

NEED Centennial Conversation Notes

Conference call on February 28, 2014

Next conference call the end of May

Participating: Stephen Wright (UMD), Nancy Garrabrants (UMASS), Holly Young (UNH), Jenny Riggs (UConn), Mike Greene (Rutgers), Kurt Reichelt (UVM), Marilyn Corbin (PSU), Nancy Bull (NEED)

A round table conversation occurred. Noted below are notes from each state as they presented.

Vermont

- Wrapped up their celebration in 2013. Their Centennial celebration included:
- A proclamation read at the state house on the anniversary of the passage of legislation that created UVM Extension;
- 3 newspaper inserts focusing on food; youth and families; and community;
- A History book: *100 Years of UVM Extension: 1913 – 2013*
- An internal celebration that included current and former Extension staff and faculty;
- And a web site: <http://www.uvm.edu/extension/centennial/> that includes oral histories of retired county agents;

New Hampshire

- Farm/Forest-did 6 oral histories-touch screen for folks to listen-each 4 minutes; used a then and now exhibit
- Found 1948 National Geographic Magazine on 4-H where the photos had been taken in NH; followed up with person in magazine;
- May 7th event at state library; inviting all state reps for lunch; then to state house where governor will read proclamation and dean and director will speak
- PowerPoint to showcase what we are doing
- Centennial postage stamp created-actual stamp-to showcase the state flower and includes the Centennial logo; sold in blocks of 20 stamps and will make 48 cents per stamps; did through zazzle.com; can also do at USPS
- Then and now on web site
- Oral histories
- Focus on rural electrification

New Jersey

- Web site and videos
- Linked to content management system for news stories
- Proclamation at state and counties are also doing
- Also this is the year of the 150th land grant designation for the college so a joint celebration
- County 4-H fairs
- Distinguished lecturer series in May

- Contest of what CES will look like in another 100 years

Connecticut

- Overview of event on March 29 for employees and volunteers to focus on next bold steps for Extension what will we look like and how do we get there; using the Dragon Fly Effect book as a guide to social media marketing of Extension
- Requesting participants bring a heartfelt Thank you note to an Extension staff person, to the March 29th workshop; purpose is to honor the past by sharing the impact that Extension staffs have on people and communities. We will ask for permission to pull quotes for Centennial public relations uses.
- Display centennial logo on CES website – will use it to share actions/outcomes from 3/29 workshop
- After April 1 will focus on fund development
- October we are planning a centennial celebration dinner for the Extension community in CT to celebrate the year
- Also the Centennial will be prominent at the annual Extension Partners reception for state legislators on April 24th. The past two years the governor has attended. Plans for a Governor’s proclamation on that day as well.

Massachusetts

- AG Day at state house to display then and now
- Focus on fall event
- First land-grant to offer Extension program in language other than English; Hadley MA farm and taught in Polish; will build on this and have session in Polish coupled with work with other ethnic groups

Pennsylvania

- Proclamation by the Governor. He tweeted it out others.
- Annual conference Celebration
- Pull up shade exhibits or table top exhibits for each county and book marks
- Using social media
- Found black and white film collection in University archives from the early 1920s. Will develop a film fest to show at library and alumni association building; film will be followed with discussion
 - Jan Scholl presents selected silent, black and white films and film clips that were shown to rural families in the early part of the twentieth century! Film producers and fans will enjoy seeing the early film techniques and educators will be interested in how humor was incorporated with the content! Note the “new” technology on the farm and in the home. Following the films, a short lecture and question and answer period can be provided that discusses how Cooperative Extension, as an outreach of the university, was started and still continues today. The session can be for one, two, or three hours!

- Jan Scholl is an Extension specialist and associate professor in the Department of Agricultural, Economics, Sociology and Education (AESE). She has published many refereed articles on Cooperative Extension history and was the first American Association of Family and Consumer Sciences Centennial Scholar.
- Receptions in each office on May 8th and the national webinar
- Magazine and feature articles taking Extension to the next generation

Maryland

- Focus on a system wide staff conference; Sonny Ramaswamy presentation on the signing of the Smith Lever Act; breakout sessions
- Will roll out the new strategic plan-the future for the next 100 years
- The May college convocation with the leadership of the University will focus on Extension and discussion of the future.
- Political stakeholders are also invited
- Mugs with Centennial logo to distribute
- Feature articles
- Alumni association articles
- Each county to hold a local celebration
- Maryland AG Day will have display