

espconnection

Number CXXXIV

The Newsletter of Epsilon Sigma Phi

August/September 2015

A Message from the President

Ann Berry, National ESP President

This year as your National ESP president has really flown by! Thank you for giving me the opportunity to serve you and to work with the outstanding members of the national board. Working with this talented and committed group of individuals has been an honor and a privilege. They have worked hard to fulfill ESP's mission of "fostering standards of excellence in the Extension System and developing the Extension profession and professional."

As I reflect on the journey I have had this past year, the professionalism and dedication that I have witnessed from our Executive Director, Bob Ohlensehln, the board, and the members of the JCEP board, have been phenomenal. I have made some great friends in addition to getting to play a part

in shaping the future of our association. Serving on the JCEP board has allowed me to work with our national partners and sister associations to plan professional development opportunities for you and other Extension professionals. The relationships and opportunities for collaboration within our profession abound in our states and nationally. Networking and nurturing relationships with our colleagues are invaluable to a successful career. While visiting recently with a past president of one of our state chapters, we discussed the challenge of "selling" the



Ann Berry

(Message Continued on page 7)

Support Your ESP Development Fund

Graham Cochran, Chair Resource Development & Management (RDM) Committee and 2nd Vice President



Your Resource Development and Management (RDM) Committee has been hard at work in 2015. Here are two highlights for how you can support the ESP Development Fund.

ESP 2015 Annual Development Fund Campaign

The National Conference has always been an important time with many donations to the ESP

Development Fund coming through individuals, chapters, and the auction at the conference. The RDM Committee is offering a **2015 CHALLENGE!!** Our challenge is to increase the number of members making donations to the Development Fund. Our 2015 goal is 100 ESP members or chapters making donations during the National Conference and post-conference campaign efforts through November.

If you are joining us in Idaho and haven't donated during registration, please plan on donating at the conference. If you are not able to join us

(Development Fund Continued on page 4)

INSIDE THIS ISSUE:

Share Your Expertise as a Presenter... Deadlines Quickly Approaching!	2
Get Internationally Connect, Extension Professionals	2
Winners of Special 1890 Scholarships Announced	3
Going Up? Public Issues Committee Helps You Share the Ride	5
Extension's Role in Public Issues Education	4
JCEP—Moving Forward	5
Growing Our Membership—Share the Passion	6
Life Member Corner	7

Share Your Expertise as a Presenter...Deadlines Quickly Approaching!

Patricia Dawson, National President Elect



JCEP has announced two scholarly presentation opportunities with deadlines that are quickly approaching. The first is the 2016 JCEP Leadership Development Conference scheduled for February 10-11 at the Tropicana Hotel - Las Vegas, Nevada. The theme for the conference is "*Leadership across Generations.*"

All Extension educators and specialists are invited to submit proposals for oral presentations, round-table discussions and Ignite sessions designed to enhance the leadership skills and abilities of Extension professionals. The conference is a unique professional development opportunity that brings together individuals from all levels and subject matter areas of Extension. The Call for Presentations for the 2016 conference is available on the JCEP Website, <http://jcep.org/leadership-conference>. **The deadline for proposals is November 2, so act now!**

The second JCEP opportunity is the upcoming Public Issues Leadership Development Conference (PILD) which will be April

10-13, 2016, in Crystal City, Virginia. This year's Planning Committee invites you to highlight your own contributions to Cooperative Extension that give insights into issues that are currently affecting our Extension programming, clientele and volunteers. Concurrent sessions should focus on the theme which is "*Innovation: The Story of Extension.*" These sessions will be for professional development, rather than program reports, and should offer some education on issues including how to inform others and how to react when they occur. Presentations should highlight productive models of Extension advocacy and how Extension programs successfully address relevant and emerging public issues. They should also illustrate how these models can be readily replicated in other states. **All proposals must be received electronically via the online process by 5:00 p.m. (PST), November 6, 2015.** The link is available at the JCEP website at: jcep.org under "PILD Conference."

Visit the JCEP website for complete details regarding both of these presentation opportunities and submit your abstracts today!

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

Get Internationally Connected, Extension Professionals

Elaine Long Bailey, Northeast Regional Vice President, National Global Relations Chair

Global Relations are important in all phases of life. Extension is no different, and ESP members, and all Extension Professionals, have some new tools to use to engage in problem-solving challenges in their back yards and beyond. Get social and learn about other people's adventures, experiences and aspirations by joining the Internationalizing Extension Facebook Group. Go to <https://www.facebook.com/groups/IntExtCoP/> and "LIKE" the group for sharing information about opportunities to take your knowledge to the next level and serve the larger global community.

