



EPSILON SIGMA PHI

**THE
COOPERATIVE EXTENSION
PROFESSIONAL'S ORGANIZATION**

Theta Chapter Epsilon Sigma Phi
December 12, 2006

2006 ESP Annual Meeting
Annapolis, MD



Message from your President:
Randy Brooks

Greetings, Theta Chapter Members, and Happy Holidays. After attending the ESP National meeting in Annapolis, I am re-energized over ESP. This organization has something to offer everyone, regardless of discipline. And the beauty of it is, they have plenty of scholarship money, with plans to make more available to the members (I'll talk more about that under the "Development Fund Campaign" topic).

The conference was well attended by ESP chapters across the U.S. The speakers were great and fellowship and networking very worth while. I have even more wonderful opportunities for programming and improving my professionalism as a result of attending this meeting. It was a great opportunity to "rub" shoulders with extension professionals from other states and see what challenges and opportunities others face.

The next annual conference will be held in Charleston, SC, September 11-14, 2007. Mark it on your calendar as the preliminary plans look like it will be a fantastic experience with Charleston being a wonderful host city.

Requests for proposals for concurrent sessions are available at <http://espnational.org/2007NationalMeeting/2007RFP1.pdf>. Being selected as a presenter will help cover the costs of your travel. It also looks good on your vitae. So keep your eyes open for information as it comes. Visit the web site often. The address is <http://espnational.org/>. If you have questions feel free to call Randy Brooks (president), Barbara Petty (president-elect), Wayne Jones (past president), Janice Stimpson, (past western region vice-president), or contact Linda Cook, Executive Director.

Here are just a few highlights from the Annapolis meeting.

KEYNOTE SPEAKERS

Bonnie McGee – Distinguished Ruby Award Winner -

Bonnie McGee challenged us to

1. Take the risk of doing innovative programming even if the traditional clientele is not happy about it
2. Synthesize the information and technology available to educate many
3. Meet the needs caused by the changing demographics
4. Get new sources of revenue
5. Re-examine the roles and contributions of volunteers
6. Be able to interpret and communicate who we are and the impact we have on others

Using Your Land Grant University to Your Advantage – Dr. C.D. Mote, President, University of Maryland

The Land Grant System is the only truly American University system. The German University system focused on Science and Research., The English system was focused on education for the sake of education.

The Land Grant mission originally was economic development of the state. It was not the teaching of students or the development of large research facilities. It was the economic development piece that set the Land Grant University apart from the other Universities.

Dr. Mote said that every idea/program in the University system should be evaluated according to four things:

- Innovation
- Entrepreneurship
- Internationality
- Partnerships

Best practices for Extension:

- Reach out to campus
- Know your University
- Share ideas and programs
- Work across borders
- Collaborate outside your discipline

Ethics and Leadership: the Challenges and Responses – Dr. Albert C. Pierce, Professor of Ethics and National Security, National Defense University

Three places where we derive our ethics:

- (1) Individual – family, neighborhood, experiences
- (2) Society – the norms of the society we live in
- (3) Organizations – family, school, government, businesses

Organizations can affect people's behavior and they affect the leadership as well as the membership. So how do things start to go wrong ethically in an organization and what happens when they do?

(1) The reason that things go wrong most often is that people in key leadership positions didn't think through the full range of consequences. Leaders have to deal with the reaction from these consequences even if they were not a part of them.

Two theories abound.

The first is accurate but incomplete:

There are always a few rotten apples in the barrel.

The fallacy of this is the thought that if you get rid of the rotten apples all will be well again. However, simply getting rid of the rotten apples is not good enough. If you do not take care of the apples that were touched by the rotten apple there will be further rot and further consequences.

The second is dead wrong but wildly popular.

They're all like that.

This causes people to lose confidence in leadership.

Should an organization have a "zero tolerance" policy for unethical behavior?

According to Dr. Pierce zero tolerance policies are not necessarily the best thing for an organization. They cause "by the book" people. If people are intimidated from taking initiative it is usually going to hurt the organization.

Leaders should not focus on why bad people do bad things. Instead they should focus on why good people do bad things.

(2) Cues and Clues may lead people astray.

- (a) Having only one thing that is important – only one measure of success. In businesses this could be profit for the stockholders. Enron, Global Crossings etc had one measure of success and look what happened.
- (b) Perceived tolerance from above – organizations preach and people pay attention but they pay more attention to what is being practiced, what is being ignored, what they turn away from and what they don't see. An example of this would be a leader who has a radar detector in the car. They may preach about being lawful but this equipment says they are planning to break the law and that they are going to try to get out of a ticket if caught. Know that you cannot ever control what people think so leading by example is imperative.

