



CONNECTION



2006

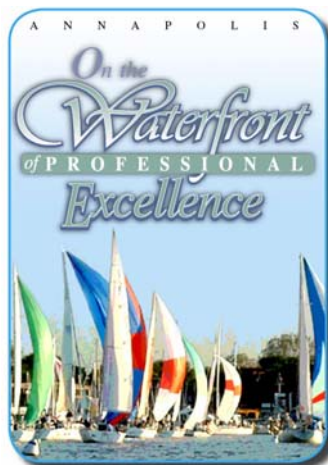
NUMBER 103

EPSILON SIGMA PHI

The Extension Professionals' Organization

"ESP – On the Waterfront of Professional Excellence"

Epsilon Sigma Phi Conference • November 14 - 17, 2006



The Tau Chapter of Maryland will host the National Epsilon Sigma Phi Conference November 14 - 17, 2006 at the Loews Annapolis Hotel in Annapolis, MD. The conference will offer opportunities for professional development for Extension professionals and continuing education for retirees. This conference will feature dynamic keynote speakers, scholarly concurrent sessions and poster presentations, three

program tracks – life members, emerging leadership, and program developers, strategies for enhancing Extension's image, opportunities to explore new tools and technologies to enhance outcomes of Extension programs, methods for strengthening communities through Extension programs, and recognition of ESP members for excellence in programming addressing diversity and critical issues.

Conference events will include pre-conference tours on Tuesday to Historic Annapolis, the University of Maryland College Park: Clarice Smith Center, Plant Sciences, Dairy Bar and Rossborough Inn; and a seafood industry tour. An evening "Taste of Maryland Reception" welcoming event is also scheduled.

A special Retirees and First-timers breakfast will be held Wednesday followed by Regional Meetings, the first General Session, and a Poster Showcase Session in conjunction with lunch. Concurrent sessions also begin on Wednesday. Thursday features are the second General Session, concurrent sessions, the Ruby Lecture and Luncheon, the ESP Auction, and dinner. The Alpha Omicron Chapter of Pennsylvania is handling the Silent and Live Auctions. On Friday, the various ESP National Committees will meet, followed by the third General Session, the National Council Meeting, and the Recognition Banquet.

Enjoy the Baltimore Aquarium and Inner Harbor stores and restaurants while in Maryland. You will want to visit the many national memorials in Washington D.C. and browse the fine free museums on the National Mall. Check out the Anne Arundel website and plan your personal itinerary: <http://www.visitannapolis.org>.

The Loews Annapolis Hotel is offering the \$125/day conference lodging rate for doubles or kings until October 13, 2006. The early bird registration fee for the conference is \$375 with a deadline of August 15, 2006. Watch for the registration information in the next issue of ESP Connection and on the ESP web site at <http://espnational.org>.

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CONNECTION

EPSILON SIGMA PHI, INC.

ESP CONNECTION

Epsilon Sigma Phi, Inc. The Extension Professionals' Organization
A Newsletter

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Where Do I Get Information About Retirement and Other Policy Issues?

ESP Public Issues Committee, Nancy Granovsky and Janice Stimpson

The ESP Public Policy Committee has come up with some excellent web sites for retirees and pre-retirees (us working stiffs) to access information that affects and will affect our retirements. Many of these are for people on the Federal retirements systems but some will give information on issues that affect everyone.

- <http://www.narfe.org> is for members of NARFE (National Active and Retired Federal Employees) but there is excellent information available for guests, especially the legislative issues papers and Congressional testimony.
- <http://www.FederalDaily.com> is a web site where you can (mostly) purchase more information like a CSRS or FERS retirement calculator or a book on federal health benefits.
- <http://www.FederalSoup.com> has much the same type of information as Federal Daily but is also a place to share, debate and discuss issues and legislation.
- <http://www.aarp.org> will give you information in many areas: issues and elections, learning and technology, health, family, home and legal, money and work, travel and fun and games.
- <http://www.nasulgc.org> has information specific to CSREES on a much wider basis than retirement. Be careful to check dates as some of the information becomes dated before it is removed.
- <http://www.csrees.usda.gov/nea/economics/fsll/fsll.html> is the Extension System's website for the national initiative, "Financial Security in later Life," which includes information and tools for both consumers and Extension Educators.

