

espconnection

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March/April 2012

An Overview of NEDA Visit and the Importance for Extension Professionals

Justen Smith, ESP National President and Stan Moore, JCEP President



Below is a report summarizing a visit made by Stan Moore and myself to the National Extension Director Association Meeting held in March. This was a great opportunity to interact with Extension Directors

from all over the nation. I am including this report in this issue of the ESP Connection because the issues addressed are important not only to ESP members but all Extension professionals.

This year JCEP was fortunate to receive an invitation to attend the National Extension Directors and Administrators (NEDA) Meeting in Ft. Lauderdale, Florida, made possible through our JCEP ECOP representative, Chuck Hibberd. This meeting took place from March 12-14, 2012. Stan Moore, JCEP President, and Justen Smith, ESP National President, and JCEP Board

Members were invited to attend. Through a special JCEP meeting, several priority areas were discussed before traveling to Florida that could be shared with NEDA attendees. Below is a list of those priorities and discussions that happened during the NEDA meeting in relationship to these areas. In addition, Justen and I would like to thank the JCEP Board and Chuck Hibberd for allowing us to be involved in this event. We believe that much was gained in JCEP being represented at the meeting, including relationship building, a better understanding of JCEP by NEDA participants and a better understanding by the JCEP representatives of the issues being addressed by NEDA participants. It is important to note that our Extension administrators are working hard to solve the many difficult issues facing all of us during these turbulent times. We would both recommend continuing to participate in this conference if the invitation continues to future conferences.

Priority

•Need for Extension to maintain and grow local collaborative networks in order to be relevant to the needs of our clientele. Extension is in a unique position to provide a trans-disciplinary approach to complex issues locally and nationally.

* Work with us to build this skill set in our members/your employees. JCEP is in a great position to cross these disciplinary lines.

Discussion

The importance of local Extension presence in counties, and our network was brought up by several panel members during the NEDA meeting, including several Extension directors/administrators. We also encouraged them to involve field educators/agents in strategic planning processes in order for outcomes to be as good as possible, and to increase the engagement by these field educators/agents. Stan also asked the ECOP leadership to carry

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It's not too soon to begin thinking about the 2012 National ESP Conference that will be held in Mobile, AL, from October 7-10. The Alabama Host Committee has been working hard to put together a great bunch of tours and have several different choices for participants. The Opening Reception will be at Battlefield Memorial Park and will feature a "Low-Country Boil." The facilities for the conference are excellent and there are a number of local activities that are available for those who would like to spend some extra time in the Mobile area. We have 3 excellent keynote speakers and have received some great proposals from our members for concurrent sessions and poster sessions. This is one meeting you will not want to miss! We hope to see you there.

(Overview Continued from page 1)

the message to the ECOP board that JCEP and its member associations would welcome the opportunity to partner with ECOP in providing the training necessary to equip the educator/agent of the future.

Priority

•*Need for strong National Program Leadership in all program areas (open position in Rural and Economic Development). Needs to come forward through ECOP.*

Discussion

This message was presented at the NC Region Breakfast meeting during the NEDA meeting through the Iowa state leadership. Stan also provided additional background to the letter sent by NACDEP. The message was going to be addressed by the full ECOP board, whose meeting followed the NEDA meeting. Stan also encouraged the NC leadership to consider how NPL's could have better connectivity to state and field educators/agents, and what the role of NPL's should be in the future. Discussion also ensued on recent changes in NPL State Liaisons, including lack of communication on the change.

Priority

•*We need help from directors and administrators in encouraging all employees to become actively engaged / involved in our professional development associations.*

Discussion

Stan discussed the idea of student membership within the associations with a few of the directors/administrators and asked for their feedback. In general they liked the idea, and we believe they have a great respect for the professional development work that the associations provide. Ideally, I (Stan) believe that we should ask directors/administrators to sponsor some of these memberships, with the idea that some of these students could become educators/agents.

Priority

•*Directions for eXtension. How can it more efficiently and effectively meet its goals/objectives? What should its goals and objectives be? Our Concerns..... Time consumption, Ask the Expert is big time consumer, JCEP can be a part of creating an improved system. How has the system been evaluated from an impact standpoint vs. resources committed?*

Discussion

eXtension was a topic on the agenda. Attendees provided feedback with Turning Point that indicated several areas that eXtension needed to work on. Stan also spoke with Dan Cotton about the Ask the Expert concern. Dan cited the great statistics on the amount of Ask the Expert questions that have been answered (something like 20,000+). eXtension is obviously very proud of this part of the program. That being said, Dan indicated that individuals can pass on answering questions when they do not have the time to reply. Stan did indicate that JCEP believed there may still be opportunities to improve efficiency as well.

