds membership is expected. Candidates from county, regional and state positions are welcome. Nominations are to be submitted to Margaret Viebrock, chair of nominations.

- **National Board meets June 20 and 21 in Madison, Wisconsin:** This is a very important working meeting for the National Board. Plans are implemented, new plans devised and organizational improvements put in the channel for eventual consideration by the National Council. The "window of opportunity" is open to communicate your suggestions to members of the National Board.

- **Iowa retiree Round Robin Letter:** When I finish the copy for this newsletter the next task is to write my contribution to the Iowa Extension retiree "round robin" letter. With the benefit of copiers, etc. we each get our own copy but the content resembles that of college dorm alum "round robins". Each retiree sends news of significant personal events. Epsilon Sigma Phi volunteers type, print, mail, etc. The central administrative office helps with the addresses. It is a wonderful way to stay in touch with longtime colleagues.

- **Stadium blanket for Illinois retirees:** Alpha Nu, Illinois, gives each new retiree an Illini stadium blanket. That's a nice invitation to stay connected to the University.

## Epsilon Sigma Phi National Honorary Extension Fraternity

----- A Newsletter -----  
Published four times a year -  
February, May, September & November

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# Impact ...

(continued from page 1)

In 1987, the Cooperative Extension System embarked on a new, exciting venture — a venture that focuses on issues critical to the economic, social, and environmental progress of America. Issues provide the basis to focus the program on a specific need, problem, or concern. They provide a basis for establishing program objectives and delivery methods to reach them. Thus, issues have become the basis for our accountability system.

A significant reality in today's environment is the demand for greater accountability. Historical contributions or testimony about the past are of little value. Stakeholders and decision-makers ask "What have you done for me lately?" So, the focus today is on performance, outcomes or impact — value to constituents.

## Impact statements

What makes the focus on impact or outcomes different from previous reporting systems? An "impact" is a clear description of the value of a specific Extension program to people. Specifically, an effective impact statement will:

1. Clearly identify the issue or problem
2. Briefly describe the focus of the program
3. Identify the impact in terms of value to people i.e. financial gains, taxpayer savings, humane improvements, production efficiencies, or preservation of environmental resources

Here are six sample impact statements. As you read them apply the criteria stated above. Some examples are better than others.

- **Homemakers save on groceries.** An Illinois homemaker feeding a family of nine found she saved more than \$30 a week on groceries as a result of what she learned in the Expanded Food and Nutrition Education Program (EFNEP). EFNEP runs nationwide, helping millions of moms and dads provide better nutrition more

economically. In Iowa, for example, 96 percent of EFNEP families reported they improved their diets.

- **Pesticide applicator permits.** Farmers and landowners who needed to obtain or renew private applicator pesticide permits were given that opportunity recently at a local training session. The County Agent coordinated the training session where pesticide users were given training in numerous areas of pesticide use and safety. Thirty-eight participants attended the training session.
- **Multi-lingual training.** Across the nation, many food service jobs are being filled by persons whose knowledge of U.S. food safety standards may be limited. Colorado State Extension Agents conducted "Food Safe - Safety and Food Excellence" training for Latino and Asian food service workers as well as minority homemakers, resulting in a 72 percent increase in food safety knowledge. Similar training programs are being offered in California, Florida and Texas.
- **Defeat the pests.** Problems with soybean cyst nematodes, small microscopic worms that attack soybean roots, cost U.S. soybean growers \$410 million a year. Research and Extension have made a difference. After Missouri farmers learned about soybean varieties with built-in SCN resistance and other techniques, yields rebounded by \$7.5 million per year.
- **Youth help programs pay off.** A recent report by the U.S. House of Representatives' Select Committee on Children, Youth and Families shows a return of \$6 to \$8 for every \$1 spent on prevention programs to keep youth on track. Seventy-five percent of the first offenders who completed the 4-H "A Step in the Right Direction" program from Penn State stayed out of juvenile detention centers.
- **Reduce insecticides.** Integrated Pest Management (IPM) research and education from Texas

(continued on page 4 - Impact)

# Impact ...

(continued from page 3)

A & M has saved the economy \$1.5 billion per year and spared the environment 17.3 million pounds of insecticides alone. One IPM program in the Rio Grande Valley, used on carrots destined for baby food, soup and frozen foods, reduced insecticide use by 66 percent while increasing individual farmer profits by \$22,000 each. At the same time, 20,000 new jobs in the state are associated with IPM.

