

## ***Extension This Month – February 2004***

Welcome to ***Extension This Month!*** In an effort to keep the organization well informed, the Executive Team will be sending out a monthly electronic newsletter. Watch for us each month to hear updates and information happening throughout the organization.

### **NATIONAL NEWS UPDATES**

#### ***Federal Budget***

On January 23, 2004, President Bush signed the Consolidated Appropriations bill for FY 2004 which includes the Department of Agriculture. This is both good and bad news. The good news is the Federal Budget has been passed for this fiscal year. The bad news is it means a slight reduction in our Federal Smith Lever 3b&c funds, and a 10+% reduction in all 3d funds including farm safety, EFNEP, Indian Reservation program, pest management, sustainable ag, youth at risk, etc. In addition it means a 10+% reduction in RREA, SARE, IPM and many other federal programs. Initial efforts are underway to seek restoration of these funds through a supplemental federal budget and/or in the next fiscal year budget.

#### ***CSREES POSTS FIRST APPLICATIONS TO WWW.GRANTS.GOV***

CSREES reached a major milestone by posting its first electronic grant applications to [www.grants.gov](http://www.grants.gov). The Citrus tristeza Program and the Hazardous Occupations Safety Training for Agriculture Program are the first of five programs that have implemented Grants.gov this fiscal year. CSREES' implementation plans can be found at <http://www.reeusda.gov/egov/csrees/implementation.htm>.

For more information or comments or questions about grants.gov contact JASON HITCHCOCK at 202-720-4343 or [jhitchcock@csrees.usda.gov](mailto:jhitchcock@csrees.usda.gov)

### **STATE NEWS UPDATES**

#### ***Governor's Annual Food Drive***

After years of recording the nation's highest hunger rate, Oregon has dropped to number two just behind Oklahoma. Ongoing efforts to raise funds and food for our state's working poor have helped stemmed the tide of hunger for the moment. However, Oregon's recession and high unemployment rate are still putting people at risk. Corporate donations have narrowed, so local support is more crucial now than ever before. February is designated as the Governor's State Employees Food Drive. Please collect food in your unit and donate to your local emergency food share.

#### ***Regards to Rural II***

Regards to Rural II, scheduled for March 5-6 in Welches, OR, is a training and networking conference that offers an opportunity to explore cutting edge ideas for rural revitalization. It is meant to inform, inspire, and celebrate all that is rural. Agenda topics include leadership skills, engaging youth, mobilizing the community, and practical strategies for economic development. This conference is for anyone who lives and

works in, and cares about, rural Oregon. Registration fee through Feb 13<sup>th</sup> is \$125. After Feb 14 it's \$150. Scholarships are available. For more information go to the Rural Development Initiatives web site: [www.rdiinc.org](http://www.rdiinc.org)

### **SALT Update - Teresa Hogue and Scott Reed**, SALT co-chairs

As you may recall, Extension Dean and Director Lyla Houglum has appointed a Strategic Action Leadership Team (SALT) to help Extension develop a strategic plan that's integrated with the OSU Strategic Plan under development.

In early March, SALT will post on the Web and publicize a calendar that outlines steps in gathering input about an initial draft plan, and subsequent drafts. That will be an important invitation for all Extension faculty and staff to offer thoughts and recommendations. Also, the calendar will contain opportunities for input from across the university, and external clients and groups.

Here's a quick update on SALT's progress so far. The team has:

- Reviewed and abstracted key points from numerous Extension planning documents and surveys of recent years, plus documents such as the OSU Strategic Plan and sources of demographic and trend data.
- Interacted several times with the Extension Cabinet to gather insights and instructions.
- Met over two days with the Extension Leadership Team. That team is made up of staff chairs, department heads with Extension FTE in their departments, and other Extension administrators. This focused on identifying internal and external issues the new Extension plan should address.
- Completed a Web-based survey of Extension faculty and staff (the team is analyzing what it describes as "rich new data" from about 120 respondents). The survey focused heavily on identifying faculty and staff views on internal and external issues.
- Discussed the planning process and solicited initial suggestions on important issues from Extension's statewide Citizens' Advisory Network.
- Met with OSU's provost and vice provost to describe Extension's strategic planning process and gather their thoughts on the process and the final plan.
- Interviewed all OSU deans about their strategic plans and their thoughts about Extension--in the present and future.
- Begun drafting initial statements on mission, vision, values, operating principles, strengths, assets, challenges, strategic issues, goals, strategies and actions based on the input from faculty, staff and all the other sources mentioned above.

Next steps will include gathering feedback on the draft statements from the Extension Cabinet, meeting the first week in March with the Extension Leadership Team to discuss the draft statements.

SALT will deliver the plan to the Extension Cabinet in May for its consideration. The University has asked for a strategic plan from Extension before the end of May.

Anyone wishing to provide reactions or input to the process is invited to contact Scott, Teresa or any SALT member.

## **MARKETING UPDATE – Jean Stilwell**

What is happening with the marketing program in OSUES? As with many of our programs, the marketing function is spread thin. The majority of my time is currently spent on chairing the Revenue Generation Task Force, working with the OSU Foundation folks, developing fund raising materials and publications, and other fund development activities.

HOWEVER. Marketing is still very important for our organization and is the complement to securing significant gifts as well as maintaining important relationships with both internal and external partners.

