

Extension This Month – August 2009

*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.*

FROM THE DESK OF THE VICE PROVOST AND DIRECTOR

Commitment to diversity in our workforce, program content and delivery and clientele served

In order to be successful in reaching Oregon's increasingly diverse population, we must strive to better reflect the State's diversity within Extension. Extension's Diversity Action Plan speaks clearly to this goal. I encourage each of you to visit our website and read through this Plan:

<http://extension.oregonstate.edu/admin/documents/ExtensionDiversityActionPlan.pdf>

The OSU Extension Service strategic plan and our diversity plan are in alignment with the university's mission statement: "We value diversity because it enhances and provides tools to be culturally respectful, professionally competent, and civically responsible."

I encourage everyone to make a personal commitment to advancing diversity among our learners and our workforce!

Marketing Extension Update—From the OSU Extension Marketing Task Force

At the Outreach and Engagement Annual Conference in December, there was some discussion of who knows what about OSU Extension around the state—especially among community and statewide decisions makers. As a result, the OSU Extension Marketing Task Force was formed —of which we the undersigned are all members.

The first discussion item that surfaced was a suggestion from the task force, which was immediately endorsed by Extension Administration, that each of us should spend at least five percent of our professional effort helping our learners and clients know more about Extension as a whole. Our Task Force began considering the tools that were needed for us all to spend more time effectively marketing Extension.

To become as well versed as possible about how we fit into existing marketing efforts—such as the University new "Powered by Orange" campaign— we explored all facets of marketing at the University and began looking at potential marketing tools. As you have seen in our recent email, we have some new tools that will help you directly.

"Five for Extension"

These set of ideas and points can be used to provide your program audiences a broader view of Extension by taking five minutes during your program presentation to talk about Extension as a whole. When considering how you will spend five percent of your time marketing Extension, or helping your clients and learners know more about Extension, this is a great place to start. We have also created a set of PowerPoint slides

that can reinforce your message. If everyone did this every time we make a presentation or conduct a workshop, significantly more people will know more about who we all are and what we do. The “Five for Extension” document came to you in a recent email. The accompanying PowerPoint slides are available at:

http://extension.oregonstate.edu/eesc/documents/5-4_ext_talkingpoints.ppt

Brochure Template

As we talked with Extension faculty and staff around the state, it became clear that a new set of county and department brochures, that were visually linked to our newly developed Web sites, were high on most people’s marketing wish list. The directions we sent via email and the sample brochure template below will show how to start developing a new brochure for your county or department.

Generic brochure PDF template + 2 JPEGs highlighting the editable sections.

http://extension.oregonstate.edu/eesc/documents/co_brochure_tmplt.pdf

http://extension.oregonstate.edu/eesc/documents/county_example_cover.jpg

http://extension.oregonstate.edu/eesc/documents/county_example_back.jpg

PowerPoint Templates

Improving the look of all our presentations is critical to helping people inherently recognize the sophisticated nature of our education programs. These templates will allow you to develop your own presentations. These can also help your presentations have a look that is complimentary to the Drupal-based Web sites that many of us have deployed in our counties and departments.

Three Generic OSU Extension PowerPoint templates.

http://extension.oregonstate.edu/eesc/documents/es_ppt_blue.ppt

http://extension.oregonstate.edu/eesc/documents/es_ppt_red.ppt

http://extension.oregonstate.edu/eesc/documents/es_ppt_green.ppt

We hope these new tools will help you with the expected five percent of your time you will spend marketing Extension.

When it comes to raising the profile of Extension, each of us on the Task Force is committed to promoting marketing as well as listening to your interests, questions, and needs. We all win when we get better at this. If you have any questions beyond the directions that we have sent, don’t hesitate to give one of us a call.

We will follow-up directly in the next four weeks with many of you to see if we can help.

Thanks.

Betsy Hartley
Bob Rost
Brian Tuck
Dana Martin
Erik Simmons

Janice Smiley
Karen Watte
Keith Diem
Lindsay Liebes
Lisa Templeton

Mike Borman
Stephanie Polizzi
Tiffany Woods
Tom Weeks
Tracy Martz

STATE NEWS UPDATES

OSU Extension Service 100th Birthday!

