

April 2013

To: Epsilon Sigma Phi Members

At the 2013 United Association Conference, keynote speaker Dr. Lindsey Shirley, Teacher Educator and Extension Specialist at Utah State University focused her message on the use of technology in communicating with students and clientele. Dr. Shirley shared the following, "Did you Know 3.0, Updated" video as a way to introduce her message: <http://bit.ly/12jchRq>

In this technology and media-driven environment, marked by access to an abundance of information, rapid changes in technology tools and the ability to collaborate and make individual contributions on an unprecedented scale, how do you use digital technologies in extension programming?

Robert Putnam in his book, "Bowling Alone" discussed his concern of the increasing disconnect in social capital. His book was written before Skype, Blogs, Twitter, Facebook, LinkedIn, web meetings, and Pinterest. The digital age has transformed the way many people connect. Before social media, people connected by joining community organizations, clubs or bowling leagues. Today, Facebook, Twitter, and Pinterest have become the new front porches. Digital technologies influence how people interact, connect and receive information.

As extension educators and change agents we have a responsibility to strive for a balance between how research based information and educational programs are delivered, received, utilized and shared by our constituents. I'm curious, the last time you were seeking new information did you walk over and ask your neighbor, call a family member, attend an extension meeting or did you just login?

Please share your successes in using digital technologies in extension programming with Alpha Rho members by using the follow member list:

[ESP-All-AlphaRho-L@listserv.ksu.edu](mailto:ESP-All-AlphaRho-L@listserv.ksu.edu)

Announcement:

- Galaxy IV Conference, September 16-20, 2013 in Pittsburgh, PA  
Registration opens May 1; <http://www.galaxy-2013.org/index.html>

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