## Impact statements are basis

Impact statements will provide the basis for an effective accountability system that is based on performance. They can be used with many different audiences for a variety of reasons. Audiences may include target clientele, county board members and community leaders, state legislators, members of Congress, community groups, advisory groups, cooperating agencies and organizations, the press and the public. These audiences have different interests in Extension — each of which can be met through impact statements relevant to them. But the common message inherent in all examples of impact must be clear, simple and illustrate the value of the program to constituents.

Many political decision-makers are interested in and supportive of programs that can have a future impact or value to their constituents. Impact statements can clearly communicate to politicians that the Extension program is focused on issues and has the potential to achieve valuable outcomes.

## Connect to concepts

In communicating the outcome or impact of an Extension program, it will be more effective if one or more concepts that political decision-makers and others appreciate are integrated with the statement.

Following are three concepts that clientele, political decision-makers, and others might value when analyzing the impact of Extension programs:

**EDUCATION:** Extension is an educational institution. The programs are **based on the knowledge base of the University**. This base of knowledge provides people with the basis for making decisions that affect their lives, businesses, and communities.

**ACCESS:** Extension is the **door to the University for millions of people**, wherever they live and work. University research, knowledge and resources are available through the local Extension office and a wide variety of modern delivery methods. The linkage between the campus specialist and the local agent is the bridge between people's needs and the knowledge base of the University.

**RELEVANCE:** Extension has remained true to its mission — helping people improve their lives. However, **programs have had to change in order to focus on the most critical issues and needs**. Extension has reallocated resources to respond to the important new issues. Extension's linkages with the people and with constantly emerging research ensures that programs are relevant, on the cutting edge, and have significant impact on the highest priority issues facing people, businesses and communities.

## Summary

In summary, it is important to recognize that judgments about program effectiveness will be made one way or another. However, there is mounting demand by legislators, policy makers and the general public that effectiveness be demonstrated through performance — resulting in positive outcomes. The Cooperative Extension System is in the enviable position of being able to demonstrate a continuing impact on people and communities through a very efficient organizational structure. Let's demonstrate it with "Impact Statements."

# Regional Workshops ...

(continued from page 1)



Alabama representatives at the Southern Region's JCEP Workshop were: (left to right) Lathan Hooks, NACAA; Ray Rice and Ralph Teague, Epsilon Sigma Phi; Theresa Williams, NEAFCS; Betty Moore, ESP and Carol Reid, NEAFCS.

Dialogue sessions were part of the 1997 Regional Workshops. ESP regional vice presidents conducted the sessions. They are Michele Abington-Cooper, Southern Region, Robert Ohlensehlen, Western Region, Patrick Borich, North Central Region and Rita Wood, Northeast Region.

## Expand e-mail service

Consensus among the delegates led to adding chapter vice-presidents and president-elects to the recipient list of presidential e-mail sent from the national office. In the same vein of electronic communication, future ideas on the drawing board are: electronic newsletters, chat groups, and a Website. For the GALAXY conference, a Website is nearly a reality of the moment. Improved communication media was a constant recurring theme of the strategy discussions.

Chapters report successful communications with postal cards, chapter newsletters, mentors, articles in Extension System publications and e-mail.

Some Epsilon Sigma Phi chapters organize their state Extension System's professional development conferences. Examples are the fifteen year old unified projects in Florida among Extension professional associations to provide their statewide professional development conferences. Epsilon Sigma Phi leaders organize the state Extension annual conference in New York and Virginia.

