



Chapter News, December 2016



President's Message

While attending the National ESP Conference this year in Cape May, NJ, I was able to attend a program that highlighted the book "Brain Rules: 12 Principles for Surviving and Thriving at Work, Home and School." This book was authored by Dr. John Medina, a noted developmental molecular biologist and researcher. One of the principles posed by Dr. Medina seemed especially pertinent to our own extension work. That is, we do not pay attention to boring things and audiences will typically check out after 10 minutes. So we have to continually work to grab our audiences back by telling narratives or creating events rich in emotion. Basically, we have to change things up... frequently.

Now I am not saying that ESP is boring -- it is not. But I do acknowledge that we need to continually work to grab people back who may not be aware of the benefits of joining ESP. Here are a few benefits:

- Opportunities for interaction with your peers from multiple disciplines and program areas.
- Numerous and varied professional development opportunities.
- Mentoring opportunities.
- Chapter and national leadership opportunities and committee membership.
- Improving your skills as an educator and presenter.
- Opportunities to share your experience and expertise.
- Chapter and national recognition programs for member individuals and teams.

So as members (or potential members), this might be a great opportunity to change things up and offer a narrative to a colleague about the benefits of joining the Alpha Mu Chapter of Epsilon Sigma Phi. I am looking forward to meeting our new members.

Best wishes to all,

David N. Brown

David N. Brown
Human Sciences Specialist, Family Life, dnbrown@iastate.edu

Alpha Mu Chapter

2016-2017
Executive Board

David N. Brown
President

Barb Fuller
President-Elect

Mary Weinand
Treasurer

Barb Wollan
Secretary

Open Seat
Historian

Dennis Johnson
Member-at-Large

Sandra McKinnon
Past President

Open Seat
Life Member

Andrea Nelson
Membership Chair

Web Links:
www.espnational.org
www.extension.iastate.edu/esp

ESP Awards: Begin today!

Now is the time to review the awards available through Epsilon Sigma Phi. You may be a perfect fit, or you may wish to encourage a colleague.

Applications are found online at

<http://www.espnational.org/en/> - look for applications/reports across the top, then drop down to recognition/awards, and find the appropriate application.

At the end of the application form, add Barb Fuller, bfuller@iastate.edu as the chapter contact, to ensure that Barb receives a copy by email. From those who apply, the awards committee will choose a state winner in each category, including Friends of Extension. State winners need to be selected by March 1, so **nominations are due by February 1. This will allow the committee to review and submit our state winner.**

To apply, you must be a member of Epsilon Sigma Phi, Alpha Mu. Recognition is available in the following eight individual and two team categories:

- CONTINUED EXCELLENCE (must have received distinguished service award)
- DISTINGUISHED SERVICE (more than 20 years)
- MID CAREER SERVICE (10 to 20 years)
- EARLY CAREER SERVICE (10 years or less)
- INTERNATIONAL SERVICE
- ADMINISTRATIVE LEADERSHIP (10 years or more)
- VISIONARY LEADERSHIP
- DIVERSITY MULTICULTURAL - INDIVIDUAL
- DIVERSITY MULTICULTURAL – TEAM (at least 50% of team are ESP members)
- DISTINGUISHED TEAM
- **FRIEND OF EXTENSION** - Nominations for Friend of Extension may be submitted by anyone with an Extension appointment.

Submitted by Barb Fuller, Awards Chair,
bfuller@iastate.edu

Act Now!

Membership Renewal and Dues for 2017

ESP Alpha Mu Chapter enrollment period is October – December each year. This year we are using an online membership system. National ESP created the online system and Iowa is one of several states piloting it. Enrolling and re-enrolling online is easy, but we've created helpful instruction sheets to guide you through the process.

The first step in enrolling starts with visiting the Alpha Mu Chapter homepage:

<http://www.extension.iastate.edu/esp>

From our homepage, you will be able to find the latest on membership enrollment, including:

- Information on accessing the online membership system
- Instruction sheets on how to complete the enrollment process as an Annual Member
- Paying dues through the online system via check or credit card, and
- Eligibility and instructions on becoming an Associate Member.

I'm happy to report several Annual Members have already re-enrolled, and we've had a few New Annual Members join! But don't delay! Your membership comes with some amazing benefits, many of which are detailed in this newsletter. This is your opportunity to connect with colleagues, many of which are in different disciplines, and be rewarded with opportunities including professional development, awards and scholarships. These are the key ingredients to professional excellence! We're here to help. Contact us if you have questions about your membership or how to pay dues.

