



The Prairie Professional

A Newsletter for KAE4-HA Members

Fall, October 2008



Diane Mack

Message from the President

It seems as if my tenure as president of KAE4-HA just started and now I'm on the downhill slide as we approach our fall meeting at Annual Conference. I'll soon turn the reigns over to president-elect, Shawna Mitchell.

Many of you may have heard me refer to our group as KAE4-HA professionals or Extension professionals, when describing our bigger system. I think using the term professional is important when defining ourselves. One of the primary purposes of our organization is to "enhance the professional image of our members." But what does "professional" mean?

According to Webster's dictionary, a professional is "one with assured competence in a field."

Andrew Han and Gordon Raley in "*Youth Development: On the Path Towards Professionalism*," described how establishing core competencies and skill standards is important for a profession. In 1996, National 4-H Council, as part of its *Strengthening Our Capacity to Care Project*, developed a research and knowledge taxonomy for youth development professionals. 4-H Professional Research and Knowledge (PRK) taxonomy was published. It became the framework from which the 4-H specializations were built.

The taxonomy is comprised of five domains: youth development, learning strategies, organizational systems, partnerships and volunteerism. As 4-H youth development professionals we should have specialized knowledge or competence in these areas.

Mississippi State University Extension Service includes Professionalism in their Code of Ethics. I like their encouraging language, "In the spirit of professionalism, each Extension employee should uphold these principles." Below are some of their principles that I thought applied to us as 4-H Youth Development professionals.

- ☘ Demonstrate a positive and enthusiastic work attitude.
- ☘ Follow Extension policies, regulations, and procedures.
- ☘ Demonstrate interest in ethical, political, economic, and environmental issues that affect the Extension Service and the careers of Extension employees.
- ☘ Pursue professional development opportunities and life-long learning.
- ☘ Strive to work for the benefit of others.
- ☘ Be a role model and mentor to new employees.
- ☘ Perform official duties honestly, faithfully, and efficiently, respecting the rights of the public and colleagues.
- ☘ Avoid behavior that might impair effectiveness.
- ☘ Maintain professional skills at the highest level.
- ☘ Recognize the importance of current events.

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Professional Dress

Submitted by Diane Mack

To continue my discussion on professionalism, I'd like to focus on professional dress.

"Maybe it's unjust to judge a book by the cover, but we all do it. It's human nature," says Dawn Rosenberg McKay, About.com in her article, *Is Casual Dress Your Norm? Dressing Professionally When You Have To*. She adds, "While the person in jeans may be as competent and as intelligent as the one wearing the formal suit, or more so, we do assess these attributes based on appearance."

As youth development professionals the demands of our day to day work vary from giving a formal presentation to the county commissioners; conducting day camp; teaching club leader training; or helping at a fund raiser. So what's appropriate to wear?

To help answer that question, I borrow two key elements from Mississippi State University Extension Service Code of Ethics on Professionalism:

- Always take personal pride in image, dress, and appearance.
- Adhere to a standard of dress that is always neat and appropriate and that portrays the professional image expected by our clientele.

McKay states that many are confused by the casual dress policies. Here are her simple rules:

- 1) Casual doesn't mean sloppy. Your clothing should still be neat and clean.
- 2) You can't go wrong with khakis and a sport shirt or a nice sweater.
- 3) If you are going to a meeting or making a presentation, professional attire may be in order.

Curriculum Guide

Submitted by Jim Adams

New Publications to Help Begin the New 4-H Year -- The "Kansas 4-H Project Curriculum Guide" for 2008-2009 is an electronic version only posted and linked on the front page of <http://www.kansas4h.org>. Look for the link in the center of the page under the photo.

This document lists the most current project curriculum with a brief description of each manual. Additional project and support materials are also listed for those interested in more in-depth study. Extension Units can download and use the information desired.

