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.

Who Knows About Us?

At the Outreach and Engagement strategic conference in December there was considerable conversation, including a luncheon breakout session, about marketing the OSU Extension Service. All of us are concerned about who knows us and what they know about us. Now more than ever, our future success depends on more people recognizing Extension as their best resource for information and problem-solving.

The concept of marketing Extension is not a new one. The discussion has been going on for more than two decades. Attempts to improve public understanding of Extension have been mixed at best. Many of us are concerned about the time it takes to reach out and help new audiences understand who we are. And those who do take the time are concerned about use of their time. Do they have the right tools? Do they have the right skills for marketing? Will the time they take be worth it?

We, the leadership of the OSU Extension Service, heard these concerns expressed at the December conference and are proposing a new initiative focused specifically to help more people know more about Extension.

First, because we need the tools to be effective in this process, we are forming a task force on marketing that will help identify, develop, and circulate the tools, information, and training that can help you most effectively use the time that you devote to expanding the public understanding of Extension.

This task force will be representative of each part of Extension so that each of you will have a channel for input on the task force. In this way, your already established ideas and techniques can be shared more widely with our colleagues on campus and around the state.

We already have some tools—templates exist that can be used for brochures, PowerPoint presentations and news releases—but more ideas are needed that can be developed and tested. Many of us have seen some of the better ideas out there already, like wear your name tag or OSU Logo clothing, take “five minutes for Extension” during each of your presentations, identify the impact of your program statewide and share that information with more people. These are just a few ideas we’ve already heard.

Second, we’re suggesting that each of us use about 5% of our time directly promoting OSU Extension as a whole. We’re operating under the assumption that everyone—every faculty member, every staff member, every volunteer, and anyone else involved with OSU Extension—has some responsibility to help spread the word about who we are.

We realize that taking the time to help promote OSU Extension will have an impact on program delivery. In many cases, taking the time may mean that we have to
do some programs slightly different. However if we don’t take the time now—to expand our audiences, expand our political base, expand the number of people who know about all of the things that Extension can and does offer our communities and the people of our state—we won’t have the support for any of our programs.

Identifying task force members will be the first step. The task force will be led initially by Dave King. He will be contacting potential task force members during the month of February. Our goal will be to launch this new effort by the beginning of March.

We want to give you the permission you need to take the time to help others find out and understand more about us all. Our goal with this effort is to empower you to be the strongest representative possible for our organization. We’re expecting this to be a springboard from the great work many of you do now in marketing your specific programs.

The three of us are committed to make this work. We are engaging program leaders, regional directors, staff chairs, and others in the leadership of this effort. But let’s face it, when push comes to shove, it is up to each of us to commit our time to promote understanding and recognition of the OSU Extension Service.

Please don’t hesitate to contact Dave (dave.king@oregonstate.edu) or any of us if you have ideas, input, and/or concerns. As the task force comes together you will be hearing more from all of us.

Thank you, and good luck.

Scott, Deb and Dave

**SPRING TRAINING – APRIL 14-17, 2009**

Here’s a sample of some of the new and interesting workshops being offered at this year’s Spring Training.

- IRB 101,
- Climate Masters,
- Hands on Experience with the new NEP Oregon Reporting System,
- Creating Educational Handouts that Clients can Read and Use,
- Learn to Use the OR Rural Communities Explorer,
- Retirement Planning

In addition there will be computer classes, web development classes and many many more. Registration will open in early March.

**Spring Training Support Staff Luncheon**

Extension support staff are invited to be the guests at a staff luncheon on Thursday, April 16th. All Extension Classified and Professional Faculty who are in a support role are invited to attend.

**Spring Training BOWLING TOURNAMENT**

It’s that time again for the “2009 Invitational EXTENSION BOWLING Tournament” The date has been set for Wednesday April 15th 5:30 pm In the SW corner of the MU in the basement. This is a great opportunity to meet your fellow coworkers that work around the state.
Let Yogi Blodgett know if you have a bowling team put together, your team name and who is on the team. This is your chance to let your creativity flow! Don’t worry if you aren’t part of a team, Yogi will put singles together to make more teams! Come join the fun! Trophies will be awarded. Pizza, soda and water will be provided. Cost will be $7 each. Make your check payable to “OSU Foundation”.

PROFESSIONAL DEVELOPMENT
Civil Rights Review Online Training
To ensure that the OSU Extension Service remains in compliance with all state and federal civil rights laws, all Extension faculty and staff are required to take the online civil rights review training. This course will provide civil rights training for all OSU Extension faculty and staff to ensure that programs offered are as inclusive as possible and that we continue to work toward achieving our civil rights goals. The entire organization needs to have completed the training by July 1, 2009.