There are certainly other pertinent sites but these will keep you busy for a day or two. Take a moment to look and learn.

Opportunity for Annual and Life Member

Duane P. Johnson,
ESP National 2nd Vice President

The strength of Epsilon Sigma Phi is having strong committees in which its members actively participate in the committee meeting during the National Conference and committee conference calls and activities.

The goal of the National Board is to have two members from each region on each committee. We hope that at least one committee member will be a life member. Appointments are made for a one-year term with possible reappointments for a total of three terms. When appointments are made ESP tries to have a balance of members with first, second and third year appointments.

We would like to encourage all members (annual and life) to consider a committee nomination. Committee participation is most rewarding and an excellent way to make a difference in Extension and the profession, as well as provide leadership for Epsilon Sigma Phi.

Current committee members must submit reappointment forms if they wish to continue on their current committee. The committees are Public Issues, Member Services, Membership Recruitment and Retention, Global Relations, Professional Development, and Resource Development and Management. Committee members have a voice in setting goals for Epsilon Sigma Phi, network with other Extension professionals at the national level, and represent their state chapter at the national level. Committee members receive a financial incentive to attend the ESP National Meeting.

Appointment forms can be found on the ESP web site: <http://espnational.org>. Forms must be signed by the Chapter President and are due to Duane P. Johnson, ESP 2nd Vice President by March 1, 2006.

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.



2006 National Conference Speakers

Waterfront from Page 1)



C. D. Mote, Jr.

C. D. (Dan) Mote, Jr., President of the University of Maryland, is the invited speaker for the opening General Session on November 15th. Dr. Mote began his tenure as President of the University of Maryland and Glenn L. Martin Institute Professor of Engineering September 1998. Since assuming the presidency, he has encouraged an environment of excellence across the University and given new impetus to the momentum generated by a talented faculty and student body. Under his

leadership, academic programs have flourished. In 2005, the university was ranked 18th among public research universities, up from 30th in 1998. President Mote has emphasized broad access to the university's model, enriched undergraduate curriculum programs and launched the Baltimore Incentive Awards Program to recruit and provide full support to high school students of outstanding potential who have overcome extraordinary adversity during their lives. He has spurred the university to lead the state in the development of its high-tech economy, especially in the information and communication, bioscience and biotechnology, and nano-technology sectors.

Dr. Mote is a leader in the national dialogue on higher education and his analyzes of shifting funding models have been featured in local and national media. He has testified on major educational issues before Congress, representing the University and higher education associations on the problem of visa barriers for international students and scholars and on deemed export control issues. In 2004-2005, he served as President of the Atlantic Coast Conference. In its last ranking in 2002, "Washington Business Forward" magazine counted him among the top 20 most influential leaders in the region.



Dr. Albert C. Pierce

Dr. Albert C. Pierce is the first director of the Center for the Study of Professional Military Ethics at the U.S. Naval Academy in Annapolis, Maryland. Dr. Pierce will share his insight on ethics and leadership, the challenges and responses. The Center's mission is "to promote and enhance the ethical development of current and future military leaders through education, research, and reflection."

From February 1985 until he assumed his duties at the Naval Academy, he had been Professor of Military Strategy at the

National War College in Washington, D.C., where he taught courses in military strategy, the use of military force, civil-military relations, ethics, and national security policymaking. Prior to joining the War College faculty, Dr. Pierce was a defense correspondent for NBC News. Before that, he was Deputy Director of the Strategic Concepts Development Center, an in-house think tank established by Defense Secretary Casper Weinberger. He also served as Assistant to the Secretary of Defense, writing speeches, Congressional testimony, and the Fiscal Year 1982 Annual Report for Secretary Harold Brown. Before moving to the Defense Department, he was with the U.S. Arms Control and Disarmament Agency.

Dr. Pierce is a member of the Inter-University Seminar on Armed Forces and Society, the Association for Practical and Professional Ethics, and the International Studies Association. He was a Fellow in MIT's Seminar XXI program and in 1994 he was chosen to participate in a Carnegie Council faculty summer institute on Teaching Ethics and International Affairs, funded by the National Endowment for the Humanities.



