

Administration News from Glen:

I have enjoyed our conversations of the last eight months on the future of Extension Service. It has been stimulating and exciting to contemplate and consider our best strategies moving forward. Many thanks to Epsilon Sigma Phi for their leadership for the Conversations on the 21st Century Extension Service! The Western Extension Directors have put together a perspective piece on the next century of Extension in the West that they have titled *Manifesto – Extension and Engagement*. I have not included the full piece (hopefully you can read that in the *Journal of Extension*) but thought you might be interested in the essence of the *Manifesto*.

Regards, Glen

Manifesto — Extension and Engagement Western Extension Directors Association¹

Committing to the concept of engagement by public universities is part of a broader social movement in higher education. Extension has a legacy of such work by connecting communities with their public universities. We believe that the following principles are crucial to the next century of Extension work and commit to providing needed leadership at our respective institutions towards a future defined by them.

- Engaged Scholarship
Land-grant universities are focused on the knowledge enterprise with a historic commitment to engagement and outreach. Extension's role in the scholarship of engagement is assumed but often not articulated, understood or acknowledged by the majority of the academy. Extension educators must lead the development and documentation of engaged scholarship and the associated outcomes of value to a civil society.
- University Integration
Extension will benefit from moving closer to the entire academy while intensifying its engagement and connection with society. Extension's outreach mission advances the social and personal goals of learners. Extension's engagement mission is not independent of the university's primary educational mission — it is an integral expression of this mission. Reaching internally and connecting with campus faculty enriches the learning environment for students and community learners.
- Learning Technologies
Technologies that advance the goals of learners also enhance the effectiveness and relevance of outreach and engagement. The pace of technology development requires constant adaptation in approaches to teaching and learning. Land-grant universities (LGUs) and their Extension units should incorporate innovations provided by emerging learning management systems, while staying consistent with their heritage of engaging learners, open source access and non-credit curricula. The information ecosystem supports strategic and networked partnerships with public and private sectors.
- Demand-Driven
Historic outreach programs tend to be supply-driven by the availability of research-based knowledge. Engaged universities institutionalize careful listening and collaboration with

¹ Extracted from proceedings of Centennial on the Summit, September 22-24, 2014

<http://extension.oregonstate.edu/weda/summit-2014-links>

populations in their service sphere. Extension must invigorate its commitment to listening to a broader community, especially audiences with diverse and changing demographics. Creating partnerships with communities and framing the Extension educational agenda based on identified local/regional issues are pivotal in developing and maintaining demand-driven programs.

- Innovation: Open Source

Easy access to sharing and building upon knowledge broadens possibilities for learners through self-actualization, entrepreneurship and informed citizenship. Open and action-oriented relationships with communities have been a century-long hallmark of Extension. LGUs, by expanding the sphere of engagement of their Extension services, enhance opportunities for successfully creating and incorporating market disruptions and expanding their customer base.

- Culture

Extension and university engagement are tools and platforms of democracy, increasing the capacity for informed thought, and social and economic change. The accelerating velocity of social and economic transformations and the technologies shaping these changes provide opportunities. Extension, as a locally anchored and globally informed academic agency, is a nexus for locally relevant knowledge in a global setting.

- Identity and Staffing

The success of 21st century Extension professionals depends upon the relevance and impact of their work. Separate from their role as content experts, Extension workers convene inclusive communities of interest and carefully weave partnerships to identify, create and apply knowledge. Communication and marketing skills, supported by unbiased credibility, underlie Extension's future.

Signed:

Attendees at the Timberline Summit

Update from Mary Kay:

The Administrative Team, with input from the Coordinating Committee, has decided to eliminate the In-Depth Training conference held every other year in Laramie. We will continue to meet annually in the Extension Professional Improvement Conference format. What this means is that Initiative Teams will not coordinate in-depth training for the team to be held at the set dates in the fall. Instead, in-depth training will be driven more individually. As an organization, we will fund these training opportunities as outlined below. The in-depth, content-specific training may be relevant for an individual, issue team, cross-initiative team, or even an entire initiative team. The intent is to allow you to customize your subject-matter training to meet your needs, your clientele needs and your professional development.

