

# espconnection

Number CXLVI

The Newsletter of Epsilon Sigma Phi

October/November 2018

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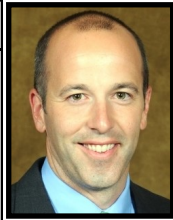
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**2019 ESP National Conference**  
**October 14-17, 2019**  
**Antlers Hotel**  
**Colorado, Springs, CO**



## Notes from the President

**Mark Blevins, National President**

First off, thank you to the Alpha Rho Chapter of Kansas for hosting such a fantastic 2018 Conference. Our Co-hostesses were incredible (super job you two), the accommodations were great (opening night in the museum was a great start), the setting was excellent (I don't know that I would have spent as much time in Manhattan if it wasn't for Doug Jardine and his colleagues), and the speakers were phenomenal (some of those were just what I needed to hear). Plus, the pep band from K-State was quite peppy.

Second, be sure to get your applications ready for the upcoming deadlines. Extension Leadership Conference proposals are due in early November while most of our Scholarships, Grants and Recognition nominations are due on December 1st. I love to see our national resources find their way to the professional development opportunities that mean the most to our members. Be sure to get your application in soon.

Lastly, our strategic planning process will begin before the next newsletter goes to press. Please share your ideas for how Epsilon Sigma Phi can best serve you and members, life members, or potential members like you. I'd also like input on how we can serve people that aren't at all like you so we can best serve the Extension profession and the professionals who we are reaching now and who we need to reach in the future.

Oh, and I enjoyed my time with the Minnesota Pi chapter during their online annual meeting and the Colorado Zeta chapter's online auction. Thanks to the chapters that are trying something different to connect with your members...and keep doing the same things that keep working to serve our peers.

## Important Dates to Remember

November 9, Deadline extended for RFP's for the Extension Leadership Conference in February 2019

December 1, Deadline for PILD scholarships, Professional Development Mini Grants, Administrative Leadership and Angus Professional Development Scholarship Applications to the National Office

2019 ESP National Conference: October 14-17, 2019, Colorado Springs, Colorado

2020 ESP National Conference: October 5-8, 2020, Rochester, New York

## On Going

2019 ESP Membership Campaign



## 2018 Kansas Conference Professional Development Experiences

By Mark J. Platten, Committee Chair

We received a lot of positive feedback regarding the quality of professional development offered through concurrent sessions, posters, lightning sessions, and keynote speakers. Combined with the results from the conference evaluation, our 2019 professional development team will be working with the Colorado Springs planning committee to develop conference tracks for the 2019 Conference, so be on the lookout for the Request for Proposals (RFP) by the end of November.

We are also in the process of identifying the wants and needs of our life members. Along that line, the professional development committee will be sending out a survey to our life members by the end of 2018 to inform us on what things we might be able to do for them. I anticipate some great activities at the [2019 National Conference](#) since one of our past National ESP presidents, Laurel Kubin, is anchoring it!

Finally, since we had such a good response to the two national webinars last year, we will be sending out an RFP for those who might be interested in sharing your knowledge and skills. Again, our committee will identify focus areas along with a rubric.

We are looking forward to a great year and hope you find our trainings valuable. Looking forward to seeing many of you in my home territory of Colorado Springs October 14-17 next year! It will be hard to outdo the Kansas team, but we are up for the challenge!





**Thank you, Donors to the Development Fund**

*David S. Ross, Member, Resource Development and Management Committee*

The Development Fund, our endowed fund, is growing and is supporting many professional development and recognition programs. I invite you to donate but also to go onto the website to see the funding opportunities for scholarships and grants, and the support given to and received from your state.

During our 2018 Campaign Year we received **\$24,963.00** in donations and in our 2019 Campaign Year we already have **\$27,110.00** in donations. For 2019 just over **\$31,000** is available in our budget from earnings of the Development Fund to support programs. More details follow.

The RDM Committee has changed its Campaign Year from September 1 to August 31 to now June 1 to May 31 with recognition at conference for anyone reaching their next Key Level by September 1 . We have adjusted our reporting to reflect this. The campaign year now starts with the early registration for conference so there is no overlap of years. Thirty-one donors were recognized at their new Key Level this year.