Dr. Carolyn B. Brooks

The third General Session speaker, Dr. Carolyn B. Brooks, Dean of the School of Agricultural and Natural Sciences and the 1890 Research Director at the University of Maryland Eastern Shore (UMES), will address the topic of the *Land Grant Commitment to Higher Education for All*.

Since the mid 1990s Brooks has served on a number of boards and committees of the National Association of State Universities and Land Grant Colleges (NASULGC); held several offices and chaired numerous committees for the administrator associations of the 1890 land grant institutions; served on numerous review panels for USDA, NSF, and USAID, the National Research Council and the Middle States Commission on Higher Education. Presently and previously serves(ed) as a member of Minority Education Committees of the Board of Education and Training, the American Society for Microbiology.

She is featured as one of the 100 Distinguished African American Scientists in *Distinguished African American Scientists of the 20th Century*; and recipient of numerous awards including the Maryland Outstanding Educator Award from the Maryland Association for Higher Education, and a Recipient of the First Annual White House Initiative for Historically Black Colleges and Universities - Faculty Award for "Excellence in Science and Technology," and the "Woman of the Year Award," Maryland Eastern Shore Branch of the National Association of University Women.

Either through research programs or as a consultant or participant on federal review teams, Brooks has been involved in activities in Costa Rica, Honduras, Puerto Rico, Dominican Republic, Tanzania, Malawi, Egypt, South Africa, Cameroon, Togo, Nigeria and Senegal.



Extension: the Unique Characteristic of Land-Grant Universities

Dr. Richard D. Wootton



Dr. Richard D. Wootton

*Distinguished Ruby Lecture
Presented at*

*National Epsilon Sigma Phi Meeting
Colorado Springs, Colorado,
November 11, 2005*

Land-grant universities have a mission, a mandate, to make lives better through the access and opportunity that can come from its resources. This mandate includes bringing its resources to where people live and work and to serve all of the people, not just some of the people. Cooperative Extension helps universities meet this aspect of their mission. Some might put this under the umbrella of service, others call it outreach, and in recent years the term engagement has been used. There may be subtle distinctions between these terms, but Extension goes beyond the meaning of all of them in that Extension has a statewide presence with over 3,000 county offices staffed by professional educators, has a stable revenue stream from multiple sources, and has a tradition of over 90 years of working with people and communities to solve their problems, as they see them, with the intellectual capacity of a network of major universities as its energy source. No one other than a Land-grant university has this impressive infrastructure and history.

The unique gift that Cooperative Extension has to offer within the concepts of service, outreach, or

engagement is not money or personnel, but rather its gateway to people and communities and the experience that has been gained in over 91 years. This gateway or access comes from knowledge of the community, how it works, who makes decisions, and the interpersonal skills of Extension educators and the process skills that help them design, implement, evaluate and document the educational interventions that solve problems. Extension can provide much help to others within the university community and other governmental agencies who want to learn from this 90 plus year experience, but the Extension system can't dilute its current success and capacity by taking on a broader mission without new resources.

The following ten observations were learned from my experience of working for three different universities and from the three years I spent at the National Association of State Universities and Land-Grant Colleges in Washington, DC:

1. Cooperative Extension's most powerful asset is its statewide presence with a direct connection to people and communities in over 3,000 counties nationally.
2. Extension has built this gateway to communities and their issues over a 91-year period; the system should not give this asset away to other agencies or others across campus without compensation.
3. While maintaining a presence in counties, it's time to think of issues and their solutions on a regional or multi-county basis and to understand what the current or potential economic engine is of that region.

4. The system needs to view its product as educational intervention in terms of outcomes and solutions, not programs, and frame as much as possible as economic development.
5. Extension must establish metrics to uniformly measure and document the benefits of our work and use a framework such as LOGIC as a research model that brings about solutions through educational intervention.
6. Extension must draw the line between public and private good so the system will have a clear basis for what should be fee-based and what should be free.
7. Extension educators can only work with those they know. These professionals need to look for opportunities to network with organizations and agencies and get to know decision-makers and their priorities.
8. Extension needs to align its priorities with those of decision-makers at the federal, state and local levels while solving the most important issues of people and communities.
9. Use the capacity of Extension public policy education to take leading roles in helping communities and partners organize to solve issues important to them.
10. Spend a full 80% of marketing efforts on campus with presidents, provosts and others in central administration.

