

## Administrative News from Glen

ESP held the first webinar on the 21st Century Extension Service this past Monday. I enjoyed it. I always enjoy thinking about and discussing Extension's future. I sometimes feel disoriented by the technology and cultural changes occurring around me, but what an opportunity and challenge to create UW Extension's path forward. I hope there is interest in more ESP webinars. In my opinion, there are at least three other presentations that were delivered at the "Centennial on the Summit" that warrant discussion.

This month I am taking on strategy six and seven of the Seven Strategies for a Successful 21st Century Extension Service: Learner Driven Spectrum of Access and Recognize the Lifetime Value of the Student.

**Learner Driven Spectrum of Access** - Like others of the seven, Learner Driven Spectrum of Access is not a new or novel idea. It's just that it seems digital technology has broadened the spectrum of access and given learners more good choices. This isn't a question of more program content; or more depth in our program; or a program with more breadth, but in being able to provide our program content in the way the learner wants to learn. We have to become so much better at teaching in the medium of the learner and adapting our programs to delivery in multiple ways. And we have to understand the desired access methods of both our current customers and those who are not yet our customers.

I can't resist this personal anecdote. I have not personally embraced Twitter as a way to learn nor have I engaged in it as a social networking tool. Last week an UW Extension Specialist offered testimonial to me that Twitter and his professional Twitter network was a powerful tool in keeping him up-to-date on contemporary developments in his discipline both nationally and internationally. I shook my head affirmatively as if I understood and agreed but felt a little foolish for my own failure to really investigate the usefulness of professional Twitter networks in my own learning. I've got to do better...And, I do recognize that if I'm going to teach I will have to tweet, not just follow.

**Recognize the Lifetime Value of the Student** – This one is a little harder for me to get my head around but I think it is important both for the University of Wyoming as a whole as well as UW Extension.

Philosophically the idea is this: people are learners their whole lives. Undergraduate education, the Bachelor degree, is the most important product of the University. Most universities, particularly Land Grants, are organized around providing this undergraduate learning experience. But Land Grants also have engagement and lifelong learning expectations and obligations. Extension is one of these. We provide educational programs for clients from age six (Cloverbuds) through end of life. There are a variety of university programs that serve clients other than on campus students. I've been involved in both sides of undergraduate education. At graduation we generally act as if we will never see or serve these students again (except as alums from which we will solicit donations and support). I am admittedly overstating this to make a point, but I wonder if we (this is the big we as well as the small we) were more thoughtful about considering our 4-Hers, UW graduates, and the customers in our programs as valuable lifelong students who learn from us and will support us throughout their lives, we (again big and small we) might do things a little differently. Perhaps we ought to be more thoughtful about the lifetime value of the student. What do you think?

Best Regards, Glen

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## Where in the State is Mary Kay?

Check out Mary Kay's new blog at <http://wyoextension.org/marykayblog/>

You can follow her around Wyoming in her travels and learn more about what is happening. Catch up on past posts and, if you want, subscribe for email notifications of new posts.

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## Personnel News:

**Extension Specialist and Regional Extension Program Coordinator for the USDA Northern Plains Regional Climate Hub** – Position #5044, based on campus in Laramie or USDA ARS Rangeland Resources Research Unit in Cheyenne. This is a non-extended term track, Assistant, Associate, or Senior UEE position. Interviews have been held and an announcement will be made soon.

**Campbell County, CDE** – Position #0464, based in Gillette. This is an extended term track, Assistant UEE position. Interviews have been held and an announcement will be made soon.

**Johnson County, 4-H/Youth Development Educator** – Position #4032, based in Buffalo. This is a non-extended term position. Interviews will be held March 6, 2015.

**Carbon County, NFS** – Position #1281, based in Rawlins. This is an extended term track, Assistant UEE position. Interviews were held March 5, 2015.

**Fremont County, NFS** – Position #1205, based in Lander. This is an extended term track, Assistant UEE position. Screening will begin April 13, 2015.

**Niobrara County, 4-H Youth Development Educator** – Position #0693, based in Lusk. This is a non-extended term position. Screening will begin April 13, 2015.

**Sweetwater County, 4-H Youth Development Educator** – Position #4031, based in Rock Springs. This is a non-extended term position. Screening will begin April 13, 2015.

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## Staff Development/Federal Relations News from Susan:

### **Professional Development News**

**County Coordinator Webinar – Wednesday, April 15, 2015. 1:30–3:00 p.m.** Extension Administration will provide training in the role of county coordinators and UW/County MOU's. More information will be sent as the date approaches.

**Save the dates: November 10–12, 2015** for EPIC (Extension Professional Improvement Conference) will be held in Riverton. This bi-annual training is not subject matter specific, but will include topics applicable to all, regardless of the discipline you provide education in. Please note we are shortening the length of EPIC by one day. Mark your calendars.

**UW Extension New Employee Training – September 9–11, 2015 in Laramie.** All new employees hired after October 1, 2014 should reserve these dates.

