



Extension Directions

February 2006

“To individuals, families, businesses and communities of Pennsylvania, Penn State Cooperative Extension is the engaged educational system that helps maximize potential with research-proven knowledge.”

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Message from the Director

At this mid-point in the fiscal year, we thought it appropriate to provide a ‘snapshot’ (a mini state of cooperative extension report!) that focuses on our progress in meeting the priorities set forth for FY2006.

Our **leadership development program**, with the infusion of leadership as part of all programs, has resulted in several excellent initiatives. Many individuals are involved in national and regional leadership programs as well.

- *Learning Today, Leading Tomorrow*—This leadership curriculum helps individuals develop and strengthen their personal leadership skills so they can play active and constructive leadership roles in their communities. Educators in every region have received training to use the curriculum.
- *County Extension Director’s Leadership Assessment Center*—The center was initiated in 2005, with an opportunity for another center to be established in fall of 2006.

- *Leadership and Diversity Administrative Fellows*—Bill Kleiner, Adams County, and Leona Joseph, Philadelphia County, started their fellowships in October 2005.
- *Food Systems Leadership Institute*—John Floros, department head and professor of food science, is participating in this program dedicated to advancing and strengthening the food system.
- *LEAD21*—Dennis Calvin, associate director of extension, and Nina Redding, Cumberland County, are involved in this national program to develop leaders in land-grant institutions to lead more effectively in an increasingly complex environment.
- *North Central NELD*—Michael McDavid, director, Northeast Region, and Thomas Walker, county extension director, Juniata and Mifflin Counties, are participating in this program that builds leadership and provides current and future extension leaders with tools to lead in a changing world.

An **innovative program** to help dairy producers in Pennsylvania is showing some early success. The program was developed through collaboration among field-based educators and faculty across several departments. The team created the PADairy tool, a method of whole farm evaluation linked to economic outcomes. More than 55 people attended workshops in December and January to help agribusiness advisors and producers identify the bottlenecks to profitability on dairy farms.

- Nearly 80% of participants plan to use the tool in the next year.

Program participation in educational offerings is increasing.

- Educators reported 989,816 direct educational contacts for FY2005.

An excellent example of using our strengths to build **programmatic partnerships** is the agreement with Conservation Districts. Other new initiatives are in the formation stages.

- Extension is providing the Learning Today, Leading Tomorrow curriculum to staff district leaders, line and clerical staffs, and district board chairs for Conservation Districts in the Northeast and Southwest Regions. The first class of 16 participants in the Northeast graduated in January.

There is little new information to report on **alternative revenues**. While gift income is increasing, the income from grants remains relatively flat. Options for using **alternative delivery methods** for programming continue to improve with the installation of Polycom VTC units at 20 sites across the state, with more than six additional units proposed. Units are available at six college locations at University Park, as well.

We are taking great strides toward reaching our goals! Thank you all for your efforts in advancing the work of cooperative extension. We are helping the people and communities we serve to GROW!

Best wishes,
Daney Jackson
Director of Cooperative Extension

News to Know

State Program Leader Transitions to Faculty Position

Jack Watson, state program leader for agriculture and natural resources, has announced his intention to transition to a faculty position in the Department of Crop and Soil Sciences in the College of Agricultural Sciences as of April 1. After serving as state program leader for seven years, Jack is looking forward to using his skills “to solve soil science challenges for agricultural producers and other clientele.” Jack has provided valuable leadership during his tenure with extension, and we wish him the best in his new role!

Mini-Grants Awarded to Enhance Programming

A mini-grants program was initiated by cooperative extension administration in November to support and enhance new programming related to the Plan of Work (POW). Proposals were submitted by POW Issues co-chairs for a pool of temporary funds allocated for these grants in FY2006. We are pleased to announce the following program recipients and project leaders:

\$5,000 – *Establishing a Value-Added Agriculture Network at Penn State*

Issues 1, 8, 16 – Jeff Hyde, Luke LaBorde, Kathy Brasier, Cathy Cutter, Walt Whitmer

\$5,000 – *Family Fitness—Child Overweight Prevention Program, Seniors Eating Well Curriculum, Lunch Box Chatter educational materials*

Issue 13 – Lynn James, Fran Alloway, and Guy LeMasurier, Health & Human Development

\$5,000 – *Community Survey and Evaluation Tool*

Issue 16 – Walt Whitmer, Tim Kelsey, Martin Shields

\$3,400 – *Marketing and Development of Environmental Stewardship of Land and Water Resources Programs*