The 2018 Campaign Year adjusted to end May 31, 2018 had a total of **\$24,963.00** in donations. This included \$12,998 from pre-registration and during conference donations at the 2017 conference, \$1,965 in early 2018 (Jan - May) and \$10,000 in a matching challenge donation. Total donors were 184.

The 2019 Campaign Year started June 1, 2018, and through October 15 includes \$2,767 in non-conference donations from 17 donors and \$8,343 for conference related donations from 117 donors. In addition, \$16,000 has been given for a new Named Fund Donation toward a \$25,000 pledge, our first named donation under this new program. The total so far this year is **\$27,110.00** and the campaign runs until May 31, 2019.

The growth of the Development Fund is paying off in support of our professional development and recognition programs. I encourage you to give a few dollars toward professional development in your current or past profession of Extension.

**Thank you Billy Warrick**

**for the awesome 2018 ESP National Conference photos!!!**





## JOE is in Need of Reviewers—How can you become a JOE reviewer?

JOE is always ready to admit good reviewers to the JOE peer review committee. Quality reviewers are an important component to ensuring JOE is a top quality journal.

You can apply to become a JOE reviewer by sending the name and email address of a reference who can speak to your ability to serve as a reviewer and a file containing your curriculum vitae to JOE peer reviewer representative Robert Ricard at [robert.ricard@uconn.edu](mailto:robert.ricard@uconn.edu).

The JOE editorial committee chair, peer reviewer representative, and editor serve as the committee to select JOE reviewers. They make their selections on the basis of the degree to which candidates meet the criteria for reviewers and the need to achieve balance across reviewers in terms of subject-matter expertise and geographical representation.

JOE reviewers review approximately six to 12 submissions per year. Their comments and critiques help JOE authors produce articles of the highest quality. To effectively perform this service, they must

- have breadth and depth of subject-area expertise,
- understand quantitative and qualitative research methodologies and value the unique contribution each makes to Extension scholarship,
- have published in JOE and/or other refereed journals or published works of similar rigor (e.g., book chapters, reviewed curricula),
- demonstrate excellent English grammar and writing skills, and
- be active or former Extension professionals.

If you're an experienced author, consider assisting other emerging scholars by serving as a JOE reviewer.

Lacie Ashby, ESP Representative to the JOE Board  
[lashby@umd.edu](mailto:lashby@umd.edu)

## December 1, 2018 Scholarship Application Deadline

December 1 is the deadline to submit applications for PILD scholarships, Professional Development Grants and Angus Professional Development Scholarships. Applications are accepted online through the [New ESP](#) website, click on Scholarships/Awards. Applications are still accepted through the Legacy website ([espnational.org](http://espnational.org)).

Katie Ahren, Oregon Gamma Chapter, is a 2018 Angus Scholarship recipient and she used her funds to attend the 2018 ESP National Conference. Below is her reflection of the conference experience.

"The ESP National Conference in Manhattan, Kansas was full of opportunities for growth and learning supporting the ESP mission statement dedicated to fostering standards of excellence in the Extension System and developing the Extension profession and professional.

The conference schedule offered a variety of sessions that included easy to implement leadership strategies for community building and provided cross discipline professional opportunities. The Informal Program Evaluation on a Budget session demonstrated quick and easy program evaluation methods to effortlessly measure your impact of any adult session.

The three diverse keynote speakers and award recipients were inspirational, posing unique perspectives of encouragement and professional opportunities. ESP's vision statement to provide and facilitate professional development opens the door for collegiality across programs, discipline and title as evident from the learning opportunities displayed at this year's conference. As a professional, I gained valuable skills through participating in the conference that I will apply to many areas of my job." *Katie Ahern, Oregon State University*



## New ESP Global Partnership

*Peggy Compton, Global Relations Committee Chair*

The Global Relations Committee has established a new partnership with the Feed the Future Innovation Lab for Collaborative Research on Sustainable Intensification (SIIL) at Kansas State University. This has been an initiative of the Global Relations committee that has been several years in the making. It included a crowd-funding effort with ESP members that raised over \$2500 to help make the initiative a reality.