Submitted by Membership Committee members
Andrea Nelson, nelsonar@iastate.edu
Dennis Johnson, djohn@iastate.edu

Professional Development Opportunity

Miss the 2016 ESP National Conference? There were many great professional development opportunities and you can still catch the presentations and materials here:

<http://espnational.org/en/29-resources/conference-presentations/364-2016-conference-presentations>



The **2017 National ESP Conference** will be **October 8-12** in Wilmington, NC. Find details at <http://espnational.org/en/2017-esp-national-conference>

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Conference Scholarships Available

Through ESP National, funding is available to support attendance at national conference through the **Art Redinger Administrator / Leader Scholarship**. Four \$500 scholarships are awarded for outstanding administrators/leaders who are current ESP members to attend National ESP Conference. Must be first time attendee to the ESP National Conference. Eligible recipients include county, regional, state, national and program administrators / leaders. The application deadline is March 1. Details are found at <http://espnational.org> under "Membership Benefits."

2016 ESP National Conference in Review

The 2016 Epsilon Sigma Phi (ESP) National Conference was held in Cape May, NJ. The theme was "Turning the Tide with Epsilon Sigma Phi." Sandra McKinnon and David Brown attended from the Alpha Mu Chapter. It was held at the historic Grand Hotel right across from the Jersey shore.

The concurrent sessions and keynotes were outstanding and I believe both of us were able to collect new ideas and tools in our work as Extension professionals. My favorite session dealt with brain centered teaching. Following the principles found in a book by Dr. John Medina titled "Brain Rules", the presenters offered the following advice when teaching: capture your audience attention by triggering emotion; convey general ideas before details; teach complex concepts in small segments; and repeat information at discrete intervals—repeat to remember!

Other notable sessions focused on Terrific Technology Teaching Tools, Engaging Latino Youth and Families, Mindfulness, Creating Successful Extension Programming for Clientele with Developmental Disabilities, and the Art and Science of Teamwork. All of the presentations and handouts from the conference can be found at <https://espnational.org/en/29-resources/conference-presentations/364-2016-conference-presentations>.

David Brown, Human Sciences Specialist, Family Life

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Did You Notice?

Almost 50% of those attending the Oct. 4, 2016, Professional Development Day in Ames were Alpha Mu members! Thank you Carol Heaverlo of the ISUEO Professional Development Unit for working with ISUCEP and ESP - Alpha Mu.



Your key to professional excellence

<http://extension.iastate.edu/esp>

A Look Back and Forward

The Alpha Mu Chapter has a long history. Started in 1928, we have documents archived at the ISU library, but also in a couple of boxes that need to be organized. The Executive Board requests a member to fill the historian position. Responsibilities of the position could include:

- Attend all meetings of the Alpha Mu Chapter of Epsilon Sigma Phi.
- Provide historian report at chapter meetings and in newsletters.
- Connect with ISU library archivist to become familiar with the process for adding items to the archives.
- Maintain chapter historical records and memorabilia, such as such as, bylaws, minutes, newsletters, chapter awards, annual meeting programs, etc., with the assistance of other officers.
- Contribute information of historical significance to chapter newsletter.
- Submit reports for chapter annual report.
- Keep an up-to-date file, box, or notebook of details of the office to pass on to successor.
- Submit documents to be added to chapter website.

Interested? Please contact David Brown.

dnbrown@iastate.edu

Our Mission Statement

Epsilon Sigma Phi (ESP) is dedicated to fostering standards of excellence in the

Extension System and developing the Extension profession and professional.

Our Vision Statement

Epsilon Sigma Phi leads the Extension System in providing and facilitating professional development that focuses on the Extension organization and the Extension professional.

Committee Report Resource Development and Management

Strong leadership continued to guide the financial position of ESP Alpha Mu Chapter in 2016. Prudent decisions were made to manage changes and transitions throughout the year. The chapter experienced prosperity and growth and the financial picture will continue to grow into 2017. Professional development will continue to be supported as a result of our investment in our chapter.

The audit report and the financial statement reflect membership remained strong with 65 members. The year-end change in assets -\$55.52. The chapter audit was completed by Barb Dunn Swanson and Phyllis Zalenski.

We encourage you to read through each chapter newsletter, since newsletters are a regular part of our chapter's function and each issue includes a Resource Development & Management Committee report. Feel free to contact the chapter treasurer or any RD&M committee member if there are questions. Transparency and information are guiding principles for ESP.

In 2016, National Epsilon Sigma Phi implemented on-line dues submission; the Alpha Mu chapter provided an orientation to the new system at the October 4, 2016 Annual Meeting. On-going assistance is available from chapter leadership.

ESP helps us invest in ourselves. As we promoted to members this past year, we are "Worth a Mint." We asked members to give "Just a Quarter" in a fundraising campaign aimed to help grow our chapter resources. The increased funds will be used to support additional professional development, and recognition of our members. The campaign will run through the end of 2016. The goal for this effort is \$1,000.

Finally, thank you for the opportunity to serve this past year on the Resource Development & Management Committee. Together, we have learned a great deal. It is ESP's good fortune to have so many caring people serving in positions of responsibility.

*Terry Torneten, ttorn@iastate.edu
Barbra Dunn-Swanson, bdswanso@iastate.edu
Phyllis Zalenski, zalenski@iastate.edu*