



CONNECTION

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EPSILON SIGMA PHI

National Honorary Extension Fraternity

The mission of Epsilon Sigma Phi is to foster the standards of excellence in the Extension System and to develop the Extension Profession and Professional.

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NEW NATIONAL SCHOLARSHIP PROGRAMS AVAILABLE

Two new scholarship opportunities have been added to the Epsilon Sigma Phi package of membership benefits. Life members and outstanding Extension administrative leaders are the targeted recipients for these programs. The scholarship proceeds are to be used to participate in the Epsilon Sigma Phi National Conference held annually.

According to Patrick Borich, chair of the Membership Services Committees, these two new scholarships have been developed over the past year in response to requests from the membership to expand scholarship opportunities through the National ESP Foundation Fund. Criteria for awarding the grants and application procedures have been published in the *1998 ESP National Chapter Handbook*. Chapter leaders received copies of those materials at the JCEP Regional Workshops. The first round of applications closes March 1.

Life Member Scholarship Program

Current Epsilon Sigma Phi members who have been retired from Extension at least two years are eligible. Four scholarships of \$500 each will be awarded annually. Equal distribution of scholarships among regions will be achieved if at all possible. Recipients must agree to attend the entire national conference.

Criteria for selection includes looking at: highlights and reflection on Extension career, awards and honors, plus accomplishments since retirement in terms of program contributions to the Cooperation Extension Service and Epsilon Sigma Phi. Innovative methods and results and future implication of those activities will be the most highly valued in the selection process.

Administrative Leadership Scholarships

These scholarships are to be used to defray the cost of attending the National Conference. Current Epsilon Sigma Phi members, who hold Extension administrative/leadership positions are eligible to apply. Four scholarships of \$500 each will award annually based on accomplishments. Recipients must agree to attend the entire national conference.

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Selection criteria include the degree of impact of programs for which applicants have given leadership. Meeting new concerns and interest of Extension employees and clientele, success at acquisition of resources and innovative methodology will be highly valued in the selection process. Special professional honors and awards will be considered. Applicants will submit a description of the value of membership in professional organizations to Extension employees. The first round of applications will be sent to the National Office no later than March 1, 1998.

The Membership Services Committee reads all applications and submits selection recommendations to the National Board for final determination.



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National Honorary Extension Fraternity

A Newsletter

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A message from President Greene TOTAL CUSTOMER SERVICE - OUR CHALLENGE

by: **Madeleine Greene, ESP National President**

The most successful Cooperative Extension System units are meeting clients' needs so well that the prized consumers return again and again. Repeat business and acclaim tell us we are doing things right and exceeding client expectations! We share with corporate America the commonality of the best methods to promote products and support consumer retention activities. There are great opportunities for Extension professionals to apply proven customer retention techniques used by the best business corporations.

Technology-based information delivery offers us new customers and more service avenues to reach our established clientele. For most clientele groups time is increasingly valuable. Convenience and timely access to information are an assumed expectation. There's an impatience among clientele that radiates, "We want things. We want them now!"

Getting to know our deluge of information delivery competitors leads us closer to clientele satisfaction. What are the products of our competitors like? How are those products consumer friendly, accurate and complete? What are the possibilities for doing what we are best at -- collaboration? Renewed strength grows from pulling together in the same direction.

New organizational designs can sharpen effectiveness and thereby increase our "virtual" profits. Even though financial profits aren't the target of our great educational system,

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Georgia chapter has key role in personal and organization renewal

The Land-Grant University - Renewing the Vision

ESP mini-grant project

by: Jerry Whiteside, GA

Various segments of land-grant faculty in Georgia better understand and appreciate each others' missions and roles as a result of a series of workshops conducted last fall by Dr. John Byrne, Executive Director of the *Kellogg Commission on the Future of State and Land-Grant Universities*.

Administrators, staff, public service faculty, academic faculty and students participated in the workshops. Alpha Beta Chapter of Epsilon Sigma Phi played a key role in sponsorship of the workshops for public service faculty.

The project was partially funded through a mini-grant from the ESP Foundation Fund.