- (c) Clash between the classroom and the real world. This is where the old guy takes the rookie aside and says “I know what they taught you in class, but this is how it is done in the real world.” The rookie then succumbs to this because they have a need to be part of the team.
- (d) Potential clash between loyalty and integrity – when your organization asks you to do something that’s right they appeal to your integrity; when they want you to do something that’s wrong they appeal to your loyalty. If you are asked to be loyal by sacrificing your integrity ask yourself who is being disloyal first?
- (e) Too narrow a reliance on the letter of the law as the sole arbiter of what is right and what is wrong – this can encourage thinking such as “if it isn’t illegal it must be okay.” This can keep you from doing the right thing. Another example given was driving a person having a seizure to the hospital...you can not speed and have the person be injured or die or you can speed break the law. However, if you break the law you must be prepared to take the consequences. You cannot say “I can do this because the law is wrong”

Ethics must be included in orientation of employees. Most orientations tend to focus on the mechanics and leave out the values of the organization. It needs to focus on not just what the organization does but what kind of people it wants. The “Thou shalt not’s” must be told to employees up front.

Orientations are like some vaccinations. You must have a booster periodically. How do we develop good ethical muscles? Practice. Practice. Practice. Sometimes we have to let people make mistakes and let them learn from those mistakes. That way they can develop

- Moral awareness – become aware that there is a dilemma
- Moral reasoning – what is right, more right, less right
- Moral courage – be able to do the right thing, overcome the inhibitors
- Moral effectiveness – how to put it into effect without alienating or allowing people to run over you

If you compromise your integrity how do you get it back? The fallacy of “Just this once” gets people into a trap of wrongdoing. They often think “Just this once and I won’t get caught” or “Just this once and I’ll never do it again”. Bad habits are much easier to acquire than to get rid of.

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The Land Grant Commitment to Higher Education for All – Dr. Carolyn B. Brooks, Dean of the School of Agriculture and Natural Sciences and the 1890 Research Director at the University of Maryland Eastern Shore

Dr. Brooks’ message emphasized the 3 A’s for higher education
 Affordability
 Accountability
 Access

She found no correlation between SAT scores and success as a student. There was a far higher correlation between the parent's income and the SAT scores. She maintained that the wealthy will always be able to afford to pay for higher education.

The Federal Student Loan form is longer and more intricate than the IRS 1040 tax form.

She spoke of low-income students and students with lower SAT scores as being "Diamonds in the rough." She criticized the Land Grant Institutions as having failed their mission of education for all. They now are vying to be top research institutions or institutions who admit only the top students. Top students (Diamonds) can always be diamonds – the institution cannot take any credit for their success whereas taking a "Diamond in the rough" and turning out a diamond is truly an accomplishment for any institution.

Her quote "You have to be at the table or you may be on the menu" really said a lot about our institution and about Extension.

Put this date on your calendar!

JCEP Leadership Meetings – February 6-8, 2007 Phoenix, AZ

The JCEP Regional Meetings will focus on *Internationalizing the U.S. Cooperative Extension System*. Any member of an Extension professional organization is welcome to attend these meetings though Presidents and President-elects are usually targeted with the information. Registration is now available on-line at <http://jcep.org/2006JCEPRW.pdf>. The early bird deadline is early January, so start the paperwork now to be sure to meet the deadline. Also, do not forget to make your hotel reservations. All Chapter Members and Recognition Chairs are encouraged to attend.

Public Issues Leadership Development Conference

April 23-25, 2007 Crystal City Marriott

We will be getting a lot more discussion on CREATE 21 and its implications at PILD. If you get a chance to attend this conference take it! There are a lot of other presentations that will interest you in the fields of leadership and public policy. Information should be on the JCEP web site www.jcep.org in early December. Registration will be on-line the first part of January. It is one of the better professional development opportunities you will have.

Going for the Gold! During 2005 and 2006, significant effort has been put into achieving the goal of a \$500,000 Development Fund Campaign by 2007. In 2002 and 2003, the "\$75 n 75" campaign was implemented with a special pin designed for the contributors. The 2005 effort has focused on chapter involvement and personal contacts with every ESP member. At the annual meeting, white star lapel pins were sold for \$100 each. Sixty-two pins were sold for a total of \$6,200.

These pins can still be purchased from the National Office (for \$100, of course!). With over 500 contributors and more than \$330,000 in pledges and gifts during the first four years, ESP is on its way. This comprehensive campaign will help endow sufficient resources for scholarships and professional development opportunities for Extension professionals. Your tax-deductible contribution to the Epsilon Sigma Phi Development Fund will support ESP's continued leadership in excellent professional development opportunities and recognition programs for Extension professionals. Pledges can be made, and the ESP National Office will bill you monthly, quarterly, annually, or as often as you wish. I have personally pledged to this campaign, and will be billed quarterly for the next four years. Janice Stimpson graciously matched the first \$5.00 of every member who gave at least \$10 last year, as well as matching every dollar made during last year's silent auction. I challenge each ESP member of Idaho to help with the endowment! See the "Going for the Gold" link on the ESP website for more information or click <http://espnational.org/19July2005developmentbrochure.pdf>

