

# espconnection

Number CXXX

The Newsletter of Epsilon Sigma Phi

February / March 2015

## Collecting Treasures as We Make our Scheduled Stops

Ann Berry, ESP National President

February was quite a month for winter weather for many of us. Here in Tennessee we had record-breaking lows and two weeks of back-to-back snow/ice events. While fun for the kids to miss school and the snow has been beautiful, many families struggled without power and heat, travel was treacherous and lives were lost. I am fortunate to have not lost power and UT closed on the days where travel was too dangerous. I am looking forward to the March forecast—predictions of warmer weather!

We are almost midway in our ESP journey for this year, having accomplished much so far. February was a busy month! February 1 membership reports were due, with most chapters meeting that deadline. The **JCEP Leadership Conference**, one of

the scheduled stops for our ESP train, was held in Las Vegas, where the weather was wonderful—highs in the 70's and no precipitation. Valuable professional development treasures were provided to all who attended. Thirty-six ESP members representing 24 chapters attended. In addition to perfect weather, the conference provided excellent professional development opportunities with engaging breakout sessions, time for association business, and a keynote speaker who understands Extension. David Horsager shared his research and insight on leading through trust. He defined trust as “the confident belief in a person, product or organization.” He challenged us to identify our top five values that we use to make our decisions. Integrity? Compassion? Inclusiveness? Think about your values that you use to make

decisions. He referenced using the definition of trust and our values in strategic planning, which the National Board will do as we plan for

ESP's future. He shared the eight pillars of trust: clarity, compassion, character, competence, commitment connections/ collaborations, contribution, and consistency. I encourage you to examine your different relationships, both professional and personal, against these pillars. A comment he made that really stuck with me was that the most magnetic trait for a leader is one of gratitude. I am striving to express

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Ann Berry

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## Input From JCEP Leadership Conference Participants Helps Chart a Course

Graham Cochran, ESP National 2<sup>nd</sup> Vice President



The Joint Council of Extension Professionals' Leadership Conference last month was a great opportunity to connect with chapter leaders from across the country. When we do invest time and money in bringing people together, the ESP Board works hard to make sure the investment is well spent. In addition to the JCEP conference keynote and breakout sessions for professional development, our ESP agenda at JCEP included two major chunks of time.

**#1 was "Our Excellence in the Past and Dreaming for the Future"**, an activity to gather more input for the strategic plan. In

addition to your input through the strategic plan survey, we thought it would be helpful to capture more rich discussion about both what is good and should be preserved about ESP and dreams for the future of ESP. We are compiling the information now to use at our mid-year board meeting. Here is a sneak peak...

**When talking about our excellence in the past, we heard comments such as:** our mission; professional development; scholarships; networking across program areas; administrative involvement. **When dreaming about the future, we heard comments about:** diversity in membership and engaging younger employees; being inclusive; flexibility; and being cutting edge. Here is a photo of one discussion

team building an ESP Future out of index cards.



**#2 was "Does Your Chapter Make the Grade? A Lively Exchange of Ideas for Strengthening Your ESP Chapter"**, a session organized by the Membership, Recruitment and Retention Committee and facilitated by North Central Regional Vice President

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## An Update from JCEP

Jeff Myers, Past National President and Marketing Committee Chair



The Joint Council of Extension Professionals (JCEP) is a partnership of our national professional Extension associations. Our 'bottom line' is to strengthen the efforts of each association: doing together what we cannot accomplish individually.

JCEP just held a successful Leadership Conference. This conference has evolved from beginning as an association leadership training to an expanded leadership training conference. With our highest attendance ever this year at 250 attendees, the conference featured Keynote speaker David Horsager, author of 'The Trust Edge', speaking on 'Leading Through Trust', in addition to twenty leadership concurrent sessions and association meetings/trainings. And this year we even became an international conference with an attendee from Saudi Arabia!

Your JCEP Board had our Winter Board Meeting in advance of the conference. Significant news from our meeting was the acceptance of a new association for JCEP membership; the National Association of Extension Program and Staff Development Professionals (NAEPSDP). We are excited to broaden the talent and skills around the 'JCEP table.'

Other highlights from our Board meeting include our Blue Ribbon Committee's exploration of a focus-based, national issues conference, planning our 2016-2019 Strategic Plan, and fast forward moving plans for PILD (Public Issues Leadership Development Conference), our upcoming advocacy leadership training conference. We hope to see many of you April 12-15 in Crystal City at PILD!