Issue 6 – Bryan Swistock, James Clark

\$2,500 – *Penn State Dairy Profitability Risk Assessment Tool: To Identify Bottlenecks that Limit Dairy Profitability*

Issue 2 – Ken Griswold, Robert Goodling, Virginia Ishler, Tim Beck, Gabriella Varga

\$2,000 – *Delivery of Extension Programs Through the Use of Videography*

Issue 4 – Tom Butzler, Kathy Demchak

\$1,500 – *Video Teleconference Beekeeping Short Course*

Issue 4 – Jim Ladlee, Tom Butzler

\$1,000 – *Needs Assessment for a Pennsylvania Master Naturalist Program*

Issues 6, 11 – Jim Ladlee, Tom Butzler

Interim Extension Appointments

Nancy Stevens, Montgomery County, and Rick Kauffman, Berks County, have been appointed as interim regional directors for the Southeast Region, effective February 1, 2006. Additionally, Nancy Kadwill will serve as the interim county extension director (CED) in Montgomery County, and Clyde Myers will assume the responsibilities of interim county extension director in Berks County. These interim CED assignments also were effective February 1.

Program Updates and New Directions

Community Skill-Building Initiative: "Facilitation Training"

People within the Economic and Community Development program area are implementing an internal Community Skill-Building initiative to increase the group- and community-process skills of all extension staff and faculty (irrespective of program area). Recognizing that all extension educators and faculty work in a community context with groups and organizations, this training is offered to enhance the skills needed to work in the most effective and professional manner possible. The first component of this initiative, "Facilitation Skills, Tools, and Techniques Hands-On Training," occurs on May 23.

This seven-hour training is designed to greatly enhance the facilitation skills of extension professionals regardless of appointment. Based on a successful Cornell program, the training will be offered on May 23 from 9:30 a.m. to 5:30 p.m. at Celebration Hall, State College. Participation is limited to 28 people. A \$30 registration fee covers the cost of out-of-state presenters, materials, and lunch. Registration for this in-service program is through Outreach Professional Development <http://esd.cas.psu.edu/> (Point cursor to "In Service" at top of page and click on Staff Development to register.)

Did you know that...

- A food safety training program for Hispanic mushroom workers was developed as a result of a needs assessment at seven mushroom producer/processing plants. More than 450 employees and 23 supervisors received the skill- and activity-based training program on personal hygiene. Workers demonstrated higher hand washing frequency eight months after the program compared to pre-program rates at companies in which workers received the program and where supervisory motivation was implemented.

Well Done

The Master Well Owner Network (MWON) recently received the Outstanding Project in Ground Water Protection Award from the National Ground Water Association. The award, which recognizes outstanding science, engineering, or innovation in the area of protecting ground water, was presented at the national conference held in Georgia. Congratulations to the members of the team for their efforts in implementing this successful program: **William Sharpe**, professor of forest hydrology, and **Bryan Swistock**, extension associate, co-principal investigators; **Stephanie Clemens**, statewide coordinator; and regional MWON coordinators **James Clark**, McKean County, **Gary Micsky**, Mercer County, **Susan Boser**, Beaver County, **Tom McCarty**, Cumberland County, **Peter Wulfhorst**, Pike County, **Louise Bugbee**, Lehigh County, and **Mark Madden**, Sullivan County. Other extension educators serving as team members include **Melanie Barkley**, Bedford County, **Norm Conrad**, Union County, and **Scott Sjolander**, Crawford County. Resources and time have also been contributed by the Pennsylvania Ground Water Association, the Pennsylvania Water Resources Center, the Pennsylvania Department of Environmental Protection, and by more than 240 MWON volunteers. The project is funded by the USDA Cooperative State Research, Education, and Extension Service.

We Are Penn State Extension Proud

Congratulations to **Jeffrey Fowler**, county extension director in Forest and Venango Counties, recipient of the Dr. William H. Daniel Award, which was presented by the SportsTurf Managers Association (STMA) at its annual conference held in Florida in January. This award, one of STMA's highest honors, acknowledges significant contributions to the sports turf industry through research, teaching, and extension. Jeff's educational programs and research primarily focus on turfgrass management and athletic field safety. Additionally, Jeff is editor of the quarterly newsletter, *Between the Lines*, which is published by the Pennsylvania Chapter of STMA, and he serves on the board of directors for Keystone Athletic Field Managers Organization.