Silent Auction during the Annual Meeting. State Chapters have once again been encouraged to donate to the Fund Development Campaign. One Idea that worked well last year as a way to raise money for this campaign (as Theta Chapter's contribution) is to have another silent auction during the ESP Annual Banquet at Annual Conference this spring in Moscow. This will still be separate from the JCEP auction, and is not intended to compete with the JCEP auction. The idea is to have each member bring a small dollar item to the banquet. This allows members to contribute in a small way by bidding on the items. If each of the 43 members brought an item to auction, and each member spent \$10, then the Chapter would raise over \$400 to contribute to the Fund Development Campaign. So....plan on bringing a small dollar item for a silent auction at the ESP Banquet. Again, we do not want this to interfere with the JCEP auction. We will send out more information this winter.

Theta Chapter receives awards at the National Meeting in Annapolis.

Theta Chapter of Idaho was given two awards at the National Meeting in Annapolis. The first award was for Twenty Percent of Chapter Members participating in the "Going for the Gold" Endowment Campaign. Currently, Idaho has 43 members, so I feel we can raise the number of contributors to over 90%. Last year in Colorado (2005) our Theta Chapter received the Five Percent award, so we've done well this past year.

The second award recognized Idaho's Theta Chapter at the Platinum level for average total dollar contribution to the Going for the Gold Endowment Campaign. This is the second year in a row Theta Chapter has received this award. Congratulations to those who have given so far. I would encourage everyone to consider pledging a minimum of \$10.



Barbara Petty accepts the Theta Chapter Platinum Award from Randy Brooks



Ken Hart paying his debt for the auction!

National Committee Applications! Become involved! National ESP Committees are looking for members. There is an opening currently in Resource Development and Management but others will be available. Please consider putting in an application. You can get more information on the ESP web site (see address below) or by asking Janice, Randy or Wayne.

Awards and Recognition: Please consider applying for one of the many awards that are available through ESP. Deadlines vary, so check the dates on the following brochure: <http://espnational.org/Forms/index.htm>

Brooks and Jones Receive Awards: Randy Brooks received the National ESP Mid-Career Award and Wayne Jones received the National ESP Early-Career Award. Congratulations to both.



Janice Stimpson out-going Western Region VP receives recognition for time and service from National ESP president, Nancy Crago



The Idaho Contingency at Annapolis – From left, Wayne Jones, Randy Brooks, Janice Stimpson, Ken Hart. Not pictured, Barbara Petty.

Galaxy III in 2008: The Joint Council of Extension Professionals (JCEP) Board invites you to attend the *Galaxy III Conference in Indianapolis, Indiana, September 14-18, 2008.*

The Galaxy III theme is "*Celebrating the Extension System: Strengths, Diversity, and Unique Qualities.*" The Galaxy conference is a wonderful opportunity for Extension professionals from all subject matter areas and all parts of the country to network, learn together, and continue to build programs that will serve the citizens of our communities now and well into the future. For more information,

visit the Galaxy III website at:

<https://sharepoint.agriculture.purdue.edu/ces/galaxy/default.aspx>

ESP Member Recognition

Would you like to fund programming, increase networking opportunities, improve yourself and others, build your resume, increase promotion potential, allow others insight into what you accomplish, and further the impact of ESP? These are but a few of the many ways ESP Member Recognition can be of benefit to you, as well as to your fellow extension workers. Through availing yourself of the many opportunities offered through member recognition you can better yourself, your programming efforts, and help others. If you are an annual or life member and have received recognition from the chapter in the current or previous year then you are eligible for national recognition, unless you are serving on the National Board. There are several areas of Scholarship where funding is available: Leadership development, be it for leading a project or serving in county, state, regional or national leadership roles, programming, PILD attendance, financial help to attend professional development seminars, courses and workshops, and assistance to enhance professionalism in Extension. There are up to four recipients for each of the above categories. They are designed to be awarded to each region. There are also several other recognitions that are available:

- Distinguished Service Ruby Recognition
- Distinguished Service Recognition
- Administrative Leadership Recognition
- Distinguished Mid Career Recognition
- Distinguished Early Career Recognition
- Distinguished International Service Recognition
- Distinguished Team Recognition
- Diversity Recognition (Team)
- Diversity Recognition (Individual)
- Continued Excellence Recognition
- Visionary Leadership Recognition
- Friends of Extension

Information on how to apply for the various recognitions may be found in the ESP Handbook on the website (www.espnational.org), Section 4. If you have questions please do not hesitate to contact Wayne Jones (wjones@uidaho.edu) or the chapter leadership. Many times awards slated for our region are lacking so other regions reap the benefits of our apathy. It only takes a little effort to apply for the many opportunities provided by ESP.