The course takes approximately 30 minutes.

After completing this course, you will:
- Understand basic federal Civil Rights laws,
- Understand how Extension programs fit into existing laws,
- Know what your recordkeeping responsibilities are under the law.

Go to blackboard at: [http://my.oregonstate.edu/webapps/portal/frameset.jsp](http://my.oregonstate.edu/webapps/portal/frameset.jsp)
Log in using your onid password
Choose “Extension – Civil Rights Training”

Full Immersion Spanish Institute, co-sponsored by Washington State University is open for registration.
- Beginning Class: June 19-July 17, 2009 - $1,199.00
- Intermediate Class: July 20-July 31, 2009 - $599.00

The Full Immersion Spanish Institute provides educators with the language skills and cultural tools necessary to communicate with non-English speaking students and families.

For more information contact Terrie Jones, Director of Washington State University Learning Center at jonests@wsu.edu or [www.learningcenters.wsu.edu/cowlitz/span.html](http://www.learningcenters.wsu.edu/cowlitz/span.html)

OSU Extension Service Technology Training – Winter 2009
The following online courses are being offered via Adobe Connect for Extension faculty and staff. For more information or to pre-register for these classes contact Karen Watte (Karen.watte@oregonstate.edu) or Isaac Magana (isaac.magana@oregonstate.edu)

Office 07 – Introduction
March 5 – 2:00 – 3:15pm
Access 2007 – Introduction
February 10 – 2:00 – 3:00pm
February 17 – 2:00 – 3:00pm
February 24 – 2:00 – 3:00pm

SharePoint – Introduction
March 6 – 11:00 – 12noon

Blackboard Basics
February 20 – 9:00 – 10:00am

Adobe Connect – Introduction
February 24 – 9:00 – 9:45am
March 18 – 2:00 – 2:45pm

You will receive log-in information at least 3 days prior to the session. All classes are
held via Adobe Connect. You will need a computer that has Flash Player (loaded on all
OSU computers) and an Internet connection.

Looking for more intensive short courses on specific computer applications or software?
Check out the online Ed2Go classes through OSU E-Campus.
http://www.ed2go.com/oregonstate/

THIS ‘N THAT
DATES TO REMEMBER
2009
February 6 Central Oregon Pest Mgmt Course, Bend
February 10-11 Plant Pathology Short Course, Ontario
February 11 Urban Pest Management Course, Oregon City
February 11-12 High Desert Green Industry Conference, Redmond, OR
February 18-20 JCEP Regional Leadership Meetings, San Diego, CA
February 21 Extension Small Farms Conference, Corvallis
March 2-4 NEP In Service
March 3-4 Staff Chair West Central Cluster Meeting
March 4-6 FCD In Service
March 5-6 Staff Chair Central Cluster Meeting
March 10-11 Staff Chair Mid-Valley Cluster Meeting
March 17-18 Staff Chair Southwest Cluster Meeting
March 31-April 1 Staff Chair Metro Cluster Meeting
March 31-April 1 Staff Chair Eastern Cluster Meeting
April 7-8 Staff Chair North Coast Cluster Meeting
April 14-17 Spring Training Days
April 15 OSU Extension Southern Oregon Recertification Workshop, Medford
April 21 OSU Day at the State Capitol, Salem
April 22-23 Staff Chair Mid-Columbia Cluster Meeting
April 27–30 2009 National Extension Volunteerism Conference, Carrollton, KY
April 27-29 Public Issues Leadership Development Conference, Arlington VA
May 12-14 2009 Spring 4-H Staff Development Conference, KahNeeTa
June 30 Centennial Celebration of the Hermiston Agricultural Research and
Extension Center.
August 5-8 Master Gardener Mini-College
September 13-16   ESP National Conference, Fargo, ND
September 15-18   Fifth National Small Farm Conference, Springfield, Illinois
September 15—18   NEAFCS Conference, Birmingham AL
September 20-24   NACAA, Portland OR
September 24     OSU University Day
October 25-29     NAE4HA, Rochester NY
December 1-3      Outreach & Engagement Strategic Conference 

2010
March 16-20      National Camping Institute Conference, 4-H Center, Salem
July 11-15       NACAA, Tulsa OK
October 12-15    ESP National Conference, Jackson Hole, WY

2011
October 9-13     National ESP Conference, Syracuse, NY

PUBLICATIONS
Journal of Community Engagement and Scholarship
Mary Arnold, B. Dolenc & E. E. Wells. (2008) Youth community engagement: A recipe for success, 1, 56-65