Cooperative Extension is unique and provides a level of engagement unequalled among all universities and colleges. Our future is dependent on our relevance today, and our ability to provide solutions to issues that are important and to document our successes in ways that demonstrate our capacity to solve other emerging problems.



Is Your Chapter Ready for a Makeover?

Nancy Crago, President

Makeovers of all kinds are a part of our society. This past October I had the opportunity to visit the Alpha Phi Chapter in South Carolina for their annual meeting. The main purpose of my visit was to help the members take their first steps in a chapter makeover. I am cheering for the Alpha Phi Chapter to reach their goals and be recognized as a Chapter of Merit recipient at the 2006 ESP conference in Annapolis. And, I also want to encourage you to consider making 2006 a makeover year for your chapter.

The preparation for a makeover is just as important as the makeover itself. Actually, it may be more important. It's important that your chapter pick a plan that works best for your members. Alpha Phi Chapter members used a compression planning process developed by educator, Jerry McNellis. Working as a team they were able to put together a plan in about one hour.

To begin, the Alpha Phi members used the ESP Chapter of Merit application form as a guideline to help them decide what current features they liked and what characteristics they wanted to change to make their chapter more desirable for the future. If you are not familiar with this form, it lists seven

broad categories with specific indicators under each category and can be viewed on the ESP web site.

The next step was to identify a basic concept, such as member services, and generate several approaches that could tie the concept together. A critical part of this step is aligning target audiences to your approaches. McNellis suggests selecting your three top approaches, evaluating them, then choosing one, to develop a plan that lists the tasks to be done, who will take responsibility for the tasks, when it will be done, and the expected outcomes. As Extension professionals we recognize this as our action plan.

McNellis also suggests spending another 20 to 30 minutes to develop contingency and communication plans for the action plan. The contingency plan should address what can go wrong, what can be done to prevent it, and what to do if it happens. The communication plan identifies all the key people with whom to communicate and what messages need to be sent.

Even with a good plan, to be success in a chapter makeover demands resolve and willpower on the part of all your chapter members. The work can't be left to just a

few persons. Commit some time to do your share of the work and stick to it. The degree to which your chapter will be successful depends on members' honesty, responsibility, commitment and inner strength. If your chapter has already recruited most of the eligible persons, perhaps you want to focus on member retention or member services. When those non-members see what ESP does for its members, they may be motivated to learn more about ESP and join.

Making excuses or laying blame on circumstances within your organization can also hamper your makeover efforts. Look for ways to use local and national resources available to reach your goals. National ESP has many resources to help your chapter reach its makeover goals. Your Regional Vice President and Linda Cook are available to answer questions and assist you. Talk with the people from your region who serve on ESP national committees. Learn about available promotional items.

I recently received a card that read, "It takes work to reach for the stars, but those who do walk in stardust." It takes work to build a strong chapter, but of each member has the inner strength to reach out with his or her time and talent, your chapter will shine and excel.

ESP Mini-Grant on Working with Public Policy Decision Makers

Jeff Olsen and Dan McGrath, Oregon State University Extension Agents

The 2005 Local Public Policy Decision Makers Project was sponsored by the Gamma Chapter of Epsilon Sigma Phi with a mini-grant from the National ESP office. The goals of the project were: 1) to enhance the awareness of Extension faculty and staff of the names and interests of local public policy decision makers (state representatives, county budget committee members, and city mayors), and 2) to increase the number of contacts between Extension faculty and staff with those decision makers.

Public officials in two Oregon counties were surveyed by asking "What are your highest priority programs for promoting healthy families and individuals, strengthening and diversifying the local economy and sustaining natural resources?"

Their responses were incorporated into one page profiles and were given to the faculty and staff in the two counties. The name recognition of the officials and their titles/roles and the number of the contacts they had with those officials were measured before and a few months after the profiles were distributed.

This pilot project indicates that faculty and staff in the pilot counties did not have a high degree of knowledge of, or contact with, local public policy decision makers, especially the mayors. Exposure to one-page decision maker profiles did not significantly change their level of awareness. A sustained strategic planning process may have produced better integration of the decision makers into Extension programming.