OSU Extension Service will celebrate their 100th birthday in 2011. Planning will be getting underway soon for this special centennial year! We are looking for interested faculty, staff and retirees who would like to serve on the planning committee. Meetings will be held virtually so no travel is involved. If you are interested or know of someone you'd like to suggest, please contact **Janet Drollinger** at janet.drollinger@oregonstate.edu

Have ideas for events in your local community? Coming soon will be an online web site for you to post ideas on ways to celebrate throughout the state.

Traveling photo exhibit invites conversations about food in Oregon

Here's an opportunity to engage your community in a conversation about food in Oregon. The topic might be food production, food safety, hunger, nutrition, or a celebration of the bounty of Oregon agriculture.

A traveling exhibit of award-winning photos by Lynn Ketchum from the pages of *Oregon's Agricultural Progress* magazine has begun a year-long tour of Oregon communities. Our hope is that the exhibit, along with the special food issue of the magazine, will prompt conversations across Oregon about food as a necessary – and delightful – part of life.

Think of it as the occasion for outreach and engagement in your community. Maybe it could be a potluck dinner featuring local harvests or a food drive to benefit the local food bank. Maybe it could be a gathering of Master Gardeners or Farmers Ending Hunger. Maybe it could be a field trip for high school students, linked to the curriculum we are developing for the magazine, due out later this fall.

EESC's Lynn Ketchum and Judy Scott have organized the exhibit with the intent that it will be useful to you in your communities. It opens this month on campus, at the LaSells Stewart Center, then travels to:

Astoria, Sept. 1-30;
La Grande, Oct. 5-30;
Portland (Food Innovation Center) Nov. 2-27;
Madras, Dec. 4-Jan. 4;
Prineville, Jan. 4-29;
Pendleton, Feb. 16-March 19;
Klamath Falls, March 26-May 3;
Central Point, May 3-28;
The Dalles, June 1-30;
Myrtle Point, July 5-30.

Here's an online view of the photos on exhibit:
<http://extension.oregonstate.edu/eesc/savoryimages/>

OSU Libraries: How green is my journal publisher.

Bonnie Avery, Natural Resources Librarian

As the author you can assure long term, public access to your scholarly writing. Ideally, you will be able to find an appropriate, peer-reviewed, *open access* journal. The *Directory of Open Access Journals* can help you assess your options and is online at: <http://www.doaj.org/>.

Regardless of where you publish, you should consider depositing a pre-publication version of your article in OSU's ScholarsArchive. Items in the ScholarsArchive are accessible. You can then also provide the citation and link to the published version as well. Some journals allow you to deposit the post-publication/formatted file after a specified time lag. You can learn more about "self-archiving" at: <http://ir.library.oregonstate.edu/jspui/index.jsp>.

If you support a journal with contributions of your time as an editor or for peer review you may want to know if it supports the authors' right to self-archive. The Sherpa/RoMEO website, <http://www.sherpa.ac.uk/romeo.php> provides information on these policies for many journals. They have developed a four color code for describing copyright transfer agreements with respect to self-archiving:

- Green permits archiving the pre-publication print and post-publication print
- Blue permits archiving the post-publication print (final draft post-refereeing)
- Yellow permits archiving the pre-print (i.e. pre-refereeing)
- White permits neither.

Assuring public access to the scholarly information produced by OSU researchers is largely under your control as author. At some point in the publishing process, you will be asked to sign a copyright transfer agreement for the journal publisher. It is true that the formal journal "frame" in which your article appears has value -- it indicates peer review for example. But before you sign away your rights, consider how you might want to re-use that content in the future.

- Will you be able to revise this article and publish it later a book or as part of a website?
- Will you retain the right to be informed and/or decline if the publisher wants to re-use your article as a chapter in a book?

You have choices when negotiating the language of the copyright transfer agreement. You can add an author addendum to publisher's contract. Some very helpful models and suggestions for "what to do if" are available from the UC Berkeley Library at:

http://www.lib.berkeley.edu/scholarlycommunication/manage_your_rights.html. If you have questions regarding the ScholarsArchive and/or retaining your author rights, contact your subject librarian (<http://osulibrary.oregonstate.edu/staff/collegelibs.htm>).

