

Personnel and Organizational Development Committee (PODC)

Report to ECOP

July 24-25, 2001

Action Items

- PODC requests the addition of a representative from Association of Natural Resources Extension Professionals (ANREP) to the committee. This is a new agents association that is a participating member of JCEP.
- PODC requests approval of the proposed term rotation. This will complete the transition from three-year terms to four-year terms. The plan allows for balance in the rotation.
- PODC requests approval of a chair-elect for 11/01 – 11/02.

Information Items

Information Technology

The information technology work group used the one-day joint session in May (SPC, PLC, PODC and ESCOP/PC) as a springboard for focusing their work.

- There are three types of resources and training needed: content providers, specialists, researchers; instructional designers/educators; and IT professionals. Topics that frequently come up include: user friendliness, research on what is needed, guidelines for training, what does John Q Public think, research capacity of universities, and credit – who gets it?
- The work group discussed the importance of interface between web designer and educator. The web is not just a repository for information but must also be used in new ways as an educational tool. The work group identified the need for an evaluation component with web based information/education.
- Other topics for discussion: the need to think about usability testing using stakeholders as one testing group; e-Extension may be appropriate as a tool to accomplish mandated multi-state programming; e-Extension has potential to reach audiences who are going to other non-research based sources.
- The information technology work group has decided to work on a five-year plan for assistance to the system. It includes:
 - Conduct environmental scanning
 - Exam functions
 - Develop guidelines for training
 - Find out from youth what they think future needs are
 - Contact NETC group and check them out as a possible resource
 - Explore the relationship between Ag Communicators group and IT group
 - Consider protection of information technology developed as intellectual property
 - Look at public/private partnerships

Professional Development

This work group has evolved from training to professional competencies to professional development.

- The current project is to develop a strategy to help states assure that Extension employees have, and continue to have, the necessary core and discipline competencies to anticipate and deliver quality

educational programs of relevance and importance to our publics. The work group feels this is important to aid in the orientation and professional development of new Extension professionals as the system experiences significant turnover.

- The work group will develop a guide to complement the *Guidelines for Professional Development* booklet released in fall 2000. The table of contents for the project will include:
 - Case statement
 - Brief literature review
 - Lists of competencies compiled from Extension institutions
 - Strategies of success
 - Resources

Organizational Culture

The organization culture work group discussed two possibilities for exploration: the examination of the Cooperative Extension System using the chaordic model of Dee Hock or the writing of Scott Peters that call for a return to the civic mission of land grant institutions. The work group opted to explore further the work of Dr. Peters.

- In several of his works, Dr. Peters uses a quote from *The Holy Earth*, by Liberty Hyde Bailey, Dean of the College of Agriculture at Cornell from 1903-1913 and chair of The Country Life Commission. Bailey wrote, "It is not sufficient to train technically in the trades and crafts and arts to the end of securing greater economic efficiency – this may be accomplished in a despotism and result in no self-action on the part of the people. Every democracy must reach far beyond what is commonly known as economic efficiency, and do everything it can to enable those in the backgrounds to maintain their standing and their pride and to partake in the making of political affairs."
- Bailey hammers away at the notion that land-grants must have a much broader mission than economic development. Peters study of the roots of Cooperative Extension and the land-grant institution are particularly critical in light of the *Kellogg Commission on the Future of State and Land-Grant Universities*.
- Dr. Peters is being invited to the fall PODC meeting to talk with both the entire committee and then to spend time with the work group.

General Information

- The PODC publication on *Alternative Revenue Sources* (1997-98) is being reviewed for its relevance and possible revision. Larry Arrington, one of the original authors, is leading this effort.
- The May joint meeting day with SPC, PLC, PODC and ESCOP/PC focused on information technology. Speakers included:
 - *Bringing Extension Back from the Brink*, David A. King, Executive Director, Indiana Higher Education Telecommunications System
 - *Life in the Age of the e-Sphere and the World Wide Mind*, Joseph N. Pelton, George Washington University, Executive Director, Arthur C. Clarke Institute
 - *The Digital Divide, Convergence and Bandwidth: What does it mean and why should we care,* Scott V. Fedale, Washington State University

- During the spring meeting, PODC heard reports about: Century 21 committee, health and human services initiative, NASULGC, SED, Administrative Officers meeting, NELD and JCEP.
- James Wade and Lyla Houglum attended part of the PODC May meeting. Chair-elect Lyla Houglum entertained discussion about the roles, responsibilities and interaction of the ECOP subcommittees. ECOP chair, James Wade reported on the CSREES Partnership Conference and the nine primary action items. Their interaction with PODC was appreciated.

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