ESP Memorabilia Designed to Market ESP

Duane P. Johnson, 2nd Vice President; Marketing Committee Chair

Marketing ESP to the Extension professional does not happen without planning and involvement of all members.

To help ESP members market ESP (The Extension Professionals' Organization) to potential members, recognize current members and honorees, and create awareness of ESP, the National ESP Office offers a number of useful items. Following is a look at a few of these items and some ideas on how they might be used by your chapter.

Extension Professionals' Creed

This 8-1/2 x 11 beautifully printed certificate (ready for framing) is often presented to new members on induction into ESP. Some Chapters have made sure each office has a framed copy of the creed in the lobby of their offices to support relations with the general public and clientele. Cost of the printed creed is \$.50 from the National ESP Office. Members can show pride in their membership and commitment to the Extension profession by displaying this in their office.

ESP Bookmarks

The ESP Bookmark (free) is an excellent item to include with a membership receipt to all members as they pay their dues. It provides name, address, and contact information for national officers, national committee chairs and the National ESP Office.

ESP Pens

The very good ESP pen is excellent to provide to new ESP annual and life members, administrators for their support of ESP, special speakers and individuals giving to the ESP Endowment Fund from a Chapter. They are available from the National ESP Office for \$3.00 each or 2/\$5.00.

Note Cards

As you write notes of congratulations, thanks and other notes these cards provide excellent visibility and let others know of your pride of being an Extension professional.

ESP Key Pin

Chapters are encouraged to consider providing each new member with a ESP Key Pin upon initiation. This not only provides recognition to the member but also provides visibility to the State Chapter and profession as they wear the key.

Paper Weights, ESP Letter Opener, and Memo Pad Holder

These items are popular in saying thank you to officers, committee chairs, recognition recipients, and gifts to special people who have made a difference to ESP and/or Extension.

If you have a need for something special or an idea for something to be available in the National Office please let Duane Johnson, ESP 2nd Vice President, or Linda Cook, Executive Director, know of your idea or need.

There are many others items available from the National ESP Office.

You can find a complete listing in section P of the Handbook on the National ESP Website.

Provider of Memorabilia Changes

Duane P. Johnson, 2nd Vice President

The National Board voted to terminate the contract with A&T and buy out the remaining inventory. The contract with A&T Industries ended on September 1, 2005. Until a new provider is identified the National ESP Office will handle all orders and management of memorabilia.

During the coming year the Marketing Committee and National Board will be:

- Consulting with other national Extension professional organizations regarding their marketing product provider and determine any opportunity for using a common vendor.
- Seeking from chapters what merchandise or items they would like to have available for support of their chapters.
- Involving active chapters in identifying possible vendors for ESP products.
- Identifying an acceptable vendor to provide high quality and reasonably priced items.
- Coordinating with identified vendor for "For Sale" items to assure availability of a variety of items and prices for ESP membership.



PILD Scholarship Has an Impact

William Rice, 2005 PILD Scholarship Recipient, Alpha Lambda Chapter, IN

First, let me thank ESP for providing the funding to attend PILD. Although I have had the opportunity to visit our nation's Capitol in the past, this was with a much different purpose.

Attending PILD in 2005 provided a lot of new contacts and new ideas for me. The visits to the Hill were especially useful in making contact with our legislators and their aides. These visits pointed out the importance of keeping track of pending legislation and the role our lay people play in carrying our message to Congress.

With this in mind, the Alpha Lambda Chapter of ESP had applied for a mini-grant. This grant will be used to develop training sessions for our County Directors and also for County Extension Educators throughout the state. The training will be aimed at "Empowering and Motivating Extension Advisory Boards, Committees & Councils." Educators will receive tools to assist their local Extension board members in keeping Extension a viable force in their communities.

Indiana already has a very strong group of dedicated volunteers who regularly contact state legislators to make their views known through the Purdue Council on Agriculture, Research, Extension, and Teaching (P-CARET). This new round of training will bring a stronger focus by local people on local elected officials.

Mike McKinney, retired ESP member from Florida and former Indiana educator, will be assisting with the two workshops planned to train local staff.