With the funds contributed by ESP, the Feed the Future SIIL Lab at Kansas State University in partnership with the Center of Excellence on Sustainable Agricultural Intensification and Nutrition at the Royal University of Agriculture and the University of Battambang will develop experiential extension opportunities to engage and develop young professionals in the area of rural extension. The program will award three scholarships to high school students in the Battambang Province to attend the University of Battambang to pursue a Bachelor's of Science degree in an agriculture and extension field and partake in research and extension activities as part of the scholars' BS thesis.

A primary goal of this program is to increase ESP member involvement with the international Extension community. This program will offer many opportunities for ESP members to be engaged with the project as it moves forward. This is a pilot program, and if successful, will be expanded to include additional Feed The Future countries in subsequent years. For more information on the partnership contact Peggy Compton, chair of Global Relations committee, at [peggy.compton@ces.uwex.edu](mailto:peggy.compton@ces.uwex.edu).



## Elevator Speech Contest: Another Great Success

*Travis West, National Public Issues Committee Chair & North Central Region Vice-President*

The 2018 **Elevator Speech Contest** was conducted by the Public Issues Committee during the National ESP Conference held recently in Kansas. Thanks to all the contestants for participating in this year's contest. There were seven outstanding speeches videoed. Links to view the Top 3 speeches will be highlighted on the National ESP webpage in December. The top 3 winners for 2018 were:

- 1<sup>st</sup> Place:** Katrina Mitchell of the Alabama-Alpha Pi Chapter; \$75
- 2<sup>nd</sup> Place:** Melinda Garcia of the Texas-Alpha Zeta Chapter; \$50
- 3<sup>rd</sup> Place:** Erin Yelland of the Kansas-Alpha Rho Chapter; \$25

The Public Issues Committee had 2 great meetings while in Kansas and have some new goals for the coming year. If you have not subscribed to the ESP Facebook page, like "Epsilon Sigma Phi-National Extension Fraternity" and you will be able to keep up on the monthly tip provided by the Public Issues Committee. It is never too early to start thinking about attending the PILD (Public Issues Leadership Development) Conference April 14-17, 2019 in Crystal City, VA. The ESP sponsored [PILD scholarship](#) deadline is December 1 and will help cover the cost of registration and/or travel expenses for attending the [PILD Conference](#). Don't put off applying because you will need to allow time for your ESP chapter President and Extension Director to go online and enter a short statement of support for your application.



## Your Marketing Committee Welcomes Your Ideas!

*Daphne Richards, Chair, Marketing Committee and Vice President, Southern Region  
(Member, Texas Alpha Zeta Chapter)*

As the new Southern Region VP, I learned not long before the recent ESP National Conference in Kansas that I had been assigned to chair the national marketing committee. I remembered meeting members of the marketing committee at the first national conference that I attended, in Idaho a few years ago, and thought to myself, “Yippee! I get to lead the committee in charge of having fun!” Of course, that’s not the exact focus of the committee, but, it is how I interpret part of my charge: to engage our current and potential members in a warm and welcoming way. I’d like to thank the prior two committee chairs, Mark Blevins and Rusty Collins, for their great work over the last few years. I have a great foundation to build from!

At our committee meeting in October at the national conference, we reviewed the Strategic Action Plan from 2018, and decided to continue with the broad-goals outlined there. Goal 1: Continue to market ESP to a broad, general audience, in order to increase awareness of ESP activities and to promote membership in our association. Goal 2: Continue to support the marketing of ESP by state chapters, by providing resources and assistance. Goal 3: Continue to support the efforts of the Membership Recruitment and Retention Committee in the ESP Mentoring Initiative and the development of the Latino and Urban Affinity Groups.

Have you or the members in your chapter had any marketing successes you’d like to share? Have you conducted any creative activities or implemented any innovative ways of marketing your chapter at the state or local level? Have you had any fun at an ESP event that you’d love to see replicated at the national level?! If so, or even if you haven’t acted on it and it’s just an idea at this point, your marketing committee would love to hear from you!