PERSONNEL UPDATES
New Hires:
Tracy Martz, Assistant Professor 4-H Youth Development, Douglas Co. 1/1/09
Andrea Durham, Education Program Assistant, Benton Co. 1/6/09
Lindsay Liebes, Office Specialist 1, Benton Co. 1/6/09
Jonathan Mayer, 4-H Program Coordinator, Metro 1/14/09
Cristian Cruiel, 4-H Outreach Coordinator, Marion Co. 1/15/09
Lauren Clymer, Education Program Assistant, Washington Co. 1/27/09
Octaviano Merecias, 4-H Program Coordinator, Washington Co. 1/30/09

Recruitment Updates
Unclassified
#0002296 Assistant Professor, Bio & Eco Engr Ext. (1.0) FTE Campus – Corvallis
Committee Chair: John Selker
Candidate Selected: None
Status: Interviews to be held

#0003020 Assistant Professor, FCD, Clackamas County (1.0) FTE
Committee Chair: Kathy Gunter
Candidate Selected: Pending
Status: Offer Extended

#0003295 Assistant Professor, College of Ag, North Willamette Research and Extension Center (1.0) FTE
Committee Chair: Robin Rosetta
Candidate Selected: Luisa Santamaria  
Status: Offer Accepted

#0003391 Professional Faculty, 4-H Program Coord, Washington County (1.0) FTE  
Committee Chair: Lisa Conroy  
Candidate Selected: Octaviano Merecias  
Status: Offer Accepted

#0003401 Instructor, Land Stewards Educator, Jackson County (0.45) FTE  
Committee Chair: Max Bennett  
Candidate Selected: Rhianna Simes  
Status: Offer Accepted

#0003425 Assistant Professor, Ag Crop & Soil Sci, Washington County (1.0) FTE  
Committee Chair: Mike Flowers  
Candidate Selected: Pending  
Status: Offer Letter Review

#0003448 Professional Faculty, Oregon Master Naturalist Program Coord, Forestry Extension, Corvallis Campus (1.0) FTE  
Committee Chair: Robert Emanuel  
Candidate Selected: None  
Status: Interviews to be held

#0003486 Assistant Professor 4-H, Malheur County (1.0) FTE  
Committee Chair: Roger Rennekamp  
Candidate Selected: None  
Status: Interviews were held January 12th & 13th

#0003506 Professional Faculty, Public Affairs Comm Specialist (1.0) FTE, EESC – Corvallis Campus  
Committee Chair: Peg Herring  
Candidate Selected: None  
Status: Interviews to be held

#0003523 Associate Provost – Outreach & Engagement (1.0) FTE, Corvallis Campus, VP Outreach & Engagement  
Committee Chair: Sam Stern  
Candidate Selected: None  
Status: Interviews to be held February 23rd, 24th and 25th

#0003551 Assistant/Associate Professor, Family and Comm Dev (1.0) FTE, Corvallis Campus  
Committee Chair: Carmen Steggell  
Candidate Selected: None  
Status: Open Recruitment  
Closes: 2/20/09, closing date extended

#0003569 Professional Faculty, Education Coordinator, FCD (0.60) FTE, Multnomah
Committee Chair: Renee Carr
Candidate Selected: None
Status: Interviews were held January 27th & 30th

#0003572 Professional Faculty, Education Coordinator, FCD (0.60) FTE, Multnomah
Committee Chair: Renee Carr
Candidate Selected: None
Status: Interviews were held January 27th & 30th

#0003696 Professional Faculty, 4-H Program Coordinator (0.75) FTE, Multnomah
Committee Chair: Roger Rennekamp
Candidate Selected: None
Status: Under Review by Committee

#0003698 Natural Resource Instructor (1.0) FTE, Klamath County Extension
Committee Chair: Willie Riggs
Candidate Selected: None
Status: Interviews to be held

Classified (.5 FTE or >)
#0003611 Education Program Assistant (0.75) FTE, Washington County Extension
Committee Chair: Janice Smiley
Candidate Selected: Lauren Clymer
Status: Offer Accepted

#0003651 Education Program Assistant (1.0) FTE, Coos County Extension
Committee Chair: Elisa Wells
Candidate Selected: Pending
Status: Permission to Offer Employment

#0003749 Research Analyst 1 (1.0) FTE, NWREC
Committee Chair: Nick Andrews
Candidate Selected: None
Status: Under Review by Committee

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 by the 25th of each month.