David Dowler, county extension director in Crawford County, received the 2006 Pennsylvania Dairyman's Association Extension Educator Award. The award, which was presented recently at the Pennsylvania Dairy Summit in Lancaster, recognizes extension educators who have made valuable contributions to the Pennsylvania Dairy Industry. Dave provides leadership for the Northwest Dairy Extension team and plays a key role in dairy programming in the Northwest Region. Congratulations, Dave!

Congratulations to **Peter Ferretti**, professor in the Department of Horticulture, for receiving the 2006 PVGA Annual Award and life membership in the Pennsylvania Vegetable Growers Association for "his extraordinary record of service and dedication to the association and vegetable growers of Pennsylvania." In addition to serving as program chair numerous times, Ferretti has been closely involved in the early development and the growth of the Pennsylvania Vegetable Conference.

The Extension Spirit

Building Bridges

By Deanna Behring, Director of International Programs in Agriculture, Nancy Crago, Mary Alice Gettings, Nancy Kadwill, Roxanne Price, Leon Ressler, Robin Rex, Fay Stricker

Are you looking for an exciting way to really make an impact in your community or the world? One that will profoundly affect YOU, too? Then think about extending your talents on a global scale.

Want to find out how others managed this with their busy lives?

Come be a part of "Extension Reaching Out to Multicultural Communities: At Home and Abroad," a professional development workshop designed to meet the needs of all extension professionals—seasoned or relatively new to working with multicultural communities. During the months of April and May 2006, this 5.5 hour program will be offered at four locations around the state.

It's a great way to earn 5.5 hours of your 8 diversity training requirements...but why????

As the demographic profiles of families change, so do the communities in which they live. Between 1990 and 2000, for example, the Hispanic population in Pennsylvania grew by 70 percent and the Asian population grew by 60 percent! Extension professionals must understand the shifting needs of local communities. Only when we have this vital information can we deliver meaningful programs and services related to our audiences.

We must also understand the impacts of global trends. For example, the globalization of trade around the world will result in major changes for U.S. agriculture and agrarian communities. How can we prepare our extension organization and those we serve to meet the challenges?

The answer lies in developing our knowledge of the major players, the impacts of global trade, and learning about available resources. We must internationalize Penn State Cooperative Extension!

According to a 2000 survey of cooperative extension directors, 71 percent of the U.S. extension system is becoming globalized. These directors predict that by 2010, 88 percent will be globalized. This means that extension educational programs will increasingly:

- ✓ expand exchange of knowledge with citizens of other countries;
- ✓ facilitate economic and cultural opportunities for clientele;
- ✓ provide extension personnel with professional growth opportunities.

One director, Daney Jackson, summed it up nicely when he described the new talent required in today's cooperative extension educator: "You have to be responsive both to local issues that have global impact and to global issues that require local action."

Take advantage of one of these upcoming sessions to grow informed, strengthen your programming abilities, and tackle the issues we often face in working in communities with immigrant populations. If you're considering international travel, the session will address ways in which you can use your travel experiences to internationalize your program. Join us in

Cranberry – April 5,
State College – April 20,
Harrisburg – May 10, or
Pittston – May 24!

Leadership Thoughts

The Power of Our Attitudes

"We may not want to admit this responsibility, but the facts are clear: We are in charge of our attitudes – and our happiness. The choices about the attitude we'll embrace are choices we make every day and a choice we make many times a day.

In business, a Gallup poll revealed that 90 percent of people say they are more productive when they are around positive people (Cottrell, 2005, p.73-74)."

Reference: Cottrell, D. (2005). 12 choices...that lead to your success. Dallas: CornerStone Leadership Institute.

The **Well Done** section highlights a particular noteworthy extension education effort by an individual or team.

The **We Are Penn State Extension Proud** section recognizes an extension employee's outstanding accomplishments.

The **Extension Spirit** section enables Penn State Cooperative Extension employees to share meaningful work experiences, articulate the values and goals behind their efforts, and present inspirational ideas.

Send your suggestions for the **Well Done**, **We Are Penn State Extension Proud**, and **The Extension Spirit** sections to Margaret Koble, mak10@psu.edu. Nominations will be reviewed and selected by the director. The deadline for receiving nominations for the next issue of the newsletter is **March 17**.

NOTE:

After being distributed, issues of **Extension Directions** will be archived at: <http://www.extension.psu.edu/Newsletters/archives.htm>.

Please sent submissions to Margaret Koble, mak10@psu.edu.

This publication is available in alternative media on request.

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