**County Coordinator Training – September 8-9, 2015 – Laramie.** Training will be held in Laramie for County Coordinators. Please hold these dates.

### **Civil Rights Tip**

If someone filed a discrimination complaint in your county – do you have documentation to show your programs are open to everyone? All county offices should have files with copies of newsletters,

postcards, letters, fliers, and e-mail messages that are sent to clientele advertising programs. If media such as newspapers, radio, or TV are used, a copy of the press release or ad should be on file. Documentation is needed to prove that UW Extension has made a reasonable effort to make programs open to all citizens.

### **Reporting Tip**

Annual and ET&P templates ask for circulation or potential contacts. Your local paper can provide this, or click on the following link for details Wyoming newspapers. [Wyoming Newspaper Circulation](#).

### **Customer Service Tip**

#### **“How One Word Can Kill Your Ability to Influence Others”**

While you likely want to know that word, the most important word in the title isn't the word that is missing; the most important word is influence. To influence others is to help them see a new or different perspective, one that is different than their own. Two factors are very important to making this happen:

As humans, we want to be acknowledged for who we are, what we know, and therefore for our opinions and perspectives. We know that not everyone will always agree with us, and when we feel valued and important we are in a better place emotionally (and logically too).

When learning new things, our brains work best, in part, when we can connect what we are learning to something we already know.

Our mystery word defeats both of these truths in just three letters. But.

“I know what you mean, but . . .”

“That might have worked there, but . . .”

“Your idea might have some merit, but . . .”

Do you see how the word “but” erases both the value of the person and their perspective in three short letters?

To be more persuasive and influential we must remove the word “but” from most conversations.

The “Simple” Solution

So if “but” is the problem what is the solution? The simple solution is to replace the word but with another three letter word . . . And.

“I know what you mean, and . . .”

“That might have worked there, and . . .”

“Your idea might have some merit, and . . .”

Do you see the difference?

And all of these things allow the other person to feel acknowledged and be more open to your point of view or perspective —which captures the two keys to influence we just talked about.

Beware “but thinking”.

And run towards the “and”.

See more at: <http://blog.kevineikenberry.com/leadership-supervisory-skills/how-one-word-can-kill-your-ability-to-influence-others/#sthash.O118LpWm.dpuf>

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## **Cent\$ible Nutrition Program News from Mindy Meuli:**

The last month has been a flurry of activity and preparation for the Cent\$ible Nutrition Program. On February 6<sup>th</sup>, CNP participated in a luncheon called the Two Buck Lunch to honor Wyoming's First Lady, Carol Mead. The luncheon was a great success and helped to showcase CNP's recently revised cookbook. A story about the Two Buck Lunch was featured on eXtension.org the first week of March and can be found at: [http://www.extension.org/pages/72651/a-two-buck-lunch:-the-centible-nutrition-program-participates-in-wyomings-first-lady-luncheon#.VPiaC3s3l\\_B](http://www.extension.org/pages/72651/a-two-buck-lunch:-the-centible-nutrition-program-participates-in-wyomings-first-lady-luncheon#.VPiaC3s3l_B)

Megan and I attended the ASNNA Conference in February. In addition to sharing our successes from 2014, we had a great opportunity to network with other SNAP programs, particularly regarding social media strategies. In the weeks since the conference, CNP has been hard at work giving our Facebook page a facelift, setting up a CNP blog and preparing for a website re-vamp. We launched

our blog and new Facebook in March, with regular posts about all things food, physical activity and fun. We are excited for this new phase in our online presence and hope to see you there! Please like us on Facebook (<https://www.facebook.com/UWCNP>).

We have a CNP Assistant position open in Casper and on the WRIR. If you know anyone who is interested, information can be found at <https://jobs.uwyo.edu>. The Casper position closes 3/11/15 and the WRIR position closes 3/24/15.

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## Communications & Technology tip from Theresa Chavez:

University Employees are eligible for self-paced training for a wide variety of subjects through Informational Technology. The self-paced training can now be accomplished from any computer with an internet connection 24 hours a day, seven days per week. This online training option has a total of more than 1,100 courses and more than 67,000 tutorials organized by subject, software, and instructor. The courseware is designed for learners of all levels from beginner to expert and is free to UW employees and students. If you are interested in accessing the self-paced training videos available on lynda.com, please email [computer.training@uwyo.edu](mailto:computer.training@uwyo.edu). Once your account is set up, you will receive and email with logon instructions.

Once you have completed a course, you will have an opportunity to print a certificate of completion. If you send a copy of the certificate to [computer.training@uwyo.edu](mailto:computer.training@uwyo.edu), the title will be added to your list of professional development classes that are tracked in the HRMS system.

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**DON'T FORGET...SPRING YOUR CLOCKS AHEAD  
ONE HOUR SUNDAY MORNING @ 2:00 AM! 😊**

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