The Internationalizing Extension Facebook Group is Public, and is described as ..."Incorporating relevant global dynamics and cultural knowledge into Extension's education, research and value to better respond to increasingly diverse and interdependent domestic and global needs." There are posts covering online trainings, Q & A about different geographic areas of the world, and highlights of

experiences that Extension professionals have in their work. In addition, there are announcements about upcoming projects, tools to facilitate global work and more. Be sure to check it out!

Via development of a new CoP (Community of Practice), eXtension is enhancing the worldwide connections of Extension professionals. The Internationalizing Extension CoP provides resources on topics from educating local constituents about the value of International Extension to building skills for success in global development. Earlier CoP's were developed surrounding specific discipline areas, such as agricultural commodities or current issues like fire ants. This CoP is multi-disciplinary, and blends educational pursuits across diverse audiences, stateside and abroad. Further, the CoP provides a way to link Cooperative Extension Service professionals to effectively collaborate in a global economy and to provide guidance as to how to

effectively engage groups for such programs. Cross-cultural education is important when we work with diverse audiences. How to engage those groups and to effectively work with them prompts one to think differently and to draw on different skill sets. Go to http://www.extension.org/internationalizing_extension and become a CoP member today!



Thanks to the Internationalizing Extension Leadership Team, who have been instrumental in developing both the eXtension CoP and the Facebook Group. Members are: **Renee Pardello**, Assistant Dean, University of Minnesota Extension pard0017@umn.edu; **Andrea Bohn**, Manager, Modernizing Extension and Advisory Services, University of Illinois at Urbana-Champaign abohn@illinois.edu; *(Internationally Connected Continued on page 6)*

Inaugural Winners of Special 1890 Scholarships

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



2015 marks the 125th anniversary of the passage of the Second Morrill Act. This act created what we know as the [1890 Land Grant Institutions](#). There are 19 of these historically black colleges and universities dedicated to providing educational opportunity for all through



innovative scientific research and community-minded extension programs. While most of these are located throughout the Southern Region, there are several found in the North East and North Central regions. (In 2014, the Farm Bill named Central State University in Ohio as an 1890 Land-Grant University.)

The National ESP Board was asked to honor this anniversary by participating in the [1890 Wellness Walk](#) and providing a donation in support of the 125th Anniversary (Quasiquicentennial) of the 1890 Morrill Land-Grant College Act. The 1890 Special Scholarship is designated for Extension professionals working at 1890 institutions to attend the National ESP Conference. It is hoped that this will encourage greater participation of our 1890 institutions in the National Extension Fraternity.

We are pleased to announce that the following Extension professionals from 1890 institutions are being awarded scholarships to attend the 2015 ESP National Conference:

Darlene Minniefield, *Alabama A&M University*, has worked for an 1890 Extension Programs for over 15 years for Alabama Cooperative Extension System at Alabama A&M University. As a program assistant my role was to implement the UNEP/SNAP-ED program. She has raised significant amounts of outside resources to support her Extension programs, and has produced outstanding results among her program participants. She states that “attending the ESP Conference will equip me with the knowledge needed to explain to other members of the Alabama Cooperative Extension Service Employees Organization (ACESEO) the importance of joining ESP.”



Linda Sapp, *Florida A&M University*, who provides leadership and support for the Veterinary Technology and Agronomical Crop programs. While this is her first year as an ESP member,



Linda says her membership has allowed her to make contact with colleagues at the regional and national level. Expect to see her follow the tradition of many other FAMU Extension faculty that play critical parts in the leadership of the Alpha Delta Chapter of ESP.

Jocelyn Koller, *University of Maryland - Eastern Shore*, is the 1890 Program 4-H STEM Associate Agent for the lower shore of Maryland. She provides leadership to enhance and expand STEM programming for underrepresented youth in STEM in a 4-county region of eastern Maryland. The UME 1890 4-H STEM team taught over 2,070 youth in its first year with innovative projects such as Zero Robotics and emergency response skills that used significant amounts of outside resources. Jocelyn joined ESP last fall, and states “by attending the ESP conference as a Tau Chapter representative my goal is to bring back new ideas that not only benefit my chapter, but also UME, and the counties that I serve.”