To learn more about JCEP, check us out at [www.jcep.org](http://www.jcep.org).

Jeff Myers can be reached by email at [jmyers15@umd.edu](mailto:jmyers15@umd.edu).

## Donor Education and Development for Extension Professionals

Mark Stillwell, Resource Development and Management Committee Member

“The ESP Resource Development and Management Committee will host two webinars this spring on donor education and development,” says Mark Stillwell, University of Missouri Extension Project Administrator and committee member. “The interactive webinars will increase Extension professionals’ working knowledge of development principles and increase comfort and confidence levels. Participants will learn action solutions for development that can be used at the county, region or state level.”

The webinars will be led by MU Extension faculty and staff with successful development experiences.

**Tuesday May 5, 11:00 am—12:00 pm CDST:**

“**Development 101**” by Cynthia E. Crawford, Director of Donor Education, Catherine Comley Adams, Director for Advancement, and Mark Stillwell, Project Administrator.

- Development 101
  - 10 ideas to draw from every day
  - How to get comfortable with development
  - Why we don’t use the “F” word
- Why people give (and don’t give)
- Ideas for doing development work without saying a word

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sincere gratitude to family, friends and colleagues. Mr. Horsager is the author of “The Trust Edge”; a read I highly recommend.

In addition, we were able to accomplish work toward our strategic plan and had an interactive session on chapter development. Kudos to the Chapter Relations Committee for planning these activities! Check out Graham’s article in this issue that gives details on these activities. Of course we also developed comradery while enjoying time together during dinner on Association Night Out. All in all a great conference. Think about going next year!

Another treasure developing along our journey this year is the 2016-2020 **Strategic Plan**. The Strategic Plan survey has been completed by nearly 400 members. We have gotten some great information from annual members, life members and former members. Please take a few minutes and complete the survey if you had not done so already. We want to hear from you! The survey is online.

Go to the [Strategic Plan Survey](#)

This survey needs to be completed no later than April 1.

The Board will be compiling all of the information received from the survey as well as the work done at the Leadership Conference to develop our goals for the next five years. Results from the survey will be shared later this year.

Other treasures available for you have been the webinars provided by the National Committees to help grow and support your state chapters. The webinars conducted by Membership Recruitment and Retention and Scholarships, Grants and Recognition are available on the website for you to view if you were not able to participate. Other webinars, surveys, and blogs are planned for this year that will be of interest and beneficial to *all* members, so be watching for their announcement via email from the National Office.

Your next opportunity to collect treasure is the **March 15** stop—the deadline for submission for abstracts to present at the National Conference in October. The RFP is

online. Encourage your colleagues to submit as well as yourself. This is an excellent avenue to share your knowledge and expertise with Extension personnel around the country.

Our Public Issues Committee is hard at work finalizing an awesome **PILD** Conference in Washington, DC, in April. Sharing our story with the decision makers in Congress is such an important part of our profession. I look forward to seeing many of you there.

Be sure to check out the calendar is this month’s *ESP Connection*. Important dates for awards and officer and committee nominations are given, as well as dates for the National Conference. You don’t want to miss out on those!

Thank you for your support and involvement with ESP. Remember to collect those treasures as you make your journey this year, taking advantage of the opportunities at the stops along the way!

*Ann Berry can be reached by email at [aaberry@utk.edu](mailto:aaberry@utk.edu).*

## Scholarships and Grants: Get Your Hands on Some \$\$\$

Travis West, Scholarships, Grants & Recognition Committee Member and Alpha Eta Chapter/OH Member

Hopefully your chapter submitted your state award nominees by the March 1 deadline. Now that those awards are submitted consider getting some professional development funds for yourself or your chapter. **May 1** is the deadline to apply for: **Redinger Administrator Leader Scholarship, Richard R. Angus Scholarship and ESP Professional Development Grant.**

Scholarships are a great asset for members to attend professional development opportunities. You currently have 2 options for getting your hands on some funds:

- **Redinger Administrator Leader Scholarship** is a \$500 award for any ESP member that performs an administrative function as part of their job. Eligible applicants are county, state, regional and national level administrators or leaders. The scholarships help offset the cost for administrators that are first-time ESP National meeting attendees.
- **Richard R. Angus Scholarship** is worth \$500 and supports professional development through participation in courses, seminars, conferences

and workshops. Dick Angus was a dedicated ESP member and had a steadfast passion for ensuring Extension employees participate in professional development opportunities.