PROGRAM NEWS UPDATES

OAEA Hosts National Conference – Requests Help

The Oregon Agricultural Extension Association (OAEA) is hosting the Annual Meeting and Professional Improvement Conference (AMPIC) of the National Association of County Ag Agents (NACAA) in Portland. The meeting is September 20-24 at the Oregon Convention Center. This will be the first time Oregon has hosted this group since 1970. Over 195 hours of professional development opportunities are

offered and that does not count the professional improvement tours heading out to 20 locations on Thursday September 24.

You can help out even if you cannot participate and your volunteer assistance will be a big help. Volunteers are needed all four days but even if you can only give a day, it will help us a great deal. Volunteers will assist in taking meal tickets, distributing flyers/ programs, organizing groups and leading them to designated areas for their function. Sunday and Monday evening when state pictures are taken and Thursday morning, while loading participants onto tours, will be times when extra hands are needed. Instructions for all roles will be given so even a caveman can help...

Anna Marie Chamberlain, Malheur County, is our Labor Pool chair and organizer. Anyone who can give some time should please contact her.

Thank you,

Sandy Macnab, Sherman County
Chair Oregon 2009

INITIATIVES UPDATE

Managing in Tough Times Resource Directory

The Managing in Tough Times resource directory, MiTTNet, officially launched July 30, 2009. The directory can be accessed at: <http://mittnet.extension.org>. It is fully searchable and nearly 900 resources can be found in individual and family, farm and ranch, community, and youth topic areas. A national web conference to announce MiTTNet, to demonstrate the site and highlight its contents was held on July 30. For those who could not attend, the web conference can be viewed at:

<http://connect.extension.iastate.edu/p78987985/>

To learn more about Managing in Tough Times contact **Lyla Houglum** at lyla.houglum@oregonstate.edu, Jane Schuchardt at jschuchardt@csrees.usda.gov, or Tom Coon, ECOP Programs Sub-Committee and Michigan State University Extension Director, coontg@msu.edu.

PROFESSIONAL DEVELOPMENT

Online Technology Training Workshops

Did you miss the tech training workshops that you wanted to take? You now have another opportunity! The following online courses were recorded and are available for you to view.

Below is the link to the recorded sessions which include;

- Access 2007 - Introduction
- Excel 2007 Beginning & Intermediate/Advanced
- Integrating Office 2007 Programs
- Publisher 2007 – Introduction
- Word 2007 – Sessions 1-2-3

<http://extension.oregonstate.edu/internal/computing/recorded-training-sessions>

Stormwater Management: One Backyard at a Time – Video Stream Workshop
September 15, 2009, 9am-11:30am PDT

Sponsored by the Pacific Northwest Water Program and the WSU video team, join your colleagues and constituents in a tour to Bend, Ketchum, Idaho and Whidbey Island to see what home and business owners, developers, city engineers and mayors are initiating to curb the pollution running to the surface and ground waters.

For more information and registration for this free video workshop, call 360.951.5536 or email seago.jan@epa.gov. To join the tour, all you need to convene a group is a large screen, laptop and projector and chairs for the stormwater trip around the northwest. The program will be available after the live broadcast at <http://eces.wsu.edu/video/stream.html>

PRESENTATIONS

NACAA Conference

2009 NACAA Conference presentations

The following faculty have been accepted to present at the upcoming NACAA Conference in Portland.

Bridging The Urban Rural Divide - **Maureen Hosty, Gary Delaney, John Williams, Jed Smith and Debi Schreiber**

NAE4HA Conference

The following faculty have been accepted to present at the upcoming NAE4HA Conference in October.