Boyd W. Owens, *South Carolina State University*, has been a member of ESP since 2007. He is South Carolina State University's 1890 Extension Program Senior Extension Director, where he manages the Anderson Cluster Office. Boyd Owens is also the state program team leader for the 4-H and Families program. He has been recognized with numerous community and Extension awards throughout his career. He feels that attending the ESP conference will make him a more productive and active member. “Having an opportunity to meet national officers and network with others will provide me an opportunity to learn ‘tricks of the trade’ will make me a better Extension Professional. It will also allow me to learn what ESP has identified as program priorities and how I can be a part of working to address these identified issues.”



Please join us in offering congratulations to these scholarship recipients and be sure to seek out these outstanding Extension professionals and share with them what makes EPS special for you. Welcome them when you see them at the conference in Idaho.

Dan Culbert can be reached by email at espsouthernvp@gmail.com.

Going Up? Public Issues Committee Helps You Share the Ride

Donna Gillespie, Western Regional Vice President and National Public Issues Committee Chair

One purpose of the ESP Public Issues Committee is to build and strengthen support for Extension through communication. Telling “The Extension” story to stakeholders who don’t know or understand us is sometimes the last thing Extension professionals do; this leads to the old adage that Extension is the best kept secret. In 2015 the PI Committee is offering two ways to improve your elevator speech. The first, by attending their concurrent session entitled, *Going Up? Crafting Effective Elevator Speeches to Share Your Extension Story*. The second, by participating in the Elevator Speech Contest. Choose to attend one or both, although you do not need to attend the concurrent session to participate in the contest.

The concurrent session will include information on how to develop impactful speeches, discuss their benefits, where they might be used effectively and explore new technologies to record, edit and share them. Session specifics include how to pique interest with an opening hook, include passion, energy and dedication in your pitch and end with a request for further action. A University of Idaho IT professional will partner with committee members to help explain

current technology, answer questions and demonstrate techniques. In addition, there will be an opportunity for session participants to record their elevator speeches and participate in this year’s Elevator Speech Contest.



The Elevator Speech Contest is a creative and fun way to teach and encourage Extension professionals to develop short, concise and impactful speeches about their work and to share these with others. If you are unable to attend the elevator speech concurrent session you can record your speech during a special recording session on Monday, October 5th at 3:30PM. Watch for additional information at the registration desk. Remember, there are cash awards for this year’s contest winners, \$75 for first place, \$50 for second place and \$25 for third place.

See you in Idaho!

Donna Gillespie can be reached by email at donna@uidaho.edu.

Extension’s Role in Public Issues Education

Pennie Crinion, National Public Issues Committee and Chair, Alpha Nu Public Issues Committee

Extension professionals throughout the country have been actively involved with public issues (“matters of widespread public concern”) for years. Depending on the scope of disagreement and controversy about a particular issue, Extension’s contributions may require staff to serve two types of roles—“content expert” and

“process expert.” The Alpha Nu Public Issues Committee is offering to address the Alzheimer’s Disease issue through a webinar led by Chelsey Byers Gerstenecker, as our “content” expert. If you want to further explore Extension’s two potential roles in public issues education, I highly recommend accessing the following

Journal of Extension article: “Public Issues Education: Exploring Extension’s Role” <http://www.joe.org/joe/2001august/a2.php>

Pennie Crinion can be reached by email at pcrinion@illinois.edu.

(Development Fund Continued from page 1)

in Idaho this year, look for more information during our post-conference campaign. Help us blow away the 100 member or chapter donor goal for 2015!

ESP 2015 Auctions

The 2015 Silent and Live Auctions benefitting the ESP Development Fund and educational scholarships are scheduled for Monday, October 5, beginning with the Silent Auction from 5:00-6:30 pm, followed by the Live Auction from 6:30-8:00 pm. Start thinking now about donations—personal and/or chapter—

that you can give in support of Epsilon Sigma Phi. If you would like to ship your donation ahead of time to the conference, please send them to:

Chris Schnepf
Kootenai County Extension Office
1808 N. 3rd St.
Coeur d’Alene, ID 83814-3407
Please plan delivery no earlier than September 21, 2015.

Graham Cochran can be reached by email at cochran.99@osu.edu

JCEP—Moving Forward

Jeffrey D. Myers, National Past President and JCEP President

Your national Joint Council of Extension Professional's (JCEP) Board has approved a new mission statement and strategic plan. As a member of your individual professional associations, you are members of JCEP. Your JCEP mission statement reads as follows:

"To elevate the awareness of Extension's national reputation as an organization of excellence, synergistically leverage the efforts of the member associations, foster leadership and collaboration, provide professional development and scholarship opportunities, and advocate for the Extension profession."