Priority

•*Program impact statements. Importance, Developing Quality Impact Statements. Creating the systems to report these effectively. Marketing Extension Effectiveness. This is tied to the impact statements above. Transformational Education. Local impacts to share with Decision Makers.*

Discussion

A NEDA Panel Discussion on Tuesday involved Jim Richards, Vice President, Cornerstone Government Affairs. Jim challenged the attendees to develop 5 things that we wanted to emphasize as the major impacts of Cooperative Extension nationwide. Your particular state may only specialize in two of these, but it would give us a more defined message that the 34 titles listed on the conference program as part of their "work cloud." Several Extension directors voiced support for refining our message so that we can more clearly tell our story.

Additional Thoughts from the NEDA Meeting:

1. Extension Faculty across the U.S. will be expected to generate their own revenue to fund programs and perhaps supplement salaries. This would be in the forms of grants, fees for services, and solicitation of gift funding. Universities are providing "awards" for faculty who do well in generating funding. These awards are in the form of raises, bonuses, and/or higher merit increases in their salaries.
2. Much work needs to be done to get Extension noticed within the university community. There are great opportunities for Extension to collaborate with faculty in other departments within their university. Form a campus network.
3. All of the turmoil that Extension has gone through as a result of the "great recession" should be looked at as an opportunity for restructuring and improving the Extension system instead of only negative issues.
4. Extension clientele are increasingly going to the internet for help. Extension services in each state need to enhance their on-line offerings. Face to face is still important in Extension, but the younger generations are increasingly looking for information on the internet. eXtension will play a big part in this goal. Web content should be looked at as scholarly work in the Promotion and Tenure process.
5. Dr. Waded Cruzado, President of Montana State University, gave a moving speech on the Morrill Act and the importance of land grant universities. Land grant universities need to go back to their roots and provide high quality, low cost, higher education to the citizens of the United States. Many land grant institutions have raised their admission requirements so high that students (those students the land grant system was created for) are being excluded.

Justen Smith can be reached by email at justen.smith@usu.edu and Stan Moore can be reached at moorest@msu.edu



Thank You to Development Fund Donors!!

David S. Ross, Chair, Northeast Region Vice President and Resource Development and Management Committee Chair



Our Development Fund has grown to **\$436,595** as of March 15, 2012. Of this, \$333,508.30 came from member donations and the rest were earnings. **Thank you to nearly 90 donors in 2011 and over 700 donors since 2002. These members are recognized on our website.**

What benefits has ESP given back to members? See the "Contributions and Payouts by State" on the website. As of January 25, 2012, Epsilon Sigma Phi has reimbursed members a total of \$361,132 in the period 2001-2011. Also note the contributions made to ESP. Most states have received more than they have given.

If 2,000 members, many of you who have not yet contributed, make a donation of \$25, we can gain \$50,000 this campaign

year and be closer to our target of \$500,000. That means that you take time now and contribute this year; we need YOU to participate now. Of course, larger amounts are welcome and all amounts are tax-deductible contributions. Help your organization reach this goal and have money to support more professional development and recognition activities. Give back to your profession.

I appeal to members to take a moment to write and mail a check to **Epsilon Sigma Phi, Inc., 450 Falls Avenue, Suite 106, Twin Falls, ID 83301**, or to contact ESP at 208-736-4495 with a credit card. Go to the national ESP website at <http://espnational.org/> and click on "Development Fund Giving" on the left side of the homepage. At this site you will find information on giving and see our honored donors.

David Ross can be reached by email at dsross@umd.edu.

Promoting Epsilon Sigma Phi

Jeff Myers, National 2nd Vice President and Chair of Chapter Relations & Marketing Committees

Whether we are providing recognition to our membership, or recruiting new membership to ESP, marketing materials are a vital tool. This is a reminder of the materials National ESP has available to Chapters for a nominal cost to promote ESP at a grassroots level. Some of the items include lapel pins, seals, pocket folders, Post-It® note pads and holders, ball point pens, bookmarks and thank you notes. These can be found on the National ESP Website at: <http://espnational.org/resource/supply-order.html>. The daily use of a pen or a Post-It® pad is a great reminder of our connection to ESP and its importance to our professional lives.

Also know that an ESP Exhibit Panel is available for Chapter meetings and Extension Conferences. This may be a great way to stimulate interest in ESP during your Extension Annual Conference. Along the same lines, the ESP Extension Professional Creed speaks to the power of the work we do each and every day as Extension professionals. (Jeff Myers can be reached at jmyers15@umd.edu)



ESP—Sowing Seeds of Leadership

Deborah Thomason, National Past President

It's Spring and planting time all around! Flowers beds and gardens are everywhere and the prospects of a bountiful harvest are fresh in our minds. It is also time for ESP to plant our seeds for future leaders.