Project Selection Guide

Submitted by Jim Adams

The "Kansas 4-H Project Selection Guide" will be printed in the next issue of the Kansas 4-H Journal. Check out the new look with project phase descriptions coordinated with the Enrollment Form. Members will be able to see what they can expect to Learn/Do at various age/skill levels in each project.



Message from Cathann Kress

Submitted by Pat McNally

KAE4-HA Members....

I share with you a powerful message from Cathann Kress, as she ended her last day at National 4-H Headquarters as Director, National 4-H Headquarters. Some of you have met Cathann at various functions and conferences; others of you have not but you have heard her name mentioned numerous times during the past six years.

She will be missed, greatly so. She has left a legacy for us to fulfill. She has challenged us to think futuristically, big-time. She has charged each one of us to keep the 4-H movement alive and happening, no matter the role we serve in for the extension organization. As always, she's stretched us.

Pat McNally

Assistant Director, Department Head and State Program Leader, 4-H Youth Development

Colleagues:

I wanted to take a moment and thank so many of you for the warm wishes as I've been winding down to my last day. I greatly appreciate the warmth of your messages, and the sentiments regarding my leadership. Thank you.

I also want to thank each of you for your leadership and dedication to youth and the potential of the future. As I reflect upon the past six years, I think collectively we have accomplished a great deal. Early in my tenure, we identified four leadership themes:

- 1) Articulation of a clear vision and mission*
- 2) Attention to research and best practice*
- 3) Professional development*
- 4) Supportive financial systems*



From our clarification of our Essential Elements and Mission Mandates, to the development of the 4-H Programs of Distinction and the National Learning Materials Directory, to the Art of Leadership, Learning Priorities, the Wingspread Conference, and the growth in funding through the 4-H Military Partnership and the focus in resource development among National 4-H Council and our private partners- 4-H has continued to increase its momentum, visibility, and ability to positively impact youth.

As I think about the major initiatives ahead, we've started a serious effort to address the governance of 4-H as a national organization- this work must continue for 4-H to thrive. The formation of a committee of Extension Directors is a welcome step, and we need to continue to clarify the roles of all partners in the 4-H world. I thank Johnathan Despain for his willingness to lead the National 4-H Events committee, which will convene this fall to review how we manage, govern, and coordinate our national events. I also thank Tom Coon, Glenn Applebee, Dave Snively, Bill Beckley, and Jeff Goodwin for their hard work in transitioning the National 4-H Shooting Sports Program to a committee model that provides for greater accountability and more integration with 4-H programs overall. There are many more examples such as these - and many more of you I should thank - because we've sat together and asked the tough questions which ultimately strengthened our programs.

In addition to the governance of 4-H, the work on our national 4-H curriculum efforts must continue to evolve. It's clear from information we gathered this past year, that our ideas about how youth and volunteers use learning materials is changing and we need to continue to challenge ourselves to think about how ACCESS 4-H, eXtension, and other opportunities may shape our learning materials of the future. There is still more we don't know about our learning materials and how they support youth learning today - and our models from the past may no longer sufficiently provide the answers.



Graham Spanier, President at Penn State refers to the Land Grant Universities as "the engines of discovery for our nation" and I would add that the mission of the 4-H youth development organization is to create opportunities for youth, which promote positive development, facilitate learning, and engage youth in the work of the university- the work of discovery - to enhance their quality of life. Our traditional way of gaining support for our program is to illustrate for others the success of our program in impacting the lives of youth- as we ask Presidents of our institutions to support 4-H, they may perceive it as simply one more program competing for their attention and resources - and slightly off what they might perceive as their primary emphases (research and teaching of undergraduates or graduates).