McKinney Scholarship for Public Policy/Public Issues Education

Mike McKinney, Past Chair of Public Issues and Southern Region VP, has established the **McKinney Scholarship for Public Policy/Public Issues Education**. The scholarship is for eligible ESP members to attend a professional conference or meeting, or to take formal coursework toward an advanced degree in a public policy/public issues area. Current ESP members who have not previously received this scholarship are eligible. One \$500 scholarship will be awarded annually. The scholarship must be used within one year of award. The Member Services Committee will make selection recommendations to the National Board.

The ESP/McKinney Scholarship Application Form is posted on the ESP website and is to be used to apply for the scholarship. Application must not exceed two pages (one page front and back). A letter of support is required from applicant's Extension Director and Chapter President. Application and letters of support must be sent electronically to the Chair of Member Services Committee and the Executive Director of ESP. For 2006 only, the application deadline is to be May 1 with an announcement date of June 1.

Judging Criteria:

• Follow application procedures	5 points
• Statement of goals and objectives for participation and plans for follow up	40 points
• Potential benefit of seminar/coursework to applicant and chapter	40 points
• Previous involvement in leadership and public issues including ESP	15 points
Total	100 points

Reimbursement Procedure: Upon completion of seminar, workshop, or coursework the scholarship recipient will forward to the Executive Director the following:

- Request for scholarship payment
- Proof of participation
- Financial statement including receipts showing payment for registration fees, travel, lodging ,etc.
- Brief report for possible use in Epsilon Sigma Phi Newsletter

Why Internationalize Extension?

Nick Place, Alpha Delta Chapter, FL

This is a very simple but profound question. Many Extension professionals have either heard or asked this question sometime in their career. If you asked most people, they would likely say that internationalizing Extension is a good thing and something that we should do. But, when budgets are on the line, are there solid benefits that justify time and expenditures for such efforts?

There is ample anecdotal evidence that suggests that there are numerous mutual benefits – to the participants (and their near associates) and the international cooperators. Participants have been able to experience renewal to Extension and

a recommitment to grassroots efforts. They have greater global perspectives and are able to integrate an international dimension into their Extension programming. Additionally, they are better able to reach out to and work with diverse clientele which has helped Extension address many of the issues we currently face with our changing clientele base.

In Florida, through a recent internationalizing Extension project, we included County Commissioners. This effort resulted in many positive benefits

– many of which are noted above. Most significantly, the County Commissioners have a greater understanding of Extension and the need to internationalize Extension. This was acknowledged by their follow-through with providing a workshop on these topics to their fellow commissioners at the subsequent statewide conference. As a challenge to ESP, we must look for ways to include our stakeholders as part of our Internationalizing Extension efforts. This would not only help to provoke greater understanding, but it can go a long ways toward addressing the recurring question "Why Internationalize Extension."





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<http://espnational.org> !

Goal Setting

Michelle S. Rodgers, Past President, Alpha Omicron Chapter, Member of Professional Development Committee

Every New Year begins with resolutions for many of us. And as Extension Educators, regardless of programmatic areas, many of us teach goal setting strategies all through the year. We teach folks to set financial goals, business goals, nutrition and exercise goals, 4-H project goals, and the list goes on. For the past several years, the Alpha Omicron chapter has taken the challenge to set New Year goals, and the outcome has been positive.

Each year as the newly elected Chapter Executive committee meets, one of the first items on the agenda is to brainstorm a list of goals for the chapter. After discussion, four or five

goals are agreed to as the focus of the efforts for the year. Over the past few years, the chapter has set goals for specific membership increases, endowment giving, increased award applicants and recognition, and striving for national chapter awards.

The agreed upon goals are posted on the Chapter website and action steps to attain the goals are a standard item on the agenda for each board meeting. Progress on the goals is reported to the membership in the Chapter newsletter. Finally, at the annual meeting, as we celebrate and recognize members, the outgoing President gives a report to the membership on the outcome of the Chapter's goals and we celebrate those

accomplishments. This year, in addition to our chapter goals, we are also asking each committee to set one specific goal.

While there are many positive results of goal setting, in particular we have recognized an increasingly positive view of our organization and that it is a group that is "working" and achieving results for members. Recruitment of new members is also facilitated by this positive perspective. Why not practice what we teach! Whenever a "new year" starts for your ESP chapter, think about initiating a few New Year's resolutions or goals for your chapter and expect results!