I have often said that deciding to run for a leadership position in ESP was the best decision of my professional career. It has provided me opportunity for growth as a professional and as a leader. Not to mention, the wonderful friendships I have had the chance to cultivate in the process. Of course, it is work and takes extra time - but as Extension professionals we learn to balance and manage our time wisely.

Please consider running for ESP National Board Second Vice-president or as a Regional Vice-President - you will gain so much from the experience! Applications are due by July 1 and the election will be held in Mobile at the National meeting in October. More information and the application can be found on the website at <http://chapter.espnational.org>. Please contact me, any of the national board or Bob Ohlensehlen, ESP Executive Director, at the National Office if you have questions.

Hope to see you all in Mobile!

Deborah Thomason can be reached by email at dthmsn@clemsn.edu



The 2012 ESP Global Relations Committee Chapter Survey

Paul Lachapelle, Global Relations Committee Member

The 2012 National Epsilon Sigma Phi Global Relations Committee distributed a survey to chapter representatives between December, 2011 and February, 2012. The objective of the survey was to determine current activities, capacities and needs for each Chapter regarding global relations. The survey was distributed via email and contained 10 questions. Follow-up requests were sent to chapter representatives who did not respond. A total of 15 responses were received. The full report provides the summary responses from the chapter representatives. Results from the report indicate there are 10 active Chapters with global programming or international Extension work and those Chapters with programs have accomplished many notable outcomes.

Summary results from the report show that 10 Chapters have a Global Relations Committee Chair. The Global Relations Chapter activities that have been accomplished or planned include Kansas providing a grant each year for international travel/study, an educator who presented in Athens, Greece at the 14th Annual International Conference in Education and a Sewing project for Kenya mothers; Missouri conducted a survey of all Extension faculty, administrators and professional staff to determine international experiences; in Montana, an educational training was organized at the 2011 Extension Annual Conference on opportunities and challenges related to global professional development opportunities; in Ohio, members attended international conferences and visited other countries as part of a teaching team including finding a sister university; in Pennsylvania educators did a state-wide, all-day seminar on Globalizing Extension held in several locations across the state; in Florida agents are participating in international professional study tours and accepting invitations to develop and evaluate Extension programs in other countries, and in South Carolina, the Chapter Chair took part in a Citizenship/Teaching Democracy training, became certified to teach American Red Cross Exploring Humanitarian Law curriculum, and presented at International Conference on Economic, Cultural, Social and Environmental Sustainability in 2010.

Most of the respondents reported they have some Extension staff that have been involved in global programs or international Extension work including staff in Delaware who have been involved with an animal science department study abroad program for undergrads in New Zealand; in Iowa where a recent survey showed that educators have worked in 30 different countries on a variety of international Extension/development projects; in Kansas where educators have been assisting with a review of Nigerian Middle and Secondary School student plans, worked on Local Food study project which included traveling to

Japan and hosting Japanese visitors; in Maryland where at least 12 educators have been involved in global programs; in Missouri where a number of people have participated in programs in Costa Rica, Thailand, South Africa, Ireland, and Italy as part of MU Extension sanctioned and hosted experiences including youth global exchange work; in Montana, where a least 3 educators have been involved in work in Georgia, Croatia, and New Zealand; in South Carolina educators have been involved in global programs in Vietnam, Cambodia, Costa Rica and China; in Florida agents are teaching horticulture and 4-H programs in Costa Rica, Ecuador, and the Bahamas; and in Wyoming where educators have been administering an "Enhancing Global Perspectives" exchange program with Mongolia, sponsored by the US Department of State with 4-H-ers from the Western States participating.

Survey respondents also provided a number of webpage links with additional information including for example, Iowa: <http://www.extension.iastate.edu/Global/>; Kansas: <http://www.kansas4-h.org/p.aspx?tabid=64>; Maryland: <http://ipan.umd.edu/>; Florida: http://international_extension.ifas.ufl.edu/; and Missouri: <http://www.alianzas.us/main/>. Most respondents also indicated they were willing to participate in chapter Global Relations committee meetings, workshops or Webinars, were aware of the ESP Chapter International Service recognition award, would be willing to submit proposals to present a concurrent session or submit a poster at the next ESP National Conference, and would be interested in participating in a National Webinar on Global Extension.