What if we begin to help academic leaders see 4-H as a program that could help shift the paradigm in their institution towards a future that is being demanded by today's challenges? One of the most compelling issues facing academic leaders is a shift in institutional culture from a "Teaching Paradigm" to a "Learning Paradigm" as described by Dale Lick, former president of Florida State. Throughout the past decade, several eminent leaders have raised the issues of learning organizations and learning societies. Dr. Lick lists it as one of the central paradigm shifts that must be made in order for higher education to remain relevant. He suggests that this will require a shift in the institutional mindset to a deeper focus on learning. The emphasis is on learner-driven educational processes in our institutions. In essence, the teaching franchise of teaching,



awarding credits and degrees, needs to be joined by an emerging learning franchise which creates access to powerful learning systems, information, knowledge bases, networks and other mechanisms for delivery. More simply put- the paradigm that our Universities are institutions to provide instruction is shifting to being institutions to produce learning.

If the LGU mission is not instruction but rather to produce learning with every student by whatever means works best - than 4-H has a role to play in helping our parent institutions make that cultural shift because it can serve as a laboratory where the learning paradigm (producing learning, not providing instruction) has already taken hold and is flourishing. Thought of in this way, 4-H has something to offer academic leaders rather than just asking for their support. Since cultural change is so difficult to accomplish, having a laboratory available to explore the concepts of a learning paradigm (which I believe all of Cooperative Extension could offer) could help create an environment in which the assumptions, beliefs, and behaviors that are needed in a learner paradigm could be nurtured.

Conner (1993) identified the universal change principle - that learning must precede change- if that's true, than having hands-on labs where faculty, administrators and others can learn about the mechanisms of a learner-based approach could be useful. Basically, we need to demonstrate not only that 4-H does what its mission suggests and positively impacts youth--- but that our mission could be critical in helping academic leaders face current and future challenges.

The educational pioneers who shaped 4-H began with not just the intention of changing young people but with the belief that changing youth would change our nation. For 100 years, 4-H has done that - and it's been a distinct honor to be part of 4-H's important purpose of creating opportunities which insure a future generation of thoughtful, informed and active citizens and leaders. At National 4-H Headquarters, I have attempted to ask the questions that challenge us to be good stewards of this program and to recognize our responsibility to our youth, even if it meant leaving our comfort zone of familiar ways of doing our work. I believe we are accountable not only to the youth of today whom we serve but also to the pioneers who built this program and whose legacy I hope my efforts honored.

As I leave my role as Director at National 4-H Headquarters, I look forward to remaining active as a 4-H parent, volunteer, and donor. I hope my work at National 4-H Headquarters has demonstrated that I sincerely believe in the words many of us say regularly: "I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living, for my club, my community, my country, and my world."

*Sincerely,
Cathann Kress*



Upcoming Dates

JCEP Regional Workshop
February 18-20, 2009 Marriott San Diego Del Mar, San Diego, California

Public Issues Leadership Development Conference (PILD)
April 27-29, 2009 Key Bridge Marriott, Arlington, Virginia

NAE4-HA Conference
October 25-29, 2009 Rochester, New York

Congratulations First Timers

Submitted by Diane Mack



At our spring meeting we voted that funds raised during the Pennsylvania and Silent auction be divided equally by those first time attendees to national meeting. Jim Adams reports a total of \$413 was raised. Five first timers attended. Abbie Grossnicklaus, Jill Martinson, Megan Cassidy, Melissa Thimesch, and Nancy Pihl received \$82.60 each to help pay their expenses.

Most Interesting Exhibit

Submitted by Andrea Schmidt

Robotics is becoming more popular. One of my members, a 14 year old, created a robot that played Guitar Hero. The exhibit also utilized a Wii, a television and a computer. The 4-H member wrote a program to coordinate all the pieces, and offered a demonstration right after judging. It really did work, don't ask me how, but it did work. The robot "won" at Guitar Hero!

Resource Library – Your Help Needed

Submitted by Jim Adams

Kansas 4-H Resource Library -- The Curriculum Action Team plans to further develop this resource by asking all Extension Units to share their successful local programs. Please submit your successful lessons, activities, brochures, etc. to rcurry@ksu.edu for posting in the Kansas 4-H Resource Library. Sharing your successes will help other colleagues from wasting their time developing something already done.

