

ESP's 75th Anniversary

Powerpoint Presentation

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SLIDE # 1.

ESP's Birthplace was Bozeman, Montana, on January 10, 1927. It was organized by Federal Extension Administrator, W. A. Lloyd.

SLIDE # 2.

About 350 Extension veterans with 10 or more years of service were officially inducted into ESP that year. Of these, 232 professionals who had been in Extension before the passage of the Smith-Lever Act, made up ESP's "House of Pioneers."

ESP was founded as a fraternity of Extension professionals who "had found their place and were doing the things they would choose to do above anything else."

Further, ESP was organized "to develop a closer relationship among Extension Service workers and to aid in developing a stronger Extension Service."

Other states that formed ESP chapters in 1927 after Montana, were Washington, Oregon, Nevada, New Mexico, Colorado, Wyoming, Idaho, Utah, and Arizona.

The organization's first national convention was in Reno, Nevada, on July 31, 1927.

SLIDES # 3 and # 4.

This creed was adopted in 1927 with the founding of ESP. It spells out the hopes and challenges of an Extension professional. The creed was revised in 1960, and again in the late 1980s, to reflect the changing Extension landscape.

SLIDE # 5.

Because early Extension workers had short tenures, ESP was dedicated to building morale, honoring service, and enhancing public service.

ESP supported the need for Extension professionals to "learn on the job" and to be innovative.

It promoted confidence and trust, the foundations of Extension.

SLIDE # 6.

Early efforts by Extension professionals involved reaching people by horse, on foot, by train, by motorcycle, or by Model T.

Demonstration trains provided educational exhibits and publications.

Many of the early efforts involved building bridges with people through trial-and-error methods.

SLIDE # 7.

The learning process was well founded in the earlier work of Dr. Seaman A. Knapp, who once said: “What a man hears, he may doubt; what a man sees he may possibly doubt; but what a man does himself, he cannot doubt.”

SLIDE # 8.

In 1929, ESP published its first yearbook, an annual publication that continued until 1960. This yearbook was the forerunner of the “Journal of Extension” and its focus was to help Extension workers to be better professional educators. ESP provided \$1,000 to help launch the “Journal of Extension” in 1963.

In 1932, ESP began working to include Extension employees in the Federal Retirement Act. The bill was passed by the House of Representatives and signed by President Roosevelt in 1940. ESP **continued** to work in the various states to help Extension workers become part of a state’s retirement system. It was a strong advocate in bringing about cooperative appointments between State Extension employees and USDA.

It was in 1934 that ESP established the Ruby Award to be the highest recognition for an Extension professional.

SLIDE # 9.

ESP dedicated the Memorial Arches and Tablets at the U.S. Department of Agriculture in Washington, D.C. in 1937 to honor Dr. Seaman A. Knapp and James E. Wilson. Knapp is recognized as the father of Extension based on his early farm demonstration work in Texas and elsewhere. Wilson was Secretary of Agriculture from 1897 to 1913 and he had a major hand in the passage of the Smith-Lever Act that established the Cooperative Extension System.

SLIDE # 10.

In the mid 1940s, subject-matter specialists began to become more prominent in Extension education as research information increased. County agents began to focus more on identifying people’s needs and problems and on mobilizing resources to meet them.

SLIDE # 11.

The term “Extension education” was first used at Cornell in 1948 to name a new graduate program.

The mid 1950s brought about Bohlen and Beal’s “**Diffusion Process**”—awareness, interest, evaluation, trial, and adoption. (This was all about how adults learn and the practical experiences that county agents were providing.)

ESP continued to support professional development for its members and by the mid 1950s, the pioneer years of trial-and-error, transformed into an era of professionalism.

A major ESP effort was to help Extension workers attain academic rank and recognition in the land-grant schools. At the time, Extension education as a field of work, was not getting much attention, so ESP worked hard to promote this cause.

SLIDE # 12.

In 1958 the Scope Report by national Extension suggested nine program areas for Extension education that broadened Extension's outreach beyond the farm and rural areas and set the direction for its educational programs into the 21st century. Again, ESP provided professional development and overall support for this national agenda.

In the 1960s, ESP was a major supporter of the National Project in Agricultural Communication, a seven-year project funded by the Kellogg Foundation that focused on communication training for all Extension workers as it relates to human behavior.

SLIDE # 13.

In the 70's, ESP's emphasis in support of Extension turned to communications and information systems, leadership training, and building coalitions and collaborative efforts.

Critical issues programming, to meet people's changing needs, became a major focus in the 1980s. This approach encompassed many areas put forth in the Scope Report but also included new dimensions such as urban development, environmental quality, quality of life, food quality and safety, and digital diagnostics.

In 1986 the ESP Foundation became a reality with the "I'm a 10" campaign. The effort involved encouraging all 10,000 members to contribute \$10 each to raise \$100,000 over a five-year period. Most state ESP chapters successfully completed the campaign.

SLIDE # 14.

In the late 1980s, ESP became a major player in developing a framework involving the major Extension professional organizations for the purpose of furthering the nationwide Extension System. That effort involved building a coalition with the National Association of County Agriculture Agents, the National Extension Association of Family and Consumer Sciences, and the National Association of Extension 4-H Agents, which culminated in the formation of the Joint Council of Extension Professionals in 1990.

Since that time, JCEP has taken the lead in organizing annual regional workshops for Extension professional association leaders and has sponsored an annual Public Issues Leadership Development forum in Washington, D.C., since 1993.

SLIDE # 15.

Through JCEP, the first national Galaxy Conference became a reality in 1997, pulling together all Extension professionals from across the nation. The second Galaxy Conference was held in 2003, and the third is planned for 2008.

In the mid-90s, ESP engaged in strategic planning that resulted in a reorganized and streamlined committee structure lead by elected regional vice-presidents

From 1996 through 2000, ESP's national professional development conferences, held annually, featured special one-day seminars that were broadcast to all states via satellite downlinks.

Currently ESP's focus is directed wholly to advancing professionalism in Extension education through awards, scholarships, mini-grants, an endowment fund, and professional development.

SLIDE # 16.

With more than 8,000 members nationwide, ESP continues to be committed to supporting and recognizing Extension professionals in their pursuit of programming excellence to meet the needs of people.

ESP is committed to excellence based on a common bond, a common tradition, and a common idealism.

SLIDE # 17.

ESP's mission today continues to reflect broad support for its members and a time-honored educational system: That is: "To foster standards of excellence in the Extension System and to develop the Extension profession and professional."

SLIDE # 18.

For additional information about Epsilon Sigma Phi and becoming a member, please contact the National ESP Executive Director.

Presentation Length: 9 minutes