Our national video conferences raised ESP's visibility and projected a positive attitude. Chapters asked about plans for future video-conferences.

## Membership is our challenge

Delegates received trend data on Epsilon Sigma Phi membership compiled by Patrick Boyle, national president. Data used information queried from the national membership database maintained at the National Office. Examination of the downward spiral in numbers of members predicts dire consequences of loss of the benefits the Fraternity provides for the Extension System and it's professional educators.

Some members express eloquent arguments for a seven or ten year service requirement for membership. Equally convincing ideas were shared for capturing the enthusiasm of newer employees who exhibit excellent performance. The specifics of membership requirements are determined at the state level.

Value for members comes in many forms. Scholarships, awards and grants are the obvious tangible values.

Have we asked members what they are looking for? What did they expect following induction? Are we meeting their needs? Urgency for asking these questions reigns supreme.

The dialogue repeatedly affirmed that the strength of the organization grows from a solid foundation built by dedicated professionals at the chapter level. The best of those are in our Extension ranks. The National Board will receive a report on the thrusts and content of these discussions. Chapter leaders are encouraged to do likewise.



## abstract

# Extension programming to resolve complex community problems and survival

by: Barbara Andreozzi,  
Montana State University CES

*(This is an abstract of a presentation given at the ESP National Conference.)*

Communities across each state are facing more complex problems with shrinking monetary assistance to resolve their critical issues. Extension can play a key role in mobilizing University and Extension resources to assist communities in addressing and resolving their issues.

The workshop covered how Extension played a key role in assisting Deer Lodge County to rebuild following the closure of one major company. The shut-down meant a 66% loss in their tax base and the associated complex economic and societal problems.

The materials include documentation of impact via statistics, media documentation and annual reports which were shared with local key leaders. The project was characterized by collaboration, partnerships and coalitions. University-wide expertise was tapped for the community.

### 1996 National Conference Proceedings Booklet

Send \$5 with your name and address to:  
Madeleine Greene  
UMD Cooperative Extension Service  
3525-L Ellicott Mills DR  
Ellicott City MD 21043

## Galaxy Summit

(continued from page 8 - Galaxy)

- The 1997 Distinguished Epsilon Sigma Phi Ruby Award winner, Dr. Patricia Jarbore Buchanan, University of Illinois

- Mark Therrien, Humorist

### Other features

Nearly 200 educational offerings of research, poster sessions and seminars are planned. Tri-state tours with in Ohio, Kentucky and Indiana are slated. Vendors and exhibitors are expected to fill the Cincinnati Convention Exhibit Hall with products, services and programs.

The finale will be the Regional Awards Banquets. ESP is gearing up for its largest scholarship auction ever. Everyone attending GALAXY is invited.

Each association will have business and committee meetings. ESP delegates are urged to arrive on Saturday, October 11. The ESP Regional Meetings and the National Council meeting are Sunday, October 12.

### GALAXY Website

The GALAXY Website offers information about the location, speakers, and the associations. Although it is still under construction, it provides excitement for this "mission possible". Jim Kahler, Maryland, is the chief developer of the Website. Billy Warwick, Texas, is developing the ESP Webpage.

#### GALAXY Website URL-

<http://www.agnr.umd.edu/users/galaxy/galaxy.htm>

ESP appointed members, serving on the GALAXY Planning Committee, include Patricia Powley, Pennsylvania, GALAXY Chairperson; Enid Cox, California; JoAn Todd, Illinois; Margaret Viebrock, Washington; and Bernadette Watts, North Carolina.