The state of Georgia is undergoing demographic and economic changes at

staggering rates. Maintaining high effectiveness in all the missions of a land-grant university has become increasingly challenging. The identified five issues as an agenda for change, developed by the

Kellogg Commission, specifically address the dilemma. These are:

(1) THE STUDENT EXPERIENCE

Placing the student experience - graduate and undergraduate, traditional and non-traditional - at the heart of

institutional concerns.



Alpha Beta Chapter, Georgia, sponsored the public service and outreach staff workshops of an university-wide study effort by land-grant administrators, faculty and students to further the land-grant mission of the institution. Dr. John Byrne, Executive Director of the Kellogg Commission on the Future of State and Land-Grant Universities, conducted the workshops. The workshops were partially funded by a mini-grant from the ESP Foundation Fund.

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entrepreneurial approaches are increasingly important in funding acquisition.

Any pause to bask in the comfortableness of success needs to be short. Getting the go-ahead on a newly proposed budget or sending a glowing annual report may feel as if the job is finished. Quite to the contrary -- that educative process has just begun.

Epsilon Sigma Phi's marketplace challenges are to change with the mainstream delivery systems more

quickly than expected while working with our partners whose strengths compliment our mission. Two national small working groups were appointed at the meeting of the National Board at the close of Galaxy. The group, chaired by Margaret Viebrock, is developing an updated communication response. The other group, guided by Patrick Boyle, is looking at needs and associated beneficial organizational and content responses for our life members. Both groups will report back at the summer board meeting in Minnesota.



REQUESTS FOR PROPOSALS

Concurrent Sessions

1998 National Epsilon Sigma Phi Professional Development Conference

December 10-12, 1998

Atlanta, GA

Theme: Balancing High Tech and High Touch



Friend of Extension Recognition Program

Epsilon Sigma Phi recognizes National Friends of Extension each year during the fraternity's national conference. Most recently honored were (left to right) Arnold Ellingson, longtime chair of the Barron County Board of Supervisors from Wisconsin; Marian Sue Brown, an international Extension volunteer from Ohio and Jere W. Harris, Jr., a community activist in family life education in Mississippi. Patrick Boyle, past national president, conferred the recognition.

Photo by Madeleine Greene

Epsilon Sigma Phi invites you to submit a proposal for a concurrent session presentation at the 1998 National Conference in Atlanta, Georgia. Sessions will last 45 minutes (including discussion). Presenters may be invited to repeat their session. Both members and non-members are urged to submit proposals.

Submission procedures:

Proposal must be sent e-mail as an attached IBM Word or Word Perfect 6.1 file to Laurel Kubin by April 15, 1998. Late or incomplete proposals will not be considered.

To be considered, proposals must contain:

- Name, title, address, daytime phone number, FAX number and e-mail address of contact person.
- Name, title and address of each presenter.
- Presentation title.
- Brief description (25 words) which will be published in the conference program booklet.
- Identification of conference objective(s) that the workshop compliments.
- Include an abstract, not to exceed 400 words.
- Specify equipment and room set-up needed.

Conference objectives:

- Help professionals define ways of providing education to learners not connected to technology.
- Help professionals in the Extension System more effectively communicate through technological means the value and impact of the System's programs.

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1998 ESP National Conference in Atlanta December 10 - 12, 1998



Joanne Cavis (right), past president of Alpha Beta Chapter in Georgia, announces that Mary Lou Schmidt, West Virginia, was the winner of the free registration to the 1998 conference which was given away in a drawing at the Georgia conference promotional booth at Galaxy. Madeleine Greene (left), national president, will preside at the conference in Atlanta, GA, December 10-12 at the Terrace Garden Hotel near the Lenox Square area.

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- Help professionals keep up with new technological advances and develop proactive techniques to keep the system on the cutting edge.
- Help Extension professionals identify and utilize technological skills to keep in personal contact with clientele.