The newly approved three year strategic plan which will guide us forward can be found at the website JCEP <http://www.jcep.org/>. The Strategic Plan and Mission Statement were executed by a committee chaired by Ann Berry, ESP.

As my year as President comes to a close, I want to be able to share a few other highlights of your JCEP organization. The work which has been accomplished has been due to the selfless work of your individual association officers (Past President, President and President Elect of each of your respective associations).

Significant news from our Winter Board meeting was the inclusion of the National Association of Extension Program and Staff Development Professionals (NAEPSDP) to the JCEP family. We are excited to broaden the talent and skills around the "JCEP

table" with the addition of their outstanding professional development and evaluation skills!

The 2015 JCEP Leadership Conference was led by Kathy Olson, NEAFCS. The conference was 250 attendees strong and continues our evolution from the conference's creation as an association leadership training, moving towards a broader leadership training conference. We even became an international conference in 2015 with an attendee from Saudi Arabia! The 2016 JCEP Leadership Conference will return to Las Vegas on February 10-11. Dean Solomon, ANREP, will be providing the leadership for the upcoming conference with the theme, "Leadership Across Generations." And if you're a planner and looking to 2017, we will be returning east to Orlando, FL.

In 2014 a JCEP Blue Ribbon Committee was created to identify a mechanism to provide a new professional development opportunity for Cooperative Extension personnel. 2015 included approval of the Blue Ribbon Committee's white paper that directed an exploration of a focus-based, emerging national issues conference. Leadership for the white paper was chaired by Peg Ehlers, NEAFCS; the baton to develop the underpinnings of a conference was passed to chair, Alison Davis, NACDEP. The Blue Ribbon Committee created a survey to determine perception of emerging issues and future conference structure that 1400 of you responded providing powerful data for decision making. The

committee has currently drafted a two page summary of the survey results; stay tuned for its release. Also, ECOP has agreed to lend their expertise as partners to support the execution of the first conference moving forward! Kathy Riggs, NAE4-HA, chaired our 2015 Public Issues and Leadership Development Conference (PILD) which featured an exceptional advocacy leadership training, as well as celebration of the 125th Anniversary of the Second Morrill Act establishing the 1890's. Jeff Holland, NAE4-HA, is chairing the 2016 PILD Conference to be held April 10-13 in Crystal City, Virginia. Please plan to join us for this incomparable advocacy conference being built around the theme "Innovation: The Story of Extension."

A newly developed award, "The JCEP Award for Creative Excellence," has been approved by the JCEP Board and is ready for release. The new award goal is to provide recognition for creativity and innovation, especially around emerging issues. It is designed to be attractive to all Extension folks (especially Millennials), encouraging creative and innovative ideas, as well as to fill a niche, recognizing accomplishments not explicitly identified in other association awards. Dean Solomon, ANREP, has chaired the inventive work done by this committee.



(JCEP—Moving Forward Continued on page 6)

Growing Our Membership—Share the Passion

Vivian Anderson, Membership Recruitment & Retention Committee and Alpha Tau Chapter Member

Epsilon Sigma Phi members know what it is to have passion for Extension, and they want to see the good work of Extension continue well into the future. But how do we pass this passion to a new generation who may see ESP as the standard bearer of the “old guard”, and not relevant to their image of what Extension is or should be?

We must “share our passion” by reaching out to potential members and talking about why Epsilon Sigma Phi is timeless as it inspires and empowers innovative, engaged and passionate professionals to reach their full potential.

Karma Metzgar, Missouri Alpha Tau chapter member and member of the membership recruitment and retention committee, stated in her recent article in the national newsletter that one of the ways to reach out is by encouraging members to join the ESP Facebook page and then

sharing that with friends, who share it with other friends. The strength of social media is its attraction to younger professionals. If we want to draw in the next generations, we must communicate on their platforms.

As ESP members we can “share the passion” in a number of ways:

- Through social media! Help others understand who we are and what we do and why it is important.
- Model the way. ESP membership includes the best leaders in the organization. These members who stay actively engaged as professionals inspire others in Extension.
- Get to know your new members and show them the power of networking through ESP. They will reach out to their colleagues and encourage membership.

- Never give up on personal contact – a phone call, a visit when possible to encourage others to join.
- We can recognize a good Extension worker. They just seem to understand what the organization is all about. Build a relationship with these people. When you ask them to join, tell them why you chose them above others to be part of this group.