The Action Team is particularly interested in the listing of successful School Enrichment programs and lesson plans. We know several counties have school enrichment coordinators that have many lessons that are popular and proven. Please send these lessons in a format that can be easily downloaded and modified by colleagues to fit their situation. Sharing your successes will help other Extension Units "Grow 4-H."

An Agent - Defined

Submitted by Andrea Schmidt

In working with interns and others who are trying to grasp what Extension is, here is my definition. Thought I would share. Maybe it will help you answer the famous question, "What do you do?"

I teach,

I mediate,

I nurse,

I plan,

I lead,

I listen,

I guide,

I facilitate,

I problem solve,

I research,

I create,

I build,

I clean,

I comfort,

I write,

I evaluate,

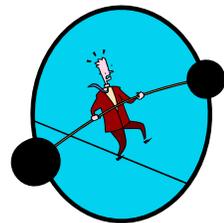
I advise,

I manage,

I balance,

I connect many . . .

I am a Youth Agent.



Watch

T4D – Thought 4 the Day by Kirk Weisler

Watch your thoughts; they lead to attitudes.
Watch your attitudes; they lead to words.
Watch your words; they lead to actions.

Watch your actions; they lead to habits.
Watch your habits; they form your character.
Watch your character; it determines your destiny.

KAE4-HA Meeting Annual Conference Details



Monday, October 20

10:45-11:45 a.m. Professional Development Committee Meeting, Flint Hills

11:00-11:45 a.m. Programs Committee Meeting, Union 208
Public Relations Committee Meeting, Union 209
Recognition Committee Meeting, Union 212
Diversity Committee Meeting, Union 212

11:15 – 11:45 a.m. Policy and Resolution Committee Meeting, Union 212
Research and Evaluation Committee Meeting, Flint Hills

1:00-1:30 p.m. KAE4-HA Board Meeting (current board) – Flint Hills

1:30-4:00 p.m. KAE4-HA Business Meeting** – Flint Hills

**Note: This is half an hour earlier than listed in the current schedule that is on the web

7:00 p.m. Clover Night – Rusty's Next Door, 1215 Moro

KAE4-HA Committee Assignments (as of 10/7/08)

Professional Development

Chair: Emily Morehouse

Need to appoint a chair

Aliesa Woods

Sarah Maass

Rod Buchele

Daryl Waldren

Nancy Pihl

Beth Hinshaw

Public Relations/Web

Chair: Ginger Kopfer

Lori Shoemaker

Diversity

Chair: Carol Fink

Gary Gerhard

Beth Drescher

Jill Martinson

Research and Evaluation

Chair: Need to appoint a chair

Sarah Maass

Beth Hinshaw

Gary Gerhard

Clover Night

Submitted by Kelsey Holcomb

Programs

Chair: Need to appoint a chair

Andrea Schmidt

Megan Cassidy

Melissa Thimmesch

Robyn Deines

Kelsey Holcomb

Policy and Resolutions

Chair: Eric Otte

Jim Adams

Sarah Laib

Member Recognition

Chair: Barbara Addison

Evelyn Neier

Berny Unruh

Abbie Grossnicklaus

JoEllen Arnold

Nominating

Chair: Diane Mack

Beth Hecht

Rod Buchele



The KAE4HA Programs Committee will host Clover Night Monday, October 20th at Annual Conference. We will meet at Rusty's Next Door beginning at 7pm. There will be a charge of \$5 at the door. Hors d'oeuvre's will be served and the bar will be open. Join us for social gathering, trivia and prizes.

Things to Think About

Submitted by Beth Hecht

65% of donors will go on your website before making a gift.
Does your website appeal to donors??

Family and friends are the biggest influence on whether someone will donate.
Have you asked??