Potential workshop topics

- Skills and teaching methods needed to maintain high touch in a high tech world.
- Program methods successfully used to incorporate high tech and high touch.
- Successful public relations methods used to continue/increase stakeholder support for Extension Educators who utilize high tech.
- Evaluation methods to measure success of balancing high tech with high touch.
- Identify innovative teaching methods that balance high tech with high touch.
- Identify ways Extension can collaborate with other agencies, businesses, etc. in a community through computer technology and links.

Presenters will be notified by August 1, 1998. Selected presenters will provide biographical information for introductions. Abstracts of selected presentations will be on the ESP Web site for use by members of state units not attending the annual session. Note: Epsilon Sigma Phi does not provide financial assistance to presenters. Members selected to make presentations may want to work with chapter presidents to utilize funding for transportation provided for voting delegates to the national conference. Registration materials will be in the ESP CONNECTION, the Epsilon Sigma Phi national newsletter. All presenters must register for the national conference by the dates set forth in the registration materials. This proposal is posted on the ESP National Home Page.

Send proposals to: Laurel L. Kubin,
Cooperative Extension, e-mail address:
kubinl@co.larimer.co.us by April 15, 1998.
Phone 970-498-6000.



Reality retirement planning

by: Charlotte Crawford, CFP

University of Illinois

Extension Consumer and Family Economics Educator

Chances are you and your grandparents view retirement differently. Retirement planning differs as well. We retire earlier, stay active, work at part-time jobs, develop second careers, volunteer, travel and live longer.

Clearly, retirees are likely to live longer. Usually, there's a greater need for money in the early, active retirement years to prepare for twenty-five or more years ahead. To underline the need for adequate retirement planning, combine retiring earlier and living longer.

Gone are the days of salting-down retirement moneys in income-producing investments and ignoring them. Stretching retirement income and earning some income through a part-time job are common today.

Inflation's pressure

Since retirement is longer, the effect of inflation puts added pressure on personal finances. Inflation has been less than 3 percent recently, but even at 3% prices double in 24 years, which is enough time to have a devastating effect on purchasing power. Should you retire at age 55 and live to age 79, at 3 percent inflation, purchasing power will decline by half unless you have income sources that keep up with inflation. There is a CPI, (Consumer Price Index) inflation measure in Federal Civil Service (CSRS) benefits; however, some types of expenses, such as health care, are going up at a higher rate. For Extension workers, other sources of retirement income probably don't have a cost of living adjustment (COLA), which makes it more important to make retirement plans taking potential inflation into account.

Attention: retirement planning for all

Retirement planning has implications for current workers, those about to retire, and the retired, as well. Those *yet to retire* need to begin retirement planning now! Consider a personal savings plan and

participating in your University's 403 (b) plan to build additional income into your retirement plan. Accumulated interest and dividends accrue more interest and dividends.

Those *about to retire* have the 403 (b) "catch-up" option. Also monitor the progress of any IRA's and your personal savings.

For the *retired* it is critical to actively monitor assets, investments and other income sources. The unpredictability of the investment world creates need for regular review. Investments prospering now could stagger five years hence. Goals and styles of investing within mutual funds change. Diversifying allows planning for uncertainty and reducing risk.

Investment mix

Plan the investment mix of your *total* portfolio of investments. Allocate your assets with a certain percent by category, such as so much for cash or cash equivalents like CDs, a portion for stocks, some for bonds, real estate and so on. You then adjust your investments periodically when a category does well or poorly enough to throw your percentages off. You can do this yourself or hire a financial planner to manage your assets for a fee.

Risk planning

What kinds of risk are you exposed to the most? For example, if purchasing power risk (inflation) is your primary concern, you need to find a way for your investments to have growth over time. Stocks can be used for this purpose. Cash equivalents, i.e., CDs, barely keep-up with inflation's pace. For purchasing power risk, cash equivalents are a high-risk investment.

Other questions

There are other questions to ask in your periodic investment reviews. Is your retirement planning period long enough? Many retirees will reach age 95

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- (2) **ACCESS** - maintaining access as a priority, despite financial and political pressures.
- (3) **ENGAGED INSTITUTIONS** - going beyond Extension to become more productively involved with our communities.
- (4) **A LEARNING SOCIETY** - creating an America that encourages learning throughout life.
- (5) **CAMPUS CULTURE** - Redefining excellence through the prism of this new agenda.