Poster Presentations

Involving high school students in authentic field-based science inquiry in meeting 4-H SET standards

Patrick Willis

Youth: A Leading Force in Disaster Preparedness

Lynette Black

"Giving Them our Best:" A New 4-H Educator Retreat

Mary Arnold & Dana Martin,

ATV Safety

David White, (with National 4-H Council and other States)

The Influence of Youth-Led Research and Community Action Programming on the Positive Youth Development Outcomes of Competence, Confidence, Connection, Character, Caring, and Contribution

David White

Seminars

Top Tips for Survival: Lessons Learned from Oregon's ½ Dozen

Elissa Wells, Vanessa Klingensmith, Jed Smith, Jeremy Green, Jamie Davis, & Claire Sponseller

Mentoring: The Key to a Successful 4-H Extension Program

Tammy Skubinna and colleagues from New Jersey and West Virginia

Publishing Tips-Guidelines

Patricia Dawson

Using retrospective surveys to evaluate short- and long-term impacts for a multi-state 4-H program using geospatial technology.

Lynette Black

You Animal You! A unique approach for youth and volunteers to develop leadership skills and enhance group interaction by understanding personality types

Carole Smith & Shana Withee

Balancing Rigor and Reality: Effective Evaluation Designs for 4-H Youth Development Programs

Mary Arnold

Data Analysis: Connecting Methods to Evaluation Questions

Mary Arnold

Strategic Marketing: Your Ticket to a More Secure Future for Your Extension/4-H Program

Keith Diem

Camp Counselor and Older Youth Roles

Shana Withee and Maxine Day

Bridging the Urban-Rural Divide: Youth as Catalysts for Change

Maureen Hosty, Debera Schreiber, & Jed Smith

ATV Safety - The Road to Improving Critical Thinking & Developing Life Skills in Youth interested in ATVs

David White (with National 4-H Council and other States).

NAE4-HA Board Selected Seminars

Choosing to Lead

Woody Davis

Invited Pre-Conference Sessions

Publish or Perish? The Nuts and Bolts of Scholarship and Publishing for 4-H Educators

Mary Arnold, Roger Rennekamp, & Suzanne LeMenestrel

Invited National Program of Distinction Presentations

Summer Science Camp

Virginia Bourdeau, Robin Galloway, & Mary Arnold

Participatory Evaluation with Youth

Mary Arnold & Elissa Wells

PROMOTIONAL ITEMS

Leatherette Key Ring w/clasp – NEW!

Extension has a new promotional item on our shelves for that special gift.....and it's priced just right! This lovely orange leatherette key ring with silver accents and etched logo makes for a lovely gift to those employees or volunteers you want to give a special thank you to. In its' own gift box, it sells for only \$2.00. To order, complete the marketing order form at

http://extension.oregonstate.edu/internal/sites/default/files/documents/order_form_7-21-09.pdf

THIS 'N THAT

DATES TO REMEMBER

2009

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 19-21 Extension Leadership Meeting & ECAN meeting
October 25-29 NAE4HA, Rochester NY

2010

February 2-4 JCEP national Leadership Conference (Regional) – Memphis TN
March 16-20 National Camping Institute Conference, 4-H Center, Salem
April 26-28 Public Issues Leadership Development – Arlington VA
June 27-30 ANREP Conference, Fairbanks AK
July 11-15 NACAA, Tulsa OK
October 12-15 ESP National Conference, Jackson Hole, WY

2011

October 9-13 National ESP Conference, Syracuse, NY

2012

October 6-9 National ESP Conference – Mobile AL

2013

September 15-22 Galaxy IV – Pittsburgh, PA

ON THE HOME FRONT

Deaths

Craig Toll, worked at the Hatfield Marine Science Visitor Center died July 25th.

Our sympathy to:

Mike Gamroth, Animal Science, on the death of his mother on July 24th.

PERSONNEL UPDATES

Resignations:

Tal Blankenship, Instructor, Josephine County 7/23/09

New Assignments:

Adejoke Babetunde, Education Program Assistant, Transferred from Washington Count to Linn County

New Hires:

Deborah John, Asst. Professor, Clackamas County, 6/29/09

Mathew Liscom, Instructor, Umatilla County, 7/13/09

Recruitment Updates – Unclassified

None

Recruitment Update – Classified

#0004537 Education Program Asst (1.00 FTE), Deschutes County

Committee Chair: Glenda Hyde

Candidate Selected: None

Status: Under review by committee

#0004511 Education Program Assistant (.75 FTE), Washington County
Committee Chair: Janice Smiley
Candidate Selected: None
Status: To UABC HR MGR for Approval & then to Posting

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.