Typically, donors really want to be involved.
Have you engaged them deeper than a thank you note??



For every \$1 invested in:

- obtaining major gifts, your return is \$8.10.
- establishing annual giving, your return is \$4.40.
- special event fund raising (bake sales, product sales, etc.), your return is \$2.90.

Where are you investing your \$1.00??

40% chance a first year donor will continue to renew their contribution.

65% chance a second year donor will continue to renew their contribution.

85% chance the donor will continue to renew their contribution if you can keep them for 5+ years.

What value of their contribution are you sharing with your donors?

Think again....Read this over again replacing the word “donor” with “4-H volunteer”.

Think about it!

Information gleaned from Building a Culture of Philanthropy in 4-H session lead by National 4-H Council, and myself.

Tips for Summer 4-H Activities

Submitted by Andrea Schmidt

Discovery Days- Check In Tip

Many goodies are typically received during the check-in process. One way that I have found to help delegates gather everything is a large plastic zipper bag. I usually grab the gallon or two gallon size. I label them with delegate name and room number, prior to heading to Discovery Days. I sort all the goodies into piles, and have the delegates go through with their zipper bags to collect one of each. Their last stop is to collect their room key and meal card from me. They are set to grab their luggage and settle in!

4-H Camp – Little Camper Tip

Bedtime can be a little chaotic with the youngest campers. Often “mysterious” ailments surface at bedtime, my toe hurts, my neck has bumps (invisible) on it, my tooth is loose, etc. The little ones sometimes need a little affirmation and a little attention. This year I brought a small drink cooler and washcloths. I filled the cooler with ice at dinner, and placed some washcloths in it. As we were moving toward lights out, I was able to give washcloths to campers who stated some of these concerns. The campers felt that they were heard, and had their own special washcloth for the night. I collected the washcloths in the morning, and used that time to check back and see how they were doing. This worked well, and I definitely plan to continue next year!

Memories from the 2008 Galaxy III in Indianapolis

Pictures submitted by Emily Morehouse



**KAE4-HA Membership Form
2008-2009**

Name _____ Title _____

Work Address _____

Work Phone _____ Fax _____

E-mail _____

Years of Service (as of December 15, 2008) _____ Birthday Info Month/Day _____

Additional Information Needed for the NAE4-HA Database

Years as NAE4-HA member: ___ 0-5 ___ 6-10 ___ 11-15 ___ 16-20 ___ 21-25 ___ 26-30 ___ 31+

Age Range ___ N/A ___ Under 30 ___ 30-39 ___ 40-49 ___ 50-59 ___ 60+

National Conferences Attended _____

Level of Degree Earned

___ High School Grad. ___ Associate ___ Bachelors ___ Masters ___ Doctorate

Ethnicity ___ Asian ___ African American ___ Caucasian ___ Latino ___ Native American ___ Other

Consent: ___ YES contact me for research subjects ___ YES to contact for pilot projects

Membership Options
(Please check one)

- | | |
|--|-------|
| _____ Full Membership (\$125)
(Provides membership in KAE4-HA, NAE4-HA, and KEAA) | \$125 |
| _____ State/Area Staff and/or county Extension Staff who already belong to another association. (Provides membership in KAE4-HA and NAE4-HA)(\$119) | \$119 |
| _____ First Year Extension Professionals (\$65)
(Provides membership in KAE4-HA, NAE4-HA, and KEAA You will receive a \$20 scholarship from KAE4-HA and a \$30 scholarship from NAE4HA) | \$65 |
| _____ Associate (\$55)
(Provides KAE4HA membership only. Open to Extension staff who already belong to another association, 4-H program assistant and 4-H Foundation staff.) | \$55 |
| _____ Life (this option for past NAE4HA Presidents and retired staff only) (\$210) | \$210 |

Please return completed form and check by **November 1** to:

Jim Adams
201 Umberger Hall
Manhattan, KS 66506-3404