Our membership grows because Epsilon Sigma Phi has something to offer professionals in Extension. We all need to continue to stay actively engaged and help others feel passionate about what this organization has to offer.

Vivian Mason can be reached by email at masonv@missouri.edu.

(JCEP-Moving Forward Continued from page 5)

Lastly, it is my privilege to turn the leadership over to your new JCEP President, Kim Gressley, NAE4-HA. Kim will provide JCEP her original leadership through 2015–2016 along with her officer team, Cynthia Gregg, NACAA, President Elect; Peg Ehlers, NEAFCS, Treasurer; and Ann Berry, ESP, Secretary.

I encourage each of you to “own” your JCEP membership and that when you have ideas that will benefit overarching goals of our Extension professional associations, please share them with your respective association representatives. Only then will Extension be the best it can be!

I am both grateful and humbled by the opportunity to have served each one of you as JCEP President.

Jeff Myers can be reached by email at jmyers15@umd.edu.



(Internationally Connected Continued from page 2)

Amy Harder, Associate Professor & Extension Specialist, Department of Agricultural Education and Communication, University of Florida, amharder@ufl.edu; **Mike McGirr**, Acting Director, Center for International Programs at USDA’s National Institute of Food and Agriculture, mmcgirr@nifa.usda.gov; **Denis Scott**, Extension Specialist, West Virginia University, denis.scott@mail.wvu.edu; and **Colleen Taugher**, International Research and Agricultural Development, Washington State University, colleent@wsu.edu. If you have specific questions about either resource, contact a member of the leadership team.

Elaine Long Bailey can be reached by email at elbailey@umd.edu.

Life Member Corner



17 Life Members Registered to Attend 2015 National Conference

Bob Ohlensehlen, National Executive Director

We have 17 Life Members who are registered to attend the 2015 ESP National Conference in beautiful Coeur d'Alene, Idaho, October 4-7, 2015. Thirteen have signed up for the special Life Member Tour, The Coeur d'Alene Resort Wine Cellar and Tea Tasting at MaeFlower Teas. It's not too late to sign up, so if you have already registered

you can just update your current registration by selecting the Life Member Tour option under your Agenda Items. Participants will meet in the Conference Center Lobby at 1:15 on Tuesday, October 6th to begin the tour.

There is still time to register, so go online now!

Also, don't forget to submit your request for your \$100 Life Member conference stipend. The online submission form will be available on the ESP website after the conclusion of the conference.

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

(Message Continued from page 1)

networking benefit of belonging to our association to young employees. As we implement our strategic plan over the next three years, we can promote this benefit in addition to the many others ESP has to offer our members.

I am looking forward to our national meeting in October. This professional development stop on our journey will be full of fun, fellowship and professional development. Coeur d'Alene will be beautiful! I hope you have "booked your ticket" and will see you there!

The JCEP Leadership Conference should be one of your first stops on your journey in 2016. The 2016 event will be February 10-11 at the Tropicana Hotel, Las Vegas, Nevada. The theme for the conference is *Leadership Across Generations*. The conference planning committee invites Extension educators and specialists to share your strengths and expertise on leadership development topics. The Call for

Presentations is available on the JCEP Website, <http://jcep.org/leadership-conference>. Submit your proposal and join us in Las Vegas. The deadline for proposals is November 2, so act now!

The Public Issues Leadership Development Conference Committee met in August and began planning next year's PILD Conference. The conference will be April 10-13, 2016, at the Hyatt Regency, Crystal City, Virginia. The planning committee invites you to highlight your own contributions to Cooperative Extension that give insights into issues that are currently affecting our Extension programming, clientele and volunteers. The concurrent sessions should focus on the theme, which is "Innovation: The Story of Extension." Proposals are due November 6, 2015 and can be submitted on the website jcep.org.

Activities that are new to the conference for 2016 include:

- A walking tour of the area around the hotel on Sunday to acquaint first timers with the area

- A hands on workshop on "getting your message across"
- Mobile tours of NIFA and USDA on Wednesday morning and early afternoon
- Expanded opportunities and sessions for volunteers

PILD will be another stop you should plan to make next year!

Patricia Dawson will begin her term as your President in October. She brings a passion for Extension and ESP and has some innovative ideas to lead our organization and meet the needs of you, our members. I look forward to continue serving on the board under her leadership.

As always, let us know if there is any way we can better serve you or if you have questions or suggestions. The Board members and our Executive Director are available to assist you.

Ann Berry can be reached by email at aaberry@utk.edu.