Please drop me a line or give me a call. [drichards@ag.tamu.edu](mailto:drichards@ag.tamu.edu) or 512.854.9615. Or you can submit your idea online here: <http://bit.ly/espmarketingsuggestions>



**2019**  
**EXTENSION LEADERSHIP CONFERENCE**

**February 6-7, 2019**  
**San Antonio, Texas**

sponsored by **JCEP**  
Wyndham San Antonio Riverwalk

**2019**  
**Public Issues**  
**Leadership Development**  
**Conference**

Date: April 14-17, 2019  
Location: Hyatt Regency Crystal City  
Arlington, VA





## Membership Recruitment and Retention Committee

*Beth Claypoole, Chair*

Thanks to all who attended the two committee meetings held at the national meeting in Manhattan. Great input from both committee and non-committee members who attended! I have added the non-committee members who expressed interest by attending the “2<sup>nd</sup>” meeting of the group to my email contact list. I invite anyone else to also get involved!

We are working on updating our Strategic Action Plan for the year and are focusing on ways to get more people involved in the committees and conferences of ESP. This all starts at the state level and we need your help!

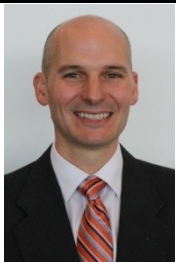
As we develop our plan, we will be reaching out to members and chapters who are doing a great job of keeping members informed and involved. Each edition of the “Connection” will have ideas generated by you – and will also cover parts of our new and updated website to keep you “in the know”.

Don't forget that a key tool, that you can use right now, is on the website ([espnational.org](http://espnational.org)) and can be found in the [Handbook](#), under both “Membership Recruitment and Retention” and “Marketing” Committees and information. “Section K” is a whole section on “Chapter Resources” with lots of ideas and helpful hints. Check out the Chapter of Merit and Achievement in Chapter Membership sections. Although these are both awards, they also provide a guide to improving chapter activities.

Please let me know if you are interested in learning more – always happy to have you involved!

Kansas decorations at the 2018 ESP National Conference





## Resource Development & Management Committee

*Mike Knutz, Chair*

The RDM Committee serves to provide oversight for ESP’s Development Funds and Organizational Budget. The Development Fund provides professional development scholarships to members and grants to chapters. The fund also supports expenses related to ESP professional development activities and recognition.

The organizational budget funds the operations of the National Office and Board. This year’s proposed budget focused on reducing expenses and using other sources of revenue such as conference expenses covered by the conference budget and , and development funds towards professional development expenses. Looking to 2019, a proposed increase of \$15 was recommended to the board to go before the delegates at the 2018 National Meeting. That proposal was approved by the delegates. It’s been 10 years since dues were last increased and the operating cost of the national office grew at an average annual rate of 1% since 2010. A level well below the rate of inflation. Those increased costs coupled with a decrease in overall membership in the past 10 years has made a dues increase more imperative.

This past year the RDM Committee strived to keep the membership informed regarding donations and the Professional Development Fund. Nine articles were published in the five ESP Connection Newsletter since last fall’s annual conference. The committee met monthly via zoom meetings to review financial standings of ESP.

The Development Fund Campaign was launched in 2002 with the goal to reach ½ million dollars of donations. Prior to this year’s campaign the endowed fund is \$418,700. This year has been the a very successful ESP fund drive. The RDM Committee recommended a change of the Campaign Year from September 1 to August 31 to June 1 to May 31, which was approved by the board effective the 2018-2019 year. Under this change, the campaign year starts with the early registration for conference beginning June 1<sup>st</sup>. The 2018 Campaign Year adjusted to end May 31, 2018 had a total of **\$24,963.00** in donations. This included \$12,998 from pre-registration and during conference donations at the 2017 conference, \$1,965 in early 2018 (Jan - May) and \$10,000 in a matching challenge donation. There were a total of 184 donors who contributed.

When you add the 2018 donations to the endowment, the development fund total is \$443,663. This speaks to the value of ESP as it serves its mission to promote excellence among Extension Professionals and the Extension System. Thank you to all who gave!





## Urban and Latino Affinity Groups – World Café Summary

ESP National Conference, Manhattan, KS  
Wednesday, October 3rd, 2018

### Authors

Dr. Maria G. Fabregas Janeiro, University of California  
Dr. Melinda Garcia, Texas A&M AgriLife Extension  
Rusty Collins, Colorado State University

In 2017, the Latino Affinity Group was established at the national ESP conference in Wilmington, NC. At this time, ESP offered an option to join the Latino Affinity Group membership during the annual renewal process. Twenty-five ESP members joined the Latino Affinity Group in 2017. During 2018, the Urban Affinity Group was chartered and approved by the ESP Board. The two Affinity Groups combined to host a World Café exercise titled, “*ESP Affinity Groups - Responding to New Audiences in Urban and Latino Communities*” at the national conference in Manhattan, KS, this October.