In 2004, we are maintaining these key marketing activities:

- There WILL BE county marketing grant funds available. So watch your email for the announcement around Feb. 20. Grants of up to \$2,000 per application will be available. The amount of funds given out will depend on the quality of the applications. Only those that are well thought out and delivered will be accepted. Application deadline will be one month from the date of the announcement. We expect that grants will be announced April 1, with money to be spent by December 31.
- There WILL BE at least one Roads Scholar Tour this summer or early fall. We see residual benefits on campus related to the tours, with people commenting from time to time about their Extension experience.
- We intend to continue the presence of OSUES at some key trade shows, namely the NW Ag Show, The OSU Day at the State Capitol and the Association of Oregon Counties annual meeting.
- I intend to write at least one article monthly about marketing and fund development in this newsletter to keep people informed.
- We expect that a new university logo will be announced in the near future. We will work with counties to implement the new logo gradually as new items need to be printed, such as business cards and letterhead. We will continue to provide promotional items at cost or below cost as in the past. Kim Tarrant is your contact for those items. New bookmarks will be coming out in the next few weeks. Those will be free to county offices; up to 100 in quantity.

Please contact [Jean Stilwell](#) with questions or concerns.

## **THIS 'N THAT**

### **DATES TO REMEMBER**

March 2-3, 2004	Strategic Actions meeting
April 28-29, 2004	OSUEA4-HA Professional Development Days
May 11-12, 2004 -	Extension Staff Chair/Department Head Leadership meeting
May 26, 2004 -	Hyslop Farm Field Day
June 8, 2004 -	Pendleton Field Day
June 9, 2004 -	Moro Field Day

September 22-24, 2004 – Extension Annual Conference (tentative)

November 16-17, 2004 - Extension Staff Chair/Department Head Leadership meeting

## **AWARDS**

**Alberta Johnston**, 4-H Foundation Director and retired Extension Associate Director will be one of twenty-four outstanding 4-H professionals and volunteers to be inducted into the National 4-H Hall of Fame Class of 2004 on March 22<sup>nd</sup> in Chevy Chase, MD. Alberta was selected because of her significant contribution to 4-H. Congratulations Alberta!

### **Epsilon Sigma Phi Awards**

It's time to start thinking about nominating your colleagues or yourself for recognition by Epsilon Sigma Phi now that PROF reports are done. Award nominations are due August 1 - but it's never too early to make a nomination. Some awards require membership in ESP, others don't. Please contact **Nancy Kershaw** if you are planning to make a nomination and need to find out if someone is a member - or check the OSUEA website <http://oregonstate.edu/Dept/osuea>.

Membership in ESP is open to any Extension employee (faculty or staff) with three years of experience (in any state). It's not too late to join for 2004. Contact **Tammy Skubinna** for more information on membership.

Listed below is a brief description of each award and eligibility:

Diversity (NEW) - one team - at least half the team members must be ESP members

Diversity (NEW) - one individual - must be current ESP member

Administrative Leadership (NEW) - 10 or more years - must be current ESP member

Continued Service (NEW) - 5 or more years after DSA recognition - must be current ESP member

Distinguished Service - 20 plus years of service to Extension - must be current ESP member

Mid-Career Service - 10-20 years - current ESP member

Early Career Service - less than 10 years - current member

Meritorious Support Service - not necessary to be a member

Tenure Award - 25 years of service (any state)

Retiree Service - retired from Extension, must be current ESP member

Team Recognition - half the members must be ESP members

Friend of Extension - for those who support Extension, not employees

International Service - must be an ESP member

Visionary Leadership Recognition - must be an ESP member

## **GRANTS**

**Phil VanBuskirk**, Jackson County, received \$15,620 from the OSU Research Equipment Reserve Fund to support the purchase of the "Blueline Accutec Sprayer with Orchard Tower".

## **NEW HIRES**

**Tracy Baune** – Coos County 4-H Youth/Home Horticulture, 2/2/04

**Megan Kleibacker** – Jackson County 4-H/Forestry, 1/12/04

**Dennis Maloney** – Deschutes County Community Justice, 10/1/03

**Jonathan Martz** – Coos County 4-H/Forestry, 1/15/04

**Maria Santillan-Villa** – Hood River County Program Assistant, 1/5/04

## **NEW ASSIGNMENTS**

**David and Beverly Mitchell**, 4-H Youth, have accepted a two year assignment in San Antonio Texas. David will work with the 4-H Army Project as a Youth Development Specialist. He will be providing technical assistance and support to Army Child and Youth Services staff working in youth development. Although David will be based at Fort Sam Houston, he will serve 13 Army installations in the Southwest Army Region, covering California, Nevada, Arizona, New Mexico, Texas, Oklahoma, Arkansas and Louisiana. David and Beverly's last day in the office here will be February 19 and anticipate returning to OSU in October 2005.

## **RETIREMENTS AND RESIGNATIONS**

**Carolyn Martin**, Clackamas OFNP – 1/31/04

**Jay Keim**, ECTU – February 13, 2004

## **Deaths**

Margaret Huber, widow of **Jim Huber**, retired Union County 4-H Agent died on January 28, 2004 in Provo, UT.

**Ron Miner**, Water Quality Specialist died Tuesday, February 10, 2004.

Our sympathy to:

**Peter Bloome**, retired Associate Director on the death of his mother.

**Tim Miller-Morgan**, Ornamental Aquaculturist, Hatfield Marine Science Center on the death of his father.

*Do you know of something happening in your office that you'd like to share? Perhaps a birth of a son or daughter or grandchild? Recognitions received? Has someone in your office experienced a loss of a loved one? We'd like to hear from you. Although we are spread across the miles, it's important that we stay connected. Please help us do that.*

Send any information you would like shared with the organization, to Janet Drollinger [janet.drollinger@oregonstate.edu](mailto:janet.drollinger@oregonstate.edu) by the 25<sup>th</sup> of each month.