

## ***Extension This Month – February 2010***

*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**

The Faculty Panel on Transformation continues to frame elements of a proposal to move the OSU Extension Service into the future. Many of you have contributed good thinking about how we should address various options to be better—across county lines, across program lines and “on”-line. While the recent passage of measures 66 and 67 may have reduced some of the immediate pressure, that has not altered our longer-term fiscal challenge.

I have read much of the input and am very impressed with the sincerity and thoughtfulness across the organization. We are diverse in our perspectives and recommendations. Some have asked, “what’s broken that we need to fix?” Others seek dramatic changes in the way we deploy resources to Oregon’s increasing metropolitan populations. We simultaneously desire both no change and radical change. ....you can see the faculty panel has a tough job.

Among the things I see driving our conversation are significant reductions in our workforce. In the last 10 years, Extension has shrunk from around 230 FTE to about 175 FTE after we have made current budget reductions. How can we best organize in view of a smaller organization?

Oregon is changing. The distribution of people, political influence and issues continues to shift towards urban areas. Take a look at the state map of voting results on the recent ballot measures for graphic proof. Demographers predict the next million Oregonians will settle in the Willamette Valley. How should that influence us now? Our last statewide survey showed reductions in the proportion of our population reached by Extension education. Is that acceptable--or are there ways to improve our efficiencies?

When the dust settles on our transformation, what will be different? I've communicated to the panel my thinking that we must:

1. Value and retain powerful community connections.
2. Improve administrative efficiency and role clarity for administrators and faculty.
3. Simplify and reduce complexities in organizational processes.
4. Accomplish better integration across programs and missions.
5. Balance our attention to rural and urban populations.
6. Systematically identify Extension needs within counties and across the State.
7. Grow extramural funds and partnerships within and outside the university to stretch limited appropriated funds.
8. Emphasize our distinctive mission to develop cutting edge educational programs while seeking more efficiencies in the service component of our mission.
9. Reach new audiences with research-based responses to contemporary issues.
10. Optimize our unique position as an organization that spans the entire university.

Finally, the dust won't settle anytime soon. We have taken our budget **reductions** in the current year. Now we need to **reset** the organization in order to **rebuild** the way as a next-generation land grant university.

Between March 15 and June 30, the university will consider myriad proposals from across the campus. I believe that much fine tuning will be needed before any detailed implementation can begin over the next year. We will take the time that is needed to accommodate your input as we consider options. Your advice is valued and needed. Thank you for your continued engagement.

Scott

## **STATE NEWS UPDATES**

### ***Oregon Explorer™* Tools: Imagery**

<http://www.oregonexplorer.info/imagery/>

Bonnie Avery, Natural Resources Librarian

A new business looks for site specific information as it considers a move to rural Oregon. A community leader facilitates a discussion of a controversial natural resources issue with imagery and habitat data for the area in question. The need for timely, high quality, spatial datasets and imagery is growing every day. But identifying where these are located can be time consuming. And, because they are usually very large, distributing them can be cumbersome. There is often an unnecessary duplication of effort in the process. At the root of the solution to these problems is the creation of basic imagery data (and metadata) that adhere to a common standard upon which organizations can build by adding their own detailed datasets throughout the state, and a reliable tool, accessible 24/7, which allows users anywhere in the state to select an area of interest, compress the data and metadata associated with it, and send it for use in another application – a tool to “clip, zip, and ship” for later use.

The **Oregon Imagery Explorer** (along with the Oregon Spatial Data Library mentioned last month) is intended to be part of this solution. Launched in October 2007, its development is part of a collaboration with the Oregon Geospatial Enterprise Office (GEO) and their GIS Utility Initiative, **navigatOR**.

Everyone from the local GIS officer to the local citizen can use the Oregon Imagery Explorer.

If that person is you, begin by selecting the link to “view/download imagery” and follow the steps. Currently the 2005 National Agriculture Imagery Program (NAIP) high resolution (0.5 meter) color aerial photography is available for the entire state and in the spring of 2010 the NAIP data for 2009 will also be available.

To view the NAIP imagery, first launch the “*Image Viewing and Extraction Tool*.” You will see an interactive map containing images that are available for viewing and downloading. Locate an area of interest by panning, zooming, or searching for a specified location. If you would like to extract only part of the image, draw a clip rectangle defining the region to be extracted. Once you have placed your first “order” for imagery, your settings such as output format and projection will be remembered for future orders if requested. Tutorials are available at

<http://oregonexplorer.info/imagery/about/about.aspx?Res=17225>.

Making this data available via the Web eliminates the need for duplicate acquisition, storage, and distribution efforts, thus saving taxpayer dollars. The broad functionality of

this public tool provides advantages for users. As available datasets the Oregon Spatial Data Library grow in number, so too will the value added from the imagery explorer.

## **COUNTY NEWS UPDATES**

### **Resources for Counties**

The ***Oregon County Monitor***, developed by Bruce Weber and the Extension Community Working Group (Bruce Sorte, Mallory Rahe, Lena Etuk) is an excellent resource for counties. The ***Oregon County Monitor*** currently tracks short-term (monthly) indicators of economic distress including unemployment rate, poverty, utility shut offs, food stamp usage, and TANF usage by county, and is up on the Rural Studies website <http://ruralstudies.oregonstate.edu/>. This is a good resource for keeping track of the “tough times” situation in your county.

The Oregon Regional Economic Analysis Program website, a new longer-term educational resource for community economic developers, will go on line very soon. Contact Mallory Rahe ([Mallory.rahe@oregonstate.edu](mailto:Mallory.rahe@oregonstate.edu)) or Rich Sandler [rich.sandler@oregonstate.edu](mailto:rich.sandler@oregonstate.edu) for more information.

In addition, the Community Working Group is working in Oregon's rural communities to provide the community educational foundation for job creation, which is a long-range strategy for dealing with today's hard times. For additional information, contact Bruce Weber at [bruce.weber@oregonstate.edu](mailto:bruce.weber@oregonstate.edu)

## **PROFESSIONAL DEVELOPMENT**

### **2010 Spring Training and OSUEA Conference - April 13 – April 16, Alumni Center**

Spring Training and OSUEA have combined their events to make for a full and rewarding week. Please plan to come and participate. There is something for everyone.

Workshops are still being developed but for a tentative schedule, go to: <http://extension.oregonstate.edu/internal/professional-development>

More information will be coming soon and registration will open on March 1. The schedule is loaded with workshops, awards and recognition banquets with retirees and volunteers, raffles, affiliate meetings, bowling and more! Hope to see YOU there.

### **DRUPAL Training**

In response to the results of the Drupal survey distributed at the end of last year, a new website has been developed that provides a place for Extension Drupal 6 training resources and information. Here you will find a Self-Paced Training Course with hands-on activities (for beginners) and a Quick Resource Guide with links to frequently requested instructions (for more experienced users). The site also allows you to post comments so that the website can evolve based on your needs. This site is a work in progress and we will continue to add content and refine it throughout the year. The WebHelp website is located at <http://extension.oregonstate.edu/webhelp>

Currently available resources for Drupal information and training:

- The Extension WebHelp website
- Online group training via Adobe Connect with the EESC trainer
- One-on-one assistance – Bryan Mayjor

## **Web Statistics Tutorial**

Need help in accessing your own statistics from learning materials and communications for reporting? A short video-based tutorial has been developed to help you locate and track the use of your online educational communications in Scholars Archive and the OSU Extension catalogue. These easy-to-follow directions show you how to access the most common statistics along with additional statistics, sources of information and interpretations that would be useful for Extension's impact reporting. To access the tutorial, go to the SOARS web site or <http://extension.oregonstate.edu/eesc/how-to/web-statistics-tutorial>.

## **THIS 'N THAT**

### **DATES TO REMEMBER**

#### **2010**

February 9-10	Entomology Short Course, Ontario
February 10	Urban Pest Management Course, Oregon City
March 2-4	Navigating Difference-Cultural Competency Training for Extension Professionals, Corvallis
Mar 15-16	OSU Extension Southern Oregon Recertification Workshop, Central Point
March 16-20	National Camping Institute Conference, 4-H Center, Salem
April 13-16	Extension Spring Training Week - Corvallis
April 26-28	Public Issues Leadership Development – Arlington VA
May 10-13	4-H Spring Staff Conference
June 27-30	ANREP Conference, Fairbanks AK
July 11-15	NACAA, Tulsa OK
July 28-31	2010 Master Gardener Mini College, Corvallis
October 12-15	ESP National Conference, Jackson Hole, WY
October 24-28	NAE4-HA Conference, Phoenix, Az
November 8-13	Evaluation 2010 (AEA) Conference, San Antonio, TX
November 14-16	Association of Public & Land-Grant Universities (APLU) Dallas TX
November 17-19	OSU Outreach & Engagement Conference, Corvallis
December 6-7	Oregon Seed Growers League, Salem Conference Center

#### **2010 PROF Cluster Meetings**

March 5	West Central, Benton County Office
March 4-5	Central (two days 12-12; Bend, Doug's ofc )
March 9-10	Mid-Valley, Campus 104 Ballard
March 10-11	Mid-Columbia, TBD
March 16-17	Southwest, Curry County Office
March 30-31	Metro, TBD
March 31-April 1	Eastern, Wallowa County Office
April 6-7	North Coast, TBD

#### **2011**

October 9-13	National ESP Conference, Syracuse, NY
October 24-28	NAE4-HA Conference, Omaha, NE
Oct 31-Nov 5	Evaluation 2011 (AEA) Conference, Anaheim, CA
November 13-15	Association of Public & Land-Grant Universities (APLU) San Francisco CA

## **2012**

October 6-9 National ESP Conference – Mobile AL  
October 21-26 NAE4-HA Conference, Orlando, FL  
October 22-27 Evaluation 2012 (AEA) Conference, Minneapolis, MN  
November 11-13 Association of Public & Land-Grant Universities (APLU) Denver CO

## **2013**

September 15-22 Galaxy IV – Pittsburgh, PA  
November 10-12 Association of Public & Land-Grant Universities (APLU)  
Washington DC

## **2014**

November 2-4 Association of Public & Land-Grant Universities (APLU) Orlando FL

## **AWARDS**

Congratulations goes to the following faculty, staff, volunteers and clientele who have recently received awards of recognition.

### **District VIII Council of the Advancement and Support of Education (CASE)**

#### **Awards**

Congratulations to EESC on winning six of the 9 OSU awards this year.

#### **Award GRAND GOLD**

**Institution** Oregon State University

**Main category** Writing

**Subcategory** Individual Features or Articles

**Entry title** **From Vine to Wine**

**Credits** Tiffany Woods

#### **Award SILVER**

**Institution** Oregon State University

**Main category** Periodicals

**Subcategory** Special Constituency and Research

**Entry title** **Oregon's Agricultural Progress**

**Credits** Erik Simmons Tom Weeks Karen

Zimmermann Lynn Ketchum Tiffany Woods Judy Scott Peg Herring

#### **Award SILVER**

**Institution** Oregon State University

**Main category** Periodicals

**Subcategory** E-mail or Web-Based Newsletters and

**Entry title** **Oregon's Agricultural Progress online**

**Credits** Bryan Major Karen Zimmermann

Erik Simmons Peg Herring

#### **Award Silver**

**Institution** Oregon State University

**Main category** Writing

**Subcategory** Individual Features or Articles

**Entry title** **Kernel Chemistry**

**Credits** Tiffany Woods

**Award** BRONZE

**Institution** Oregon State University

**Main category** Writing

**Subcategory** News Releases

**Entry title** **OSU helps turn cancer cell bodyguard into killer**

**Credits** Tiffany Woods

**Award** BRONZE

**Institution** Oregon State University

**Main category** Photography & Illustration

**Subcategory** Individual Photographs

**Entry title** **Blueberry Girl**

**Credits** Lynn Ketchum

More awards for OSU:

**Award** GRAND GOLD

**Institution** Oregon State University

**Main category** Projects & Programs

**Subcategory** Marketing, Recruiting, Community or

**Entry title** **Powered by Orange, Oregon State University**

**Credits** Luanne Lawrence, Todd Simmons, Melody

Oldfield, David Baker, Shelly Signs, Kate

**Award** SILVER

**Institution** Oregon State University

**Main category** Periodicals

**Subcategory** Special Constituency and Research

**Entry title** **Terra magazine, Oregon State University**

**Credits** Luanne Lawrence, Nick Houtman, Lee

Sherman, Santiago Uceda

**Award** BRONZE

**Institution** Oregon State University

**Main category** Websites

**Subcategory** Creative Uses of Technology & New

**Entry title** **Powered by Orange campaign Web site**

**Credits** Carol Andrews Truen Pence David Baker

Celene Carillo Kegan Sims David Barner

## **WITHIN EXTENSION**

### **Retiree News**

Happy Birthday to **Steve Besse** who celebrated his 90<sup>th</sup> birthday in December.

## **ON THE HOME FRONT**

### **Get Well**

**Tiffany SeLegue**, Clackamas County 4H program assistant, is on medical leave while she begins treatment for Hodgkin's Lymphoma.

### **Deaths**

**Kim Salem**, long-time Extension support staff in Clackamas County passed away January 21 following a 15 year battle with cancer. Kim first connected to Extension as a 4-H club leader. She was active in many aspects of the 4-H program in the county and its volunteer leadership. Kim joined the Extension staff as the 4-H program assistant and club coordinator eleven years ago. Most recently, she became Extension Lead Receptionist and provided clerical support for the Forestry, Agriculture, Master Gardener and Family and Community Health programs. Kim's warm, friendly, positive and helpful attitude made her the perfect person as Extension's "front door to the community." A memorial for Kim was held on Sunday, January 31 at the Clackamas County Fairgrounds and was attended by approximately 350—an incredible tribute to a wonderful person.

**Lloyd Baron**, retired Washington County agent, died January 5, 2010  
Memorial contributions can be made to the Hillsboro Community Foundation / Rhododendron Fund, Hillsboro Community Foundation. (Lloyd was a founding board member), P.O. Box 808, Hillsboro, OR 97123

## **PERSONNEL UPDATES**

### **NEW HIRES**

**Janean Creighton**, Extension Forestry Technology & Transfer Specialist

**Elizabeth Wallis**, Sherman County, 4-H Program & Office Manager

**Jeanette Henderson**, Education Program Assistant, Warm Springs Reservation,  
01/19/2010

### **RESIGNATIONS**

**Emily Hugie**, Deschutes County, 1/22/10 .

### **RETIREMENTS**

**Barb Templeton**, Klamath County, January 1, 2010

### **RECRUITMENT UPDATES:**

#### **Unclassified**

#### **#0004962 Instructor, Klamath Falls**

Committee Chair: Patty Case

Status: Offer Extended

#### **#0004982 Coordinator - 4-H, Madras**

Committee Chair: Dana Martin

Status: Offer Extended

#### **#0004986 Coordinator – 4-H Redmond**

Committee Chair: Dana Martin

Status: Offer Extended

#### **#0005122 Instructor – Family and Community Health, Warm Springs**

Committee Chair: Shawn Morford  
Status: Posted – Closes 01/21/2010

**#0005145 Instructor – Ext. Lincoln Co.**

Committee Chair: Sam Angima  
Status: Posted – Closes 02/01/2010

**Classified**

**#0004753 Office Specialist 1, Benton Co**

Committee Chair: Rosemary Weidman  
Status: – Closing date extended to 01/22/2010

**#0005098 Office Specialist 1, Linn County**

Committee Chair: Rosemary Weidman  
Status: Posted, close date 02/01/2010

**#0005063 Education Program Assistant, Morrow County**

Committee Chair: Jenny Chavez  
Status: Offer extended

**#0005102 Administrative Program Specialist, Clatsop and Tillamook Counties**

Committee Chair: Glen Ahrens  
Status: Posted, close date 01/19/2010

*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.*