Dr. Fabregas, Dr. Garcia, and Rusty Collins hosted a productive lunch discussion and World Café exercise with ESP members who represented 16 states and chapters across the country.



After a brief introduction explaining the history and purpose of establishing the two new Affinity Groups, the World Café exercise consisted of five questions to which groups responded and provided thoughtful feedback in 15-minute blocks sessions.

- Expectations of Affinity Groups by members
- Collaboration Opportunities
- Professional Development
- Best Practices
- Structure Moving Forward

As the World Café progressed, every 10 minutes, each of the five groups rotated to the next question on the wall. Similar ideas that were previously mentioned, were marked with checks as others agreed that attention was needed in those areas. It was refreshing to hear the many wonderful ideas critical with regard to meeting the needs of minority populations in urban areas. The Urban and Latino Affinity Groups plan to become a recognized entity in ESP for future conferences and will lead by example for other organizations so that the needs of diverse populations in urban areas are met. The following is a summary compilation of the ideas that were generated from the World Café meeting and discussion.

Continued from Page 9

### **Expectations of Affinity Groups by Members**

Bring more Diversity to Extension (more options for dialogue, i.e., ESP/JCEP/NUEL)  
 Encourage JCEP to adopt/promote best practices that embrace diversity  
 Recruit minorities into Board Positions of ESP and other professional associations  
 Grow as professionals by gaining more cultural competency  
 Recruit diverse members within our states to join ESP leadership  
 Need Agent's diversity to continue to grow & thrive

### **Collaboration Opportunities**

Pilot Programs – Administration (JCEP, ESP, Universities)  
 Mentoring  
 Sharing tools and resources  
 Conferences that focus on diversity  
 JOE special issue on Latino (and other journals)

### **Professional Development**

Sensitivity training/cultural awareness  
 Action oriented/accountability in PD  
 Engaging new employees (making sure it is an expectation that they will work with NEW audiences)  
 How to do a culturally-sensitive needs assessment  
 Affinity Groups ignite talks  
     Skill building  
     Unique approaches to partnerships

### **Best Practices**

Bilingual/bicultural staff (multicultural)/hire Extension professional who are culturally different  
 Work with partners serving the audience you want to reach  
 Identify cultural/guides/knowledgeable resources, people who can inform and question your practices  
 Cultural youth leadership accelerators/Latino ambassadors  
 Cultural responsiveness/sensitivity – programs, lingo, knowledge, etc.)  
 Change the face of Extension.

### **Structure Moving Forward**

Create state committees that work under the national framework  
 Create Plan of Work  
 Vision/Mission Statement – can be taken from initial chartering documents  
 Meet quarterly online (Latino & Urban) (zoom or live stream)  
 Connect with 1890s and 1994s

In summary, the Affinity Groups' World Café Exercise conducted at the ESP National Conference provided ESP members an engaging opportunity to exchange ideas and gather momentum and solidarity in the unique areas of Latino and Urban programming across the country. We are hopeful that the attraction of Affinity Groups will be a platform for new partnerships and alliances within ESP, as well as for future recruitment of new ESP members. The energy harnessed from this group will be directed into a Work Plan that will include the five questions that each group addressed: 1) Expectations of Affinity Groups by Members, 2) Collaboration Opportunities, 3) Professional Development, 4) Best Practices, and 5) Structure Moving Forward. The ESP Affinity Groups will culminate with presentations, workshops, and further engagement at national conferences in 2019. The goal is to present at the following conferences in 2019: the National Urban Extension Conference in Seattle, WA, in May; Cambio de Colores in Columbia, MO, in June; and at the next ESP national conference in Colorado Springs, CO, in October. This Work Plan includes Zoom meetings and discussions and will be overseen for the first year by the three co-chairs of the Affinity Groups, or Dr. Fabregas (Latino), Dr. Garcia (Latino) and Rusty Collins (Urban).

Watch for the next Newsletter to see how you can officially join an Affinity Group in 2019 as part of your ESP Membership!