The **ESP Professional Development Grant** provides your chapter the chance to fund a professional development project that will appeal to a board audience of Extension professionals. The team submitting the application must be multidisciplinary with 50% of the members being current ESP members. Applications should focus on professional development for ALL Extension employees and be replicable by other chapters. What could you do with \$1000 for your ESP members and Extension colleagues?

Wanting to get involved beyond the chapter, **April 1** is the deadline for submitting your application to serve on a National committee. It just takes a few minutes for you to complete the application and your experience serving with others across the country will be invaluable. Consider extending your service to the National level through committee participation.

Travis West can be reached by email at [west.222@osu.edu](mailto:west.222@osu.edu).

(Donor Education Continued from page 3)

**Tuesday June 2, 11:00 am – 12:00 pm CDST:**

**“Successful Development Strategies”** by Cynthia E. Crawford, Director of Donor Education, Catherine Comley Adams, Director for Advancement, Lisa Wallace, Human Development Specialist and Henry County Program Director and Mark Stillwell, Project Administrator.

- What works in Missouri will work for you, too!
- Don't underestimate the importance of trust - relevant, reliable and responsive
- How to ask
- Dealing with “no”

The webinars will be delivered through Adobe Connect: [http://univmissouri.adobeconnect.com/mark\\_stillwell/](http://univmissouri.adobeconnect.com/mark_stillwell/). The webinars will be recorded for future uses within ESP.

Please contact Mark Stillwell, [stillwellm@missouri.edu](mailto:stillwellm@missouri.edu), for more information and to register for the webinars.

Good development resources:

- MU Extension's donor education and development: <http://extension.missouri.edu/extcouncil/donor-education.aspx>
- Asking: A 59-Minute Guide to Everything Board Members, Volunteers and Staff Must Know to Secure the Gift. Jerold Panas, 2007.



## Call for 2015 National Conference Concurrent Session and Poster Proposals

Patricia Dawson, National President Elect and Professional Development Committee Chair

The last thing on your list right now might be showcasing your great programs through a poster or concurrent session at the National ESP Conference in Coeur d'Alene, Idaho, this fall, but the **March 15th** deadline to submit a proposal is quickly approaching. The conference theme "*Unlocking the Treasures of Your Future*" ties in well with the many outstanding programs we are sure you have to share with your colleagues. [Submit a proposal.](#)

### So why consider presenting at the ESP National Meeting?

- Concurrent sessions presenters are eligible for an early-bird registration stipend, (estimated value of \$425)

- Top 10 posters at the National meeting receive a \$100 stipend
- Programs are exposed to colleagues from all program areas
- Presentations and posters go through a rigorous review process
- Strengthens your promotion and tenure documents

### How do I submit?

- Visit your treasure chest of reports and select a program / event that you consider a "gem" for your programming efforts
- Go to <http://esnational.org>

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## Did You Say "Social Media" is the Way?

Michelle Parrott, Marketing Committee Member and Alpha Kappa Chapter/KY Member

*I do not like Twitter and Instagram,  
I do not like Facebook scams,  
I do not like them, say I am!*

Have you ever said that to yourself or to someone else about social media sites? If you have, you are not alone. Social media is a great way to communicate, engage and interact with people. However, these sites can take up a lot of time that many people say they do not have. The ESP Marketing Committee is looking for a new way for local chapters and even National ESP to inform, engage and connect with their members. Our ESP Marketing Committee posed the question "how are we going to reach our younger members"; through social media interaction was one of the possible solutions.

People seem to enjoy one on one interaction and individual contact which is engaging and personal. To be successful with social media sites we will have to put all the effort into engagement and personalizing the information. Sometimes it is very easy to get into the mindset that we are going to simply use the social media sites just for posting a comment, occasional picture or announcement. While some of those items may be useful, that is not engaging your audience. I believe that by actively engaging members on

at least a weekly basis we can achieve a stronger, more committed membership for all in the organization.

Before we jump into the deep end of the pool with social media, there are four questions I feel you need to ask yourself to see if you are ready to take on this endeavor.

1. What is our mission or goal by starting a Facebook page, Twitter or Instagram account?
2. Who is going to manage this social media outreach?
3. What type of information are we going to put on these sites to engage our members?
4. Will our members use the social media sites?

We are simply posing the questions for each of you to think about, brainstorm, and make a decision that is best for you and your local chapter. Social media sites will not work for everyone but could be one solution to keep your members engaged. With smart phones and devices increasing in popularity, social media does seem the way!