The full report is presented by survey question with responses provided alphabetically by state. The full report, as well as the entire survey response data set, is available from Committee Member Paul Lachapelle at (406) 994-3620 or by email at paul.lachapelle@montana.edu.

Paul Lachapelle is an Assistant Professor in the Department of Political Science at Montana State University-Bozeman and serves as the Extension Community Development Specialist. Working in partnership with the Local Government Center, his responsibilities involve providing research, technical assistance and training on various community development topics including community strategic visioning, local governance, leadership development training, community tourism assessment and development, community profiling, planning facilitation, and community surveys.



Professional Development Mini Grants—The Perfect Way for Your Chapter to Serve the Extension Community

Patricia Dawson, Professional Development Committee Member

Is your ESP Chapter looking for a way to market the value of ESP and also serve the membership? If so, consider applying for a National ESP Mini-Grant. Epsilon Sigma Phi, through the ESP Development Fund, will provide up to four grants not to exceed \$1,000 each to stimulate the professional development of Extension faculty. With budget shortfalls, professional development is often reduced within our budgets. These grants provide a wonderful opportunity for ESP to step up to the plate in helping to meet the critical professional development needs of our membership. Examples of events or materials to consider include bringing in a major speaker or workshop for staff development, creation of materials such as print, videos, websites, etc., or purchase of educational resources. The project should provide model professional development events or materials that can be replicated or adapted by other Epsilon Sigma Phi chapters. The project planning team must be interdisciplinary and at least 50% of the team must be members of ESP.



Applications for the Professional Development Mini Grant are due annually on February 1st with an additional deadline of August 1st call if all of the funds have not been used. The National ESP Board has approved the additional August 1st deadline for Mini-Grant applications for 2012. The online application form is posted at the national website: <http://scholarship.espnational.org>. Select the Mini-Grant tab for instructions and the actual application, as well as the necessary required support forms. Your Mini Grant application must include statements of support from your Chapter President and the Extension Director.

The process is fairly simple but do pay attention to the word counts. In addition, it is important to emphasize how you will engage Extension faculty in the professional development experience, how you will measure impact and how your project could be used by other chapters to benefit them as well.

Your chapter will have one year to complete the project. At conclusion mini grant recipients will be asked to provide a brief report and financial summary to ESP. The report may be published in a future *ESP Connection*. Recipients are also asked to share their project as a poster session or concurrent session at the National ESP Conference upon completion of the project.

Congratulations to Missouri and Wisconsin, this year's first round of Mini-Grant recipients.

Patricia Dawson can be reached by email at patricia.dawson@oregonstate.edu.



**Mark the
2012 ESP
National Conference in
Mobile, Alabama,
October 7-10, 2012 on
your Calendar Now!**



Training for Chapter Officers to be Held at National Conference

Bob Ohlensehlen, EP National Executive Director

For several years there has been a training session for chapter officers during the National Conference. The training is put on during the concurrent sessions by the National 2nd Vice President and the National Executive Director.



For the past three years we have had a Beginning and Advanced Chapter Officer Training; this year we are looking at changing the program a bit. One session will focus on ESP Leadership in general, and the second session will focus on a specific area that we identify as being a critical need for officer training. The membership campaign and the recognition program have been two areas that have been identified as potential topics.

We would like to give our chapters an opportunity to offer input on the topics that we should cover. If you have a need that we could address in one of these sessions, please let me know so that Jeff Myers, ESP National 2nd Vice President, and I can cover areas of need and interest to the chapters. If you have some thoughts or suggestions on areas that we could provide training that would be of value, please share your ideas or needs with Jeff Myers at jmyers15@umd.edu or me at the National Office at esppoffice@espnational.org.

Life Member Corner



A Letter from Life Member Theodore Jenkins of New York

Dear Friends,

I am very proud to be a Life Member of ESP and to have had my career as a Cooperative Extension Agent with the 4-H Division 1952-1982. The experiences that I had and due to the lasting friendships I had made, prepared me for the future. I continued to remain as a volunteer 4-H leader and a lifelong supporter of the 4-H Club programs.

I received much on-the-job training in my second career as a landscape gardener on large estates on Long Island, New York, from 1982-1995.

My third career in education (1995-2007) found me teaching citizenship, public presentations, gardening and mentoring at the Bayville Intermediate School in Long Island, N.Y.

From 2007 on, we moved to Hanover, PA, where I became a part-time paid greeter from 2007–2010. Since 2007 I have continued my leadership in recruiting and training volunteer mentors. We have developed mentoring teams and have been successful in providing mentoring programs in the Locust Valley and Saratoga Springs City School Districts in

New Your State and Southwestern Hanover Public School Districts in Pennsylvania.