## abstract

# Leadership for change: an application of quality improvement work change process

by: Glen Applebee and Barbara J. Eshelman  
Cornell Cooperative Extension

*(This is an abstract of a presentation given at  
the ESP National Conference.)*

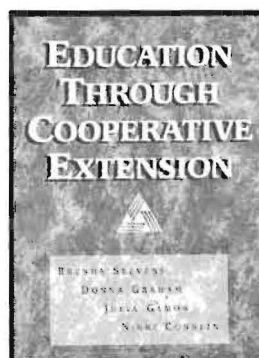
“Work Process Change” offers one method of providing leadership for change. Significant adjustments were made in the long-standing process for Cornell Cooperative Extension in-service education and staffing process.

This method is a continuous improvement strategy that involves team members in streamlining and improving their daily work. Through identifying and improving routine work processes that affect customer satisfaction and contribute to quality customer satisfaction and productivity.

Major steps in this leadership for change approach are: 1) clarifying the product; 2) identifying customers of the process; 3) identifying the valid requirements; 4) developing a flow chart of the existing processes; 5) developing quality and process indicators for each valid requirement and measures of each; 6) gathering data pertinent to the indicators; and 7) identifying needed improvements and strategies.

## New Books

### Educating Through Cooperative Extension



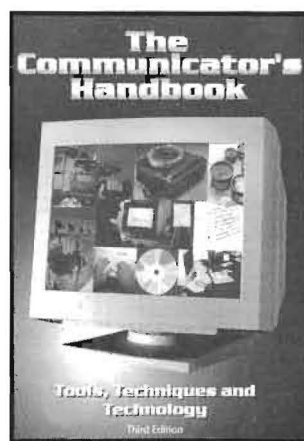
Authors: Brenda Seevers, New Mexico State University; Donna Graham, University of Arkansas - Fayetteville; Julia Gamon, Iowa State University; Nikki Conklin, Ohio State University

Authors are practicing educators at four different Land-Grant Universities. Each teaches formal courses and informal workshops on Extension education. This book is a text for their courses and similar ones at other institutions.

According to the authors, this book should be ideally suited as a preservice text for those interested in pursuing a career in Cooperative Extension. Field educators might find it useful in working with councils and committees who are unfamiliar with Extension's organization and structure.

*Seevers, B., Graham, D., Gamon, J. and Conklin, N. Educating Through Cooperative Extension. Delmar Publications, Albany, NY. 1997.*

### The Communicators Handbook



Editor: Patricia Calvert, Emeriti of USDA Communications.

Thirty-five communication authors have worked collaboratively to bring the best of their research and experience to this third addition. Topics range from the art of effective writing and navigating the Internet to strategic communications, planning, organizational marketing and emerging communication issues.

The contributors are members of the Agricultural Communicators in Education (ACE). The guide is designed to be your one-step guide to the tools, techniques and technology in today's world of communication.

*Calvert, P., Editor. The Communicators Handbook. Tools, Techniques and Technology. 3rd edition. Maupin House, Gainesville, FL. 1996.*



## Galaxy Summit Conference

*A rich experience for all*

by: Bernadette G. Watts,  
National Second Vice-President

All roads lead to  
Cincinnati, Ohio,  
October 12-16,

1997 for the once in a lifetime national career experience called the GALAXY SUMMIT. Cooperative Extension Service educators will witness the reality and results of the extensive planning for this professional development extravaganza for members of all Extension professional associations.

GALAXY promises to deliver as its theme resounds "MISSION POSSIBLE: UNIQUENESS WITH UNITY". Over 2000 persons are expected to attend.

GALAXY'S mission is to provide Extension professionals the opportunity to strengthen the Cooperative Extension System by building concepts of teamwork, new working relationships, and a base for interdisciplinary programs which address current and emerging issues. Peers will be recognized and association business conducted.

This national joint conference will validate our purpose as members of a strong and unified national Cooperative Extension System. In addition, it will provide intensive leadership training and present us as a premier group of professionals who serve as a viable force to

address people's needs, opportunities and challenges in the 21st century.

### Keynote speakers

- Dr. John R. Hoyle, Professor at Texas A & M
- Attorney Brenda Girton-Mitchell, Associate Executive Director of the National Council of Negro Women, Inc.

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**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.**