If you have any input on ESP's use of social media please forward those ideas to Jeff Myers at [jmyers15@umd.edu](mailto:jmyers15@umd.edu).

Michelle Parrott can be reached by email at [mparrot1@utk.edu](mailto:mparrot1@utk.edu).

## Epsilon Sigma Phi Elevator Speech Contest—Phase III

Forrest Connelly and Mandy Marable, Public Issues Committee Members and Alpha Beta Chapter/GA Members

The Epsilon Sigma Phi Public Issues committee announces our Phase III Elevator Speech Contest.

Please participate in this great opportunity to share your skills as an Extension educator. This effort on your part presents options for other Extension professionals to draw from a library of talking points for legislators and stakeholders. This competition is considered a National event competition.

This year's competition will be at the National ESP Conference "**Extension Professionals: Unlocking the Treasures of Your Future,**" in Coeur d' Alene, Idaho, October 4-7. Submissions may be sent prior to the Conference through October 1 or recorded at the National Conference, October 4-7. If you plan to submit a video recording by October 1, email your submission to Donna Gillespie at [donna@uidaho.edu](mailto:donna@uidaho.edu). If you record your elevator speech at the national conference, find us in the poster sessions where Public Issues committee members will be camera ready!

With our recent 100 year celebration of the Smith-Lever Act this continues to be a great time to highlight the value Extension has brought to our nation and communities as well as our impact of Extension in the future. Communicating the productivity and value Extension has to our communities is an integral part of our marketing efforts nationwide.

### CONTEST GUIDELINES:

- Focus on Extension as a unit—**not** one specific program area
- Time limit of 30 seconds or word limit of 75 words
- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> placing will include monetary incentives
- Participants must attend the 2015 ESP National Conference in Coeur d' Alene, Idaho

Past winners submissions from Phase I and II elevator speech may be viewed at <http://espnational.org/marketing.html> and also at <http://espnational.org/public-issues.html>

ESP Public Issues committee will recognize first (\$75), second (\$50) and third (\$25) place winners of the Elevator Speech contest during the National Council meeting at the conclusion of the ESP Professional Conference. So come show us your best elevator message that highlights the work, impact and value of Extension to our public!

Mandy Marable can be reached by email at [mmarable@uga.edu](mailto:mmarable@uga.edu) and Forrest Connelly can be reached by email at [forrestg@uga.edu](mailto:forrestg@uga.edu).

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- Look in the right hand column under "Concurrent Sessions/Posters" for the link to the RFP site and review the abstract guidelines
- Complete the fields of information keeping in mind the maximum 300-word abstract and 50-word summary.

Hosted by Idaho with assistance from the Western Region, the 2015 National Conference will be held October 4-7 in Coeur d'Alene, Idaho at a stunning lake resort. The conference is sure to be an incredible experience with a full schedule of professional development opportunities including excellent speakers, breakout sessions and tours. We look forward to your submissions and joining you this fall in Idaho.

Patricia Dawson can be reach by email at [patricia.dawson@oregonstate.edu](mailto:patricia.dawson@oregonstate.edu).

(Input Continued from page 2)

Peggy Compton. Included is a photo of own Peggy Compton as Ms. Frizzle from the Magic School Bus teaching us about making the grade with ESP chapters.

Thanks to all who participated and look for more to come this year as we work on a charting the course for the future of ESP!

Graham Cochran can be reached by email at [cochran.99@osu.edu](mailto:cochran.99@osu.edu).



# Life Member Corner



## Life Members Offer Input to Develop New Strategic Plan

*Bob Ohlensehlen, National Executive Director*

This year a major focus of the ESP National Board is to develop a new Strategic Plan for our organization. There are a number of steps that will be taken to develop the new plan which will be in place from 2016 through 2020.

Initial steps have been taken to begin to gather input from our members. Computer technology is providing us with the ability to gather input from our membership. In January there was a survey that was posted on the web to gather information about those things that are important to our members. We sent an invitation to 4,800 members to participate - 373, or about 7%, of the members invited did participate. Of those participating, 5 were

retirees that had not become Life Members, 65 were Life Members, 8 were former members and 295 were annual members.

At the mid year board meeting the Board will draft the plan that will be shared with the membership for comments. Be sure to stay tuned and watch for your opportunity to comment on the plan for the direction ESP will take in the next 5 years.

*Bob Ohlensehlen can be reached by email at [espoffice@espnational.org](mailto:espoffice@espnational.org).*

## MARK THESE DATES ON YOUR CALENDAR!

### MARCH

- March 15, Deadline for submission of Concurrent Session and Poster Session RFPs for 2015 National Conference
- March 20, Last day for PILD Early Bird Registration

### APRIL

- April 1, Deadline for Electronic Submissions of Nominations for National Committees
- April 1, Deadline for applications for Regional Vice Presidents (Western Region and Northeast Region) and 2<sup>nd</sup> National Vice President—from Northeast Region.
- April 12-15, PILD Conference, Hyatt Regency, Crystal City, VA
- April 21-23, Mid Year Board Meeting—New Orleans, LA
- April 27, Deadline for *ESP Connection* articles to the National Office

### MAY

- April / May Issue of *ESP Connection* distributed
- May 1, Deadline for Electronic Submissions of Chapter of Merit and Achievement in Chapter Membership
- May 1, Deadline for Electronic Submission of Redinger Administrator / Leader Scholarship Applications and Angus Professional Development and Professional Development Grant Applications
- May 15, Deadline for Chapters to submit ballots for National Recognition and Officer Candidates
- Early Bird Registration Available for ESP National Conference in Coeur d' Alene, ID, October 4-7, 2015

## Get on the Committee!

Dan Culbert, Southern Region Vice President and Scholarships, Grants & Recognition Committee Chair



"If you don't like it, get on the committee!" Those words of wisdom have shaped my involvement in Extension, and in ESP.

Way back in the dark ages (i.e., the early 70's), a certain NJ 4-H teen council member objected to the way some of the workshops were being selected for the annual Senior Member Camp. State Specialist Mrs. MacCauley challenged a group of us to quit our belly-aching, form a committee and plan and carry out our wishes, which we did. I learned a lot that year about program planning and how to collaborate and cooperate. And as a result I realized that I would be good as an Extension professional.

Fast forward to 2010. As a newly selected chapter officer in our state's 6-year officer rotation, I was encouraged to attend the ESP National Conference in Jackson Hole. I had some worries about how to finance this excursion. A look at the National ESP website mentioned something about receiving a stipend as a National Committee member. I got online and filled out an application to serve on a National ESP Committee. Since some of my recent

work was concerned with an International Program, my preference was for the Global Relations Committee.

When I arrived at in Wyoming, I found my way to the committee room and met Kathleen Tweeten, Mark Platten, Karol Dyson, Mary Leuci and several others that were just starting their service with the committee. We reviewed what we knew about ESP's previous GR work, which was not a lot, and resolved to make a difference by organizing and communicating with other colleagues about International Extension.

Out of that committee, I resolved to present a globally-related Concurrent Session at the 2011 Syracuse Conference. The committee decided to record short video interviews of globally engaged Extension professionals as examples of how global work has local applications. (Those videos are still able to be found on the ESP YouTube Channel - <https://www.youtube.com/user/EpsilonSigmaPhi/videos>.)

We had fun assembling the Global Basket for the Auction, and these trends continue with Elaine Bailey.

In 2013 I had served three years on the GR committee, and had to rotate off. My Florida colleague, Mary Keith, suggested that the Scholarships, Grants and

Recognition committee would be a good group to link up with, so I took on her challenge and met Graham Cochran and Beth Claypoole at the Galaxy IV Conference. This committee is involved in encouraging and facilitating an important ESP member service: insuring that money and awards are presented to members all over the country.

My service on ESP committees and the enduring friendships I have gained from the ESP members I've worked with on committees encouraged me to deepen my level of service to the profession as ESP's Southern Regional Vice President. Along with this role, my service continues with the SGR committee.

I encourage each and every ESP member who really wishes to serve their fellow Extension professionals to apply for and serve on a National ESP Committee. Go to the [ESP website](#) (right hand-side menu) and find the link to apply. Contact committee members or their chairs if you want to learn more about what they do. And be sure to have your chapter president offer a letter of endorsement for your application. **THE DEADLINE TO APPLY IS April 1, 2015!** Get on the committee and make a difference!

Dan Culbert can be reached by email at [indianco@ufl.edu](mailto:indianco@ufl.edu).

Plan now to attend the  
2015 ESP National Conference  
in spectacular  
Coeur d'Alene, Idaho,  
October 4-7, 2015.

Check the ESP website for more  
information as it becomes available!