We are encouraging individuals and businesses to donate funds to school districts to assist principals and teachers by providing resources and materials which are not covered in their budgets.

My service in the Cooperative Extension and as a member of its many associations has been an inspiration and a very important part of my life time experiences.

Sincerely, *Theodore Jenkins*

HELP US GROW!

Life members, in lieu of annual dues, consider helping to grow the Development Fund endowment to support educational programs in professional development and recognition of excellent program efforts in our profession. Give back to Extension. Build on the future of Extension education. See the article on Page 3 in this issue on how to give. If everyone gave \$25 we can reach our funding goal!

A Look Back....

“Big Help to Farmers,” 1915

“County Agricultural Agents Report Result of Labors. MANY NEW CROPS PLANTED Twelve Counties Now Have Services of Experts, and Four Others May Get Them Soon.”

“A great deal of interest has been taken in the work of the county agricultural demonstration agents who have now been established in 12 counties of the State, and it is hoped that before long there will be an agent in each of the counties. Their work has proved its value, and they have been of great assistance to the farmers in the counties in which they are located. In an outline of their work G. H. Alford, State agent, said yesterday:

“These men live at the county seats and devote their full time to assisting the farmers of their counties. The salaries paid range from \$1,200 to \$2,300 a year. Nine of the 12 county agents own automobiles and all pay their own expenses. Three men have charge of adult demonstration work and the boys’ corn, potato, pig and other club work. The rule is for the county to pay half of the agent’s salary and the United States Department of Agriculture to pay the other half through the Maryland Agricultural College.’

“County agents are selected and nominated for appointment by the State agent. The selection must be satisfactory [sic] to the County Commissioners, the Maryland Agricultural College and the United States Department of Agriculture.”

State agent Alford then continued to explain efforts underway in the various counties: “J. H. Drury, of Calvert county, began work February 16 and up to November 1 had traveled 4,410 miles, visited 578 farmers, addressed 1,951 farmers at 57 meetings, visited 29 schools, written 270 letters, mailed 1,390 bulletins, written 20 articles for country papers, inoculated [sic] 27 hogs and advised 403 farmers. He has 50 adult demonstrators and 23 boys enrolled in corn club work. Two tractors, six riding plows, six corn planters, three drills, with attachments, and one pea huller have been purchased at his suggestion.”

Source: “Bid to Help to Farmers,” 16 Nov 1915, Sun (Baltimore, MD). www.newsinhistory.com



Recognition Applications Were Up in 2012 and Voting Begins!

Bob Ohlensehlen, National Executive Director

It was great to see that the number of applications for recognition awards were up in 2012. We had a total of 119 applications for awards with each region doing an excellent job of seeking out applicants for all of the categories. Only one region had two categories with no applicants; otherwise, all regions had candidates in all of the categories. That being said, we will be presenting 40 different awards including the Ruby and Friends of Extension.

I had the opportunity to read all of the applications as I prepared them to be evaluated by the chapters and I was pleased at the quality of the applications and the great work being done by our members across the country.

Now that we have the candidates identified and the applications are on the web to be evaluated by the chapters, I encourage each chapter to fulfill their right and responsibility to cast their ballots to help us select those who will be recognized at the conference in Mobile in October. It would be great if we could have all of those who receive an award present at the meeting to receive the recognition that they deserve. The balloting will be closed on May 15th with the announcement of the winners being made late in May.

We are planning a great meeting in Mobile – come and take part in the education and help us to honor ESP's best!

Bob Ohlensehlen can be reached by email at esoffice@espnational.org



JCEP Leadership Conference Attendees from the North Central Region with Kathleen Tweeten (front, center), North Central Region Vice President

Important Dates Ahead – Mark Your Calendar!

APRIL

- March/April Issue of *ESP Connection* distributed

MAY

- May 1, Deadline for Electronic Submissions of Chapter of Merit and Achievement in Chapter Membership
- May 15, Deadline for Electronic Submission of ballots for National/Regional Recognition Program
- May 18, Deadline for *ESP Connection* articles to the National ESP Office
- Early Bird Registration Available for 2012 ESP Conference

JUNE

- May/June Issue of *ESP Connection* distributed
- June 1, Announcement of National Recognition and Scholarship Recipients
- Early Bird Registration Available for 2012 ESP Conference

JULY

- July 1, Deadline for 2nd Vice President Nomination Submissions to National ESP Office
- July 1, Deadline for Regional Vice President Nomination Submissions to National Office
- July 21, Deadline for *ESP Connection* articles to the National ESP Office
- July 31, last day for Early Bird Registration for 2012 ESP Conference