We have separated the request for in-depth training from requests for professional association participation with enhanced funding for those who are primary authors on accepted scholarly presentations at professional meetings.

The new forms will be available on the Extension Employee Resources website. If you have questions, please contact Mary Kay Wardlaw or Kelly Crane.

Funds to Support Professional Associations and Funds to Support In-Depth Training - University of Wyoming Extension, Summer 2015

Professional Associations:

UW Extension supports educator participation in the professional extension associations designated by the Initiative Teams. New employees will have access to funds as described in the "New

Employee National Meeting Travel Allowance Guidelines.”

After the new employee participation, funds are allotted for continued participation in national scholarly associations. These could include those designated by the Initiative Teams or other appropriate professional association conferences. Generally an educator would receive this funding for no more than one meeting per year.

Educators choosing to participate will receive \$500 toward attendance costs.

Educators who submit a proposal and are selected through a review process to present a scholarly output at the national meeting (These generally are presentations such as posters, oral presentations, and/or papers), will receive an additional \$500 toward attendance costs. If there are multiple authors on the presentation proposal, the \$500 is given to just one author, generally the primary author on the proposal.

In-Depth Training:

UW Extension supports content-related, in-depth training for educators to stay current in their respective fields. Funds are available to support costs associated with specific, subject-matter training. The funds may be given to individuals, teams or groups of educators. Generally, an educator would receive this type of funding no more than once per year. Preference for training funds is given when a selected training is reflected through needs assessment, professional goals and the training plan.

Important Notes

1. Apply for these funds with enough lead time to meet early registration deadlines and potentially lower air fares. We request 2-3 weeks in the state office to review requests.
2. Employees are expected to arrange double occupancy for lodging whenever possible.
3. Employees are responsible for making their own travel arrangements, hotel reservations, and meeting/training registration costs. Funds granted through the above sources are reimbursed to the employee.
4. All requests should be submitted via email to the Federal Relations and Staff Development Coordinator.

Personnel News:

Fremont County, NFS – Position #1205, based in Lander. This is an extended term track, Assistant UEE position. Interviews have been held and an announcement will be made soon.

Fremont County, Ag & Hort – Position #0204, based in Lander. This is an extended term track, Assistant UEE position. Interviews have been held and an announcement will be made soon.

Sublette County, Sustainable Management of Rangeland Resources (SMRR) – Position #1699, based in Pinedale. This is a non-extended term position. Interviews have been held and an announcement will be made soon.

Cole Ehmke, UW Extension specialist for ag entrepreneurship and personal finance, will be on professional development leave for fiscal year 2015-2016 to New Zealand, working on rural entrepreneurship. All inquiries regarding Annie’s Project programs should go to Tina Russell who will be the program’s State Coordinator. Issues regarding marketing, local food, succession planning, estate planning, financial management and financial statements, CSAs, business planning, GAPs, saving and investing, budgeting, retirement planning, and so on should be sent to other specialists or area educators (but he will be checking his email).

Staff Development/Federal Relations News from Susan:

Professional Development News

Save the dates: November 10–12, 2015 for EPIC (Extension Professional Improvement Conference) will be held in Riverton. Registration for this year's conference will be available the beginning of September. Members of the planning committee include: Tina Russell, Alex Malcolm, Kimberly Chapman, Shar Perry, Vicki Hayman, Mindy Meuli, Chance Marshall, Melissa Bardsley, Liz Shaffer, Ashley Garrelts, and Mary Kay Wardlaw.

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.

2015 ESCAPE Conference - will be held in Laramie this year, September 29 – October 2nd. Updated information: <https://www.facebook.com/pages/ESCAPE/119440384858502>

Civil Rights Tip

Keeping up on County Demographics

Knowing the changes in demographics of counties is important in our continued efforts to reach out to underserved or new audiences. This would be a great topic to discuss at a staff meeting. To look up your own county census statistics, check out the U.S. Census quick facts:

<http://quickfacts.census.gov/qfd/index.html>

The U.S. Census Bureau released 2014 county population estimates by age, sex, race, and Hispanic origin. The data shows the following highlights for Wyoming:

- The Hispanic population increased the fastest in Hot Springs County, at 83.8 percent between 2010 and 2014, followed by Johnson and Weston counties at 48.6 and 41.2 percent, respectively.
- Fremont County had the highest percentage minority population in 2014 at 29.7 percent, dominated by the Native American, followed by Carbon (21.9%), Laramie (21.3%), Sweetwater (20.3%), and Teton (19.1%) counties where the vast majority of the minority population was Hispanic.
- The largest county, Laramie, also had the largest minority population in 2014, including 13,745 Hispanic, 2,947 Black, 1,095 Asian, and 1,962 individuals reporting two or more races. They comprise of 24.1 percent, 36.4 percent, 20.3 percent, and 20.8 percent of the state's total Hispanic, Black, Asian, and two or more races population, respectively.
- The State's oldest county was Hot Springs, with median age of 49.3, with 23.6 percent of its population age 65 and older, and 3.0 percent of population age 85 and over in 2014. Other counties with a higher proportion of elderly population (65 and over) were Platte (22.7%), Niobrara (21.2%), Johnson (20.6%), Goshen (20.5%), Park (20.1%), and Washakie (20.1%). These counties tend to have the smallest proportion of children population and their median ages were all higher than 42.5 years.

Source: State of Wyoming Department of Administration and Information.

Reporting Tip

On-line Contact Reporting – Just a reminder:

Everyone with an Extension appointment is required to complete contact reports. The On-Line Reporting System is used to gather contact data only. If you have no contacts – you don't report any data for that day. The new program is web-based, and can be accessed from your PC, laptop, I-pad or other tablet, and smartphone. As in the past, this data will be collected from October 1, 2014 – September 30, 2015. All reporting should be entered by September 30, 2015. URL:

<http://www.uwextensionreporting.org> . This data is used for a number of reports for UW, the Federal Plan of Work, and documentation of Civil Rights Compliance.

Customer Service Tip

With 4-H activities in high gear this summer and the many Master Gardeners working throughout the state, it is a good time to remind ourselves to thank volunteer and other team members for contributions. You don't have to spend a lot of money to make volunteers and team members feel

appreciated. Use these ideas:

- Write a personal letter of thanks, with copies sent to their employer or supervisor.
- Offer public recognition in front of teammates or committees.
- Say “Thanks” in front of their boss.
- Post a letter of praise on the office bulletin board.
- Issue “You were mentioned” certificates whenever you hear anything nice about a team member or volunteer whether from clientele, co-workers, or superior.
- Bring coffee and donuts (or some treat) after an extraordinary team effort.

Cent\$ible Nutrition Program News from Mindy Meuli:

June was a calm month for the Cent\$ible Nutrition Program. The majority of our efforts have been spent on the new EFNEP and SNAP-Ed plans, as well as preparing for our new grant year. The EFNEP 5-year plan has been submitted and our goal is to complete the SNAP-Ed plan by July 15th. Beyond this, we had a few events to keep us busy.

During the first week of June we held the final part of New Educator Initial Training in Laramie. Our four new educators are now fully prepared to be CNP educators.

On June 23, Megan and I attended the School Nutrition Association conference in Casper, along with several of our State Nutrition Action Coalition (SNAC) partners. Melissa, Karla, and our student, Courtney went to the conference on June 25 and took the blender bike and had samples of smoothies and roasted vegetables.

SNAC is a collaboration of agencies funded by the USDA Food and Nutrition Service (FNS) whose missions support the implementation of more integrated nutrition education and promotional activities at state and local levels. We talked about some of our past projects as well as those upcoming.

Some of our past projects include:

Bulletin Boards in a SNAP

Bulletin Boards in a SNAP aims to communicate consistent nutrition messages through multiple channels in order to reduce the risk of obesity in Wyoming.

SNAC News

SNAC News is a monthly newsletter focusing on a variety of foods facts, cooking and shopping tricks, physical activities, and different nutrition tips.

Daily Recipes

The 365 Daily Recipes compiled by SNAC are easy to make and healthy. Children and adults can enjoy both making and eating them. The recipes can be found at: <http://www.wyfarm2plate.org>

For more information about SNAC, its projects, and using these resources please visit:

<http://www.uwyo.edu/centsible/SNAC.html>

I hope everyone is enjoying their summer!