The 145 ESP Annual Conference participants completed pre-test and post-test evaluations instrument of 12 statements regarding the current state of the university as related to its land-grant mission. Responses indicate a positive change in participant appreciation for and knowledge of the land-grant mission(s) of the university as a whole. Participating in the conference increased their understanding of the land-grant concept and mission and heightened their awareness of a need for more interaction and co-partnering with faculties of other schools and colleges of the university.

Anecdotal comments by all groups meeting with Dr. Byrne reflected enthusiastic response to his presentations and agreement with his message. Heightened awareness of the land-grant mission and a sense of how it truly encompasses every member and subunit of the university are evident. Project team members are considering methods to capitalize on the enthusiasm and momentum generated by this series of workshops.

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or 100. What about long-term care needs? Not having to worry about needing so much for health care is a key to enjoying retirement. Is your retirement plan coordinated with your estate plan?

Fact sheets available

The University of Illinois Cooperative Extension Service has four new retirement planning fact sheets available. Obtain your copy of those by sending \$4 in a check payable to the University of Illinois and your address label to: Charlotte F. Crawford, 4112 N Water Tower Place, Mt. Vernon, IL 62864.

(These and future articles by Charlotte Crawford are part of retirement planning education for Illinois' Extension personnel funded partially by a mini-grant from the Epsilon Sigma Phi Foundation Fund.)

News from the Professional Development Committee

JOURNAL OF EXTENSION

A handy tool on your desk

by: Charles Bell, Ohio

JOE is on every desk in one Ohio District Extension Office. That helpful JOE is a hard copy of the latest edition of *Journal of Extension*. Procrastination has disappeared to pull articles off the Internet some other day that never comes. The *Journal's* "saw sharpeners" in the December/January issue were useful.

COMMENTARY - Why do some consider Extension Administration practices flawed and inappropriate in the modern work place? Just what are the suggested flaws? Thomas F. Patterson wrote "Fundamentally Flawed Extension Administration Practices".

MAIN FEATURE - How can 4-H have a real impact on science learning in the schools? What is unique about the 4-H approach to science? Robert Horton and Joseph Konen teamed-up to publish "4-H Classroom Science Programs: Enriching the Learning Environment".

IDEAS AT WORK - How can creativity benefit communities and the challenges they face? Is there a way to practice and learn creativity in a fun and risk-free environment? Robert Domaingue's "Creativity Challenge" has answers.

Do you have ideas that work to enhance the review of relevant articles in the Journal of Extension? If so, send them to me at bell.7@osu.edu and we will share as many as possible with you in the future issues.





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EPSILON SIGMA PHI

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News from the Public Issues Committee

JCEP

Public Issues/Leadership Development Conference

Slated for April 19 - 22 near the Nation's Capitol

Politics and Partnerships - Working Within a Web is the theme of the 1998 Public Issues/ Leadership Development (PILD) Conference. The conference will be returning for its second year to the Crystal City Marriott in Arlington, Virginia, April 19 - 22. All Extension professionals are encourage to participate in the conference. There will be a special session, arranged by Madeleine Greene, ESP National President, for ESP members attending this conference.

Penn State President, Graham Spanier, is the conference key note speaker. He will present a Land-Grant President's view of the institution's future as a nationwide system. Participants will select from workshops designed to introduce both government and non-governmental partners, explore

developing issues which will impact Extension programming or exercise new skills in working with decision makers at all levels. According to Keith Martikainen, conference chair, it is expected that conference attendees will leave ready to strengthen present partnerships or create vibrant new ones.

Mike Tate, Michigan State University Assistant Director for Extension for Federal Government Relations, will lead a hands-on experience in working with decision makers. The schedule has been developed so state delegations can make visits to the offices of their U. S. Senators and Members of the House of Representatives.

Early Bird Registrations are due March 13, 1998 to Ann Rhinesmith, NJ. For more information call 908-475-6